magmodules



Local Inventory Feed

Google Shopping for Magento 2

This guide explains how to set up and use the Local Inventory Feed in the Google Shopping Feed extension. The Local Inventory Feed enables Google Local Inventory Ads (LIA), allowing you to show real-time product availability for your physical store locations.

What is the Local Inventory Feed?

The Local Inventory Feed is a supplemental feed that provides Google with real-time stock information for your physical stores. When combined with your main product feed, it enables:

- **Local Inventory Ads** - Show "In store" or "Pick up today" labels in Shopping ads
- **Real-time availability** - Display current stock levels to nearby shoppers
- **Store-specific pricing** - Show different prices per store location if needed
- **Omnichannel shopping** - Connect online browsing with in-store purchasing

Prerequisites

Before setting up the Local Inventory Feed:

1. **Google Merchant Center account** with Local Inventory Ads enabled
2. **Business Profile** (formerly Google My Business) with your store locations verified
3. **Main product feed** already configured and approved in Google Merchant Center
4. **Store codes** matching between your Business Profile and Magento

Feed Contents

The Local Inventory Feed exports the following data for each product:

Field	Description
`id`	Product identifier (matches main feed)
`store_code`	Physical store location code
`availability`	"in stock" or "out of stock"
`price`	Current product price with currency
`sale_price`	Sale price if applicable
`quantity`	Stock quantity available

Field	Description
`sale_price_effective_date`	Date range for sale price

Configuration

Location: Magmodules > Google Shopping - Inventory > Feed Generation Settings

Enable the Feed

Setting	Description
Enable	Turn on inventory feed generation for this store view

Local Inventory feed settings

Filename

Setting	Description
Filename	Custom filename for the feed (default: inventory.xml)

Each store view generates its own inventory feed file.

Store Code Configuration

The store code identifies your physical store location and must match exactly what you registered in Google Business Profile.

Setting	Description
Store Code	Use Magento store code or custom value
Custom Store Code	Enter the exact store code from your Business Profile

Important: The store code must match your Business Profile exactly. If your Business Profile uses `store_nyc_001`, you must use the same value here.

Setting Up Store Codes

Single Store Location

If you have one physical store:

1. Set **Store Code** to "Custom"
2. Enter your Business Profile store code in **Custom Store Code**
3. Use the same configuration for all store views

Multiple Store Locations

If you have multiple physical stores with separate Magento store views:

1. Create a Magento store view per physical location
2. Configure each store view with its corresponding store code
3. Enable the inventory feed for each store view

Example setup:

Magento Store View	Custom Store Code
New York Store	`store_nyc_001`
Los Angeles Store	`store_la_002`
Chicago Store	`store_chi_003`

Generating the Feed

From Admin Panel

1. Navigate to **Magmodules > Google Shopping - Inventory**
2. Find the store view in the feed table
3. Click **Generate Inventory** from the Actions dropdown

From Command Line

```
# Generate for all enabled store views
bin/magento googleshopping:inventory:create

# Generate for specific store view
bin/magento googleshopping:inventory:create --store-id=1
```

Via Cron (Automatic)

The inventory feed shares cron settings with the main feed. Configure in: **Magmodules > Google Shopping - Feed > Automation**

Uploading to Google Merchant Center

Option 1: SFTP Transfer (Recommended)

Enable automatic SFTP transfer to send the inventory feed directly to Google:

1. Configure SFTP credentials in **Magmodules > Google Shopping - Feed > SFTP Transfer**
2. Use **Generate + Transfer** action in the feed table

Option 2: Scheduled Fetch

1. Download the inventory feed from the admin panel
2. In Google Merchant Center, go to **Products > Feeds > Supplemental feeds**
3. Create a new supplemental feed for local inventory
4. Set up scheduled fetch with your feed URL

Option 3: Manual Upload

1. Download the inventory feed
2. In Google Merchant Center, go to **Products > Feeds > Supplemental feeds**
3. Upload the feed file manually

Linking to Main Feed

The Local Inventory Feed is a **supplemental feed** that links to your main product feed through the `id` field.

Ensure:

1. The `id` field matches exactly between main feed and inventory feed
2. Products exist in your approved main feed before adding to inventory feed
3. Both feeds reference the same Google Merchant Center account

Troubleshooting

Products not showing local availability

Check:

- Store code matches Business Profile exactly (case-sensitive)
- Product exists in approved main feed
- Inventory feed has been uploaded as supplemental feed
- Local Inventory Ads are enabled in Merchant Center

Stock levels not updating

Check:

- Inventory feed is regenerating (check file timestamp)
- SFTP transfer is successful (check transfer logs)
- Scheduled fetch is running (check Merchant Center fetch status)

"Store code not recognized" error

Fix:

- Verify store code in Business Profile
- Ensure store code is entered exactly as shown (including underscores, hyphens)
- Check that the store location is verified in Business Profile

Best Practices

1. **Frequent updates** - Update inventory feed more often than main feed (hourly vs daily)
2. **Accurate stock** - Ensure Magento stock levels reflect actual physical inventory
3. **Consistent IDs** - Use the same product ID format in main and inventory feeds
4. **Test first** - Verify with a few products before enabling for full catalog
5. **Monitor errors** - Check Google Merchant Center for feed processing errors

Google Requirements

For complete Local Inventory Ads requirements, see:

- Google Local Inventory Ads overview
- Local inventory feed specification
- Store codes requirements

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Google Shopping extension on magmodules.eu

All articles for Google Shopping

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH
4	Update a Magento 2 Module using an Artifact Repository

Configuration

1	Quick Start Guide
2	Configuration Guide
3	Product Types
4	Attribute Mapping
5	Filters
6	SFTP Setup
7	Promotions Feed
8	**Local Inventory Feed (current)**
9	Loyalty Program Feed

Troubleshooting

1	Google Merchant API vs Feed Upload
2	Google Merchant Center Errors
3	CLI Commands

Background

1	Identifier Exists Attribute
2	Google Product Categories
3	Best Practices
4	Feed Preview
5	Troubleshooting
6	Google Merchant Center Setup

