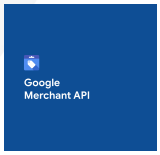
magmodules



Using Feed and API Together

Google Shopping - Merchant API for Magento 2

This guide explains how to use the XML Feed module and the API module together for optimal product synchronization with Google Merchant Center.

Why Use Both?

The XML Feed and API modules serve different purposes and work best when combined:

Module	Strength	Use Case
XML Feed	Complete catalog export	Scheduled baseline sync (daily/hourly)
API Module	Real-time updates	Immediate price/stock changes

Together they provide:

- A reliable baseline that ensures all products are in Google
- Fast updates for time-sensitive changes (flash sales, stock depletion)
- Redundancy if one method temporarily fails

How Google Matches Products

The Offer ID

The **Offer ID** is the unique identifier that links your Magento products to Google Merchant Center listings. It's the key that allows both Feed and API to update the same product.

Format in Magento: Typically your product SKU or entity ID **Example**: `ABC-12345` or `24-MB01`

When you send product data to Google (via Feed or API), the Offer ID tells Google: "This is product ABC-12345, update its data."

How Matching Works

Example: Product with SKU "ABC-12345"

1. XML Feed sends product data with `offerId: ABC-12345`
2. API Module sends product data with `offerId: ABC-12345`
3. Google sees the same Offer ID and updates the **same product**

Both methods update the same product in Google because they use the same Offer ID.

Important: The Offer ID configured in the Feed module must match the Offer ID used by the API module. By default, both use the same source (configured in Feed module settings), so this happens automatically.

Data Sources in Merchant Center

Google Merchant Center uses **Data Sources** to organize incoming product data. Feed and API use different types:

File Data Source (XML Feed)

- Type: Scheduled fetch or SFTP upload
- Contains: Complete product catalog
- Updates: On your configured schedule

Merchant API Data Source (API Module)

- Type: Merchant API
- Contains: Individual product updates
- Updates: Real-time when products change

How Multiple Data Sources Work

Google can combine data from multiple sources for the same product:

1. **Primary source** provides the base product data
2. **Supplemental sources** can add or override specific fields

When using Feed + API together, you have two options:

Option A: Separate Data Sources (Recommended)

- Feed uploads to File data source
- API updates to Merchant API data source
- Google merges both, with most recent data taking precedence

Option B: API as Primary

- API module handles all product data
- Feed serves as backup/verification only

Recommended Setup

For Most Merchants

1. **Keep your existing Feed setup** (SFTP or scheduled fetch)
    - Runs daily or hourly
    - Ensures complete catalog is always in Google
2. **Add the API module** for real-time updates
    - Pushes changes immediately when products are saved
    - Handles price and stock updates between feed runs

Configuration Checklist

1. **Feed Module**
    - Attribute mapping configured
    - Offer ID field set (usually SKU)
    - SFTP or scheduled fetch active
2. **API Module**
    - Same store view as Feed
    - Merchant API data source created
    - Auto Sync enabled
3. **Verify Offer ID Match**
    - The "id" field in Feed module settings
    - Should match what API module sends as `offerId`
    - Check a synced product in both to confirm

Offer ID Configuration

Where It's Set

The Offer ID is configured in the **Feed module** under attribute mapping:

Stores > Configuration > Magmodules > Google Shopping - Feed > Attribute Mapping

Look for the `id` field mapping. Common options:

- **SKU** (recommended) - Unique, human-readable
- **Entity ID** - Magento's internal ID (numeric)
- **Custom attribute** - If you have a dedicated identifier

Best Practices

1. **Use SKU** if your SKUs are unique and stable
2. **Never change the Offer ID** of existing products - Google treats it as a new product
3. **Keep it consistent** across all stores/feeds for the same product
4. **Alphanumeric characters** only - avoid special characters

What Happens If Offer IDs Don't Match?

If Feed sends `offerId: SKU123` and API sends `offerId: 456`:

- Google sees these as **two different products**
- You'll have duplicates in Merchant Center
- Changes via API won't affect the Feed product

Timing and Priority

Which Update "Wins"?

When both Feed and API send data for the same product, Google uses the **most recent data** for each field.

Example scenario:

1. 08:00 - Feed runs, sends price: €50
2. 10:00 - You change price to €45 in Magento
3. 10:01 - API sends price: €45
4. Google now shows: €45 (most recent)

Recommended Timing

Update Type	Method	Why
Complete catalog refresh	Feed (daily)	Ensures nothing is missed
Price changes	API (immediate)	Time-sensitive for ads
Stock changes	API (immediate)	Prevents selling out-of-stock

Update Type	Method	Why
New products	Feed or API	Either works
Product removal	Both	API for speed, Feed confirms

Handling Conflicts

Price Discrepancies

If Feed and API show different prices:

1. Check timestamp of last Feed run
2. Check API sync status for the product
3. The most recent update should be in Google

Missing Products

If a product is in Feed but not syncing via API:

1. Check if product passes Feed module filters
2. Check API module product grid for errors
3. Verify product was initialized in API module

Duplicate Products

If you see duplicates in Merchant Center:

1. Check Offer ID in Feed export
2. Check Offer ID in API sync log
3. Ensure both use the same identifier

Monitoring

Feed Module

- Check generated XML for correct Offer IDs
- Monitor SFTP upload logs
- Review Merchant Center processing reports

API Module

- Check Products grid for sync status
- Verify Offer ID matches Feed
- Monitor error rates

Merchant Center

- Products > Diagnostics for issues
- Check "Data sources" for last update times
- Verify product count matches expectations

FAQ

Do I need both data sources?

Yes, if using both modules. Each module needs its own data source type in Merchant Center.

Will I get charged twice for the same product?

No. Google Shopping charges are based on clicks, not on how many times you upload product data.

Can I disable the Feed and use only API?

Technically yes, but not recommended. The Feed serves as a safety net ensuring all products remain in Google even if API sync has issues.

What if I only want API for price/stock?

The API module supports inventory-only sync. Full product data comes from Feed, real-time price/stock from API.

How do I verify products are matched correctly?

1. Note a product's SKU in Magento
2. Find it in Feed XML export - check the `<g:id>` value
3. Find it in API sync log - check the `offerId`
4. Find it in Merchant Center - check the Offer ID
5. All three should match

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

All articles for Google Shopping - Merchant API

Installation

1	Installation using Composer (recommended)

Configuration

1	Google Cloud Service Account Setup

Background

1	Google Shopping Merchant API Sync Explained
2	**Using Feed and API Together** **(current)**

