



## Identifier Exists Attribute

Google Shopping for Magento 2

Understanding the `identifier_exists` attribute in the [Google Shopping Feed](#) extension. This attribute tells Google whether your product has standard identifiers (GTIN, Brand, MPN) or not. Essential for custom-made goods, vintage items, and other products without barcodes.

## What Is Identifier Exists?

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Google requires products to have at least two of three identifiers:

1. **GTIN** (EAN, UPC, ISBN)
2. **Brand**
3. **MPN** (Manufacturer Part Number)

When a product doesn't have these identifiers, you need to tell Google by setting `identifier_exists` to `false`. Otherwise, Google assumes identifiers exist and may reject your products.

## Configuration Options

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**Location:** Magmodules → Google Shopping - Feed → Advanced Options

### Add Identifier Exists

Option	Behavior
<b>Activate</b>	Sets <code>identifier_exists=false</code> for all products
<b>Activate when less than two</b>	Sets <code>false</code> only for products missing 2+ identifiers
<b>Deactivate</b>	Assumes all products have identifiers (default Google behavior)

**Recommended:** Use "Activate when less than two" for most stores. This automatically handles both identified and non-identified products.

## When to Use `identifier_exists=false`

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### Products That Typically Need It

#### Custom-Made Products

- Handmade jewelry, crafts, art
- Made-to-order items
- Personalized products

## Vintage and Antique Items

- Antique furniture
- Vintage clothing
- Collectibles

## Books Before 1970

- Pre-ISBN era publications
- ISBN became standard in 1970

## Store-Specific Bundles

- Bundles you created (not manufacturer bundles)
- Gift sets assembled by your store

## Private Label Products

- Your own brand without registered GTINs
- White-label products

## Products That Should NOT Use It

- Mass-produced products from known brands
- Books published after 1970
- Electronics with model numbers
- Any product with a barcode

## How It Works

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The extension checks each product for:

1. **GTIN attribute** - Is it filled and valid?
2. **Brand attribute** - Is it filled?
3. **MPN attribute** - Is it filled?

With "Activate when less than two":

- 2 or 3 identifiers → `identifier_exists` not added (defaults to true)
- 0 or 1 identifier → `identifier_exists=false` added

## Common Scenarios

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## Scenario 1: Mixed Inventory

You sell both branded products (with GTINs) and handmade items.

### Configuration:

- Add Identifier Exists: **Activate when less than two**
- GTIN Attribute: Your EAN/UPC attribute
- Brand Attribute: Your brand/manufacturer attribute

The extension automatically handles both types.

## Scenario 2: All Custom Products

Your entire catalog is handmade or custom.

### Configuration:

- Add Identifier Exists: **Activate**

All products get `identifier_exists=false`.

## Scenario 3: All Branded Products

You only sell products from established brands with GTINs.

### Configuration:

- Add Identifier Exists: **Deactivate**
- Ensure GTIN and Brand are properly mapped

## Troubleshooting

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### Products Rejected for Missing Identifiers

**Problem:** Google rejects products saying identifiers are missing.

### Solutions:

1. Enable "Activate when less than two" in configuration
2. Verify GTIN attribute is correctly mapped
3. Check that products actually have GTIN values filled

### `identifier_exists=false` but Product Has GTIN

**Problem:** Product shows `identifier_exists=false` but has a barcode.

**Cause:** The GTIN attribute isn't mapped or the value is in wrong format.

**Solution:**

1. Check GTIN attribute mapping
2. Verify GTIN format (13 digits for EAN, 12 for UPC)
3. Ensure no spaces or dashes in GTIN values

## Warnings About Incorrect Identifiers

**Problem:** Google warns that GTINs are incorrect.

**Common causes:**

- Wrong checksum (last digit)
- Using MPN in GTIN field
- Leading zeros missing

## Further Reading

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- [Google's identifier requirements](#) - Official specification

## Need More Help?

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**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](http://magmodules.eu)

# All articles for Google Shopping

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## Installation

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1	<a href="#">Installation using Composer (recommended)</a>
2	<a href="#">Installation using the Adobe Marketplace</a>
3	<a href="#">Install through FTP and SSH</a>
4	<a href="#">Update a Magento 2 Module using an Artifact Repository</a>

## Configuration

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1	<a href="#">Quick Start Guide</a>
2	<a href="#">Configuration Guide</a>
3	<a href="#">Attribute Mapping</a>
4	<a href="#">Product Types</a>
5	<a href="#">Filters</a>
6	<a href="#">SFTP Setup</a>
7	<a href="#">Promotions Feed</a>
8	<a href="#">Local Inventory Feed</a>

## Troubleshooting

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1	<a href="#">Google Merchant Center Errors</a>
2	<a href="#">CLI Commands</a>
3	<a href="#">Google Merchant API vs Feed Upload</a>

## Background

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1	<a href="#">Identifier Exists Attribute (current)</a>
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2	<a href="#">Google Product Categories</a>
3	<a href="#">Feed Preview</a>
4	<a href="#">Best Practices</a>
5	<a href="#">Troubleshooting</a>
6	<a href="#">Google Merchant Center Setup</a>

