magmodules

# 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?

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

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

### Add Identifier Exists

| Option | Behavior |
|---|---|
| **Activate** | Sets `identifier_exists=false` for all products |
| **Activate when less than two** | Sets `false` only for products missing 2+ identifiers |
| **Deactivate** | 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.

Add Identifier Exists in the Attributes section

## When to Use identifier_exists=false

### 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

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

### 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

### 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

- Google's identifier requirements - Official specification

## 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 |
| 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 (current)** |
| 2 | Google Product Categories |
| 3 | Best Practices |
| 4 | Feed Preview |
| 5 | Troubleshooting |
| 6 | Google Merchant Center Setup |