



## 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?

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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

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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

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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

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

### Enable the Feed

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

### 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

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### 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

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### 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

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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

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### 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

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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

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For complete Local Inventory Ads requirements, see:

- [Google Local Inventory Ads overview](#)
- [Local inventory feed specification](#)
- [Store codes requirements](#)

## 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 (current)</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</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>

