



Promotions Feed

Google Shopping for Magento 2

How to set up the promotions feed for Google Merchant Center using the [Google Shopping Feed](#) extension. Showcase special offers and discounts directly in your Google Shopping ads.

What Are Google Merchant Promotions?

Google Merchant Promotions display special offers alongside your Shopping ads:

- **Sale badges** showing discount amounts
- **Promotional text** like "Free shipping" or "Buy 2 get 1 free"
- **Coupon codes** customers can use at checkout

Promotions increase click-through rates and help your ads stand out.

Requirements

Before using promotions:

1. **Google Merchant Center account** with products approved
2. **Promotions program enrollment** - Request access in Merchant Center
3. **Valid promotions** - Must meet Google's promotion policies

Enrolling in Promotions

1. Log in to Google Merchant Center
2. Go to **Marketing** → **Promotions**
3. Click **Get started** or **Request access**
4. Wait for approval (usually 1-2 business days)

Enabling the Promotions Feed

Location: Magmodules → Google Shopping - Promo

Setting	Description
Enable	Turn promotions feed on/off

When enabled, the extension generates a separate promotions feed alongside your main product feed.

Promotion Types

Google supports several promotion types:

Percent Off

Discount as percentage of original price.

Example: "20% off all shoes"

Amount Off

Fixed amount discount.

Example: "€10 off orders over €50"

Free Gift

Free item with purchase.

Example: "Free tote bag with orders over €75"

Free Shipping

Shipping cost waived.

Example: "Free shipping on all orders"

Buy X Get Y

Quantity-based discounts.

Example: "Buy 2 get 1 free"

Promotion Sources

The extension can pull promotion data from:

Magento Catalog Price Rules

Automatically exports active catalog price rules as promotions.

Configuration:

- Rules with "Apply" actions become promotions
- Rule name becomes promotion title
- Date ranges carry over

Magento Cart Price Rules

Exports cart price rules with coupon codes.

Configuration:

- Coupon code becomes `generic_redemption_code`
- Rule conditions determine applicability

Special Prices

Products with special prices can show sale badges.

Automatic handling:

- `sale_price` shows discounted price
- `sale_price_effective_date` shows validity period

Promotion Feed Attributes

Each promotion includes:

Attribute	Description
<code>promotion_id</code>	Unique identifier for the promotion
<code>product_applicability</code>	All products or specific products
<code>offer_type</code>	Generic code, no code, or specific code
<code>generic_redemption_code</code>	Coupon code (if applicable)
<code>long_title</code>	Full promotion title
<code>promotion_effective_dates</code>	Start and end dates
<code>redemption_channel</code>	Online (always for e-commerce)
<code>audience</code>	Target audience (all_users for general promotions)

Promotion Duration Limits

Maximum Duration: 175 Days

Important: The extension automatically limits promotion duration to **175 days** (approximately 5.8 months) to ensure compliance with Google Merchant Center requirements.

Why 175 days?

- Google Merchant Center requires promotions to be **183 days (6 months) or less**
- The extension uses 175 days as a safety buffer, providing an 8-day margin
- This ensures your promotions remain compliant even with minor date calculation differences

What Happens to Longer Promotions?

If you create a Magento Cart Price Rule with a duration exceeding 175 days:

1. **The rule is NOT rejected** - It remains active in Magento
2. **The end date is automatically capped** - The feed outputs a maximum 175-day duration
3. **A log entry is created** - Check `var/log/googleshopping_debug.log` for details
4. **No warning appears in admin** - The capping happens during feed generation

Example:

Magento Rule:

- From Date: January 1, 2025
- To Date: December 25, 2025 (358 days)

Generated Feed:

- promotion_effective_dates: 2025-01-01T00:00:00Z/2025-06-25T23:59:59Z (175 days)

How to Check if Your Promotions Were Capped

Via Debug Logs:

1. Enable debug logging in configuration
2. Generate the promotions feed
3. Check `var/log/googleshopping_debug.log`
4. Look for entries like:

```
Promotion Duration Capped: Promotion "Summer Sale" (ID: 123) end date capped from 2025-12-25 to 2025-06-25
```

Via Feed Inspection:

1. Generate the promotions feed
2. Open `pub/media/googleshopping/google-promo-{store_id}.xml`

3. Compare `<g:promotion_effective_dates>` with your Magento rule dates

Best Practices for Long-Term Promotions

If you need promotions longer than 175 days, consider these approaches:

Option 1: Sequential Promotions

- Create multiple shorter promotions that run consecutively
- Example: "Q1 Sale", "Q2 Sale", etc.
- Each promotion runs for up to 175 days

Option 2: Rolling Promotions

- Update the promotion end date every few months
- Regenerate the feed to reflect the new dates
- Keep each period under 175 days

Option 3: Permanent Discounts

- For year-round offers, consider using catalog price rules instead
- These show as `sale_price` in the product feed rather than as promotions

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Linking Promotions to Products

Promotions can apply to:

All Products

Promotion applies to entire catalog.

Use for: Sitewide sales, free shipping on all orders

Specific Products

Promotion applies only to certain products.

Use for: Category-specific sales, clearance items

Products are linked via the `promotion_id` attribute in your main product feed.

Best Practices

Clear Promotion Titles

Instead of	Use
"Sale"	"20% off all winter coats"
"Discount"	"Save €15 on orders over €75"
"Special offer"	"Free shipping on all shoe orders"

Accurate Dates

- Set correct start and end dates
- Don't extend expired promotions
- Plan promotions ahead of time
- **Keep promotions under 175 days** - See [Promotion Duration Limits](#) for details

Valid Coupon Codes

- Test codes before submitting feed
- Ensure codes work in checkout
- Match code in feed to code in Magento

Promotion Policies

Google has strict promotion policies:

- Promotion must be clearly displayed on landing page
- Discount must apply at checkout
- Cannot require additional purchases unless stated
- Free shipping must have no hidden fees

Generating the Promotions Feed

Via Admin

The promotions feed generates automatically with your main feed.

Via CLI

```
# Generate promotions feed for all store views
bin/magento googleshopping:promo:create

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

Feed Location

Promotions feed is stored alongside your main feed:

```
var/export/googleshopping/googleshopping_promo_{store_id}.xml
```

Submitting to Google Merchant Center

Register the Promotions Feed

1. Go to **Marketing → Promotions**
2. Click **Settings** (gear icon)
3. Select **Promotions feed**
4. Add your promotions feed URL or configure SFTP

Feed Processing

Google processes promotions feeds separately from product feeds:

- Processing can take up to 24 hours
- Check **Promotions** dashboard for status
- Review any disapprovals

Troubleshooting

Promotions Not Showing

Check:

1. Promotions program enrollment approved?
2. Feed submitted and processed?
3. Promotion dates valid? (Must be under 175 days duration)
4. Products correctly linked?

Promotion Disapproved

Common reasons:

- Promotion not visible on landing page
- Discount doesn't apply at checkout
- Unclear or misleading terms
- Missing required information

Fix:

1. Review disapproval reason in Merchant Center
2. Update promotion or landing page
3. Resubmit feed

Coupon Code Not Working

Check:

1. Code matches exactly (case-sensitive)
2. Rule active in Magento
3. Customer meets rule conditions
4. Code not usage-limited or expired

Promotion Shows Expired Date in Merchant Center

Problem: Google Merchant Center shows your promotion as expired (e.g., expired on August 17, 2025), but your Magento rule has a later end date (e.g., December 25, 2025).

Cause: Your promotion duration exceeds the 175-day maximum limit. The extension automatically caps the end date to maintain compliance with Google's requirements.

Solution:

1. Check `var/log/googleshopping_debug.log` to confirm the date was capped
2. Review your promotion's start and end dates
3. Calculate the duration (should be 175 days or less)
4. Choose one of these options:
 - **Option A:** Adjust the Magento rule to have a shorter duration (175 days max)
 - **Option B:** Create sequential promotions (e.g., one for Jan-Jun, another for Jul-Dec)
 - **Option C:** Accept the 175-day limit and plan to extend the promotion later

Note: Editing the rule's end date in Magento will NOT fix the issue if the total duration still exceeds 175 days. The extension will continue to cap it during feed generation.

See [Promotion Duration Limits](#) for more details.

Promotion Checklist

Before submitting promotions:

- Promotion title clearly describes offer
- Start and end dates are accurate
- **Promotion duration is 175 days or less**
- Coupon codes tested and working
- Landing pages show promotion prominently
- Terms and conditions available
- Discount applies correctly at checkout

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	Attribute Mapping
4	Product Types
5	Filters
6	SFTP Setup
7	Promotions Feed (current)
8	Local Inventory Feed

Troubleshooting

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

Background

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

