



Product to Website Matching

KatanaPIM for Magento 2

How to control which Magento website(s) each product is assigned to using [KatanaPIM Connect](#).

Overview

By default, all imported products are assigned to the same Magento website(s). With Product to Website Matching, you can let KatanaPIM control which website(s) each product appears on — useful for multi-brand, multi-channel, or B2B/B2C setups.

Default Behavior

Without any mapping, all synced products are assigned to the websites selected in:

Stores → Configuration → Katana PIM → General → Import Settings → Websites

If no websites are selected there, products are assigned to all Magento websites.

Setting Up PIM-Driven Website Assignment

Step 1: Import and Map the Attribute in Magento

1. Go to **Katana PIM → Attributes**
2. Click **Import Attributes** to fetch the latest attributes from PIM
3. Find the website assignment attribute in the grid (e.g. `product_in_websites`)
4. Click the **Magento Attribute Code** cell and select **Create new attribute**
5. The module automatically creates the Magento attribute `katanapim_product_in_websites`

Step 2: Sync Attribute Options

1. Select the attribute in the grid
2. Use the mass action **Update/Create Magento Attribute** to sync the PIM options to Magento

Step 3: Verify the Option Labels

After syncing, verify that the PIM option labels match your Magento website names:

1. In the Attributes grid, click **View** in the actions column to open the Magento attribute
2. Scroll to **Manage Options** to see the synced option labels
3. Compare these labels with your Magento website names (found in **Stores → All Stores**)

The labels must match exactly (the comparison is case-insensitive):

PIM Option Label	Magento Website Name	Match?
B2C Store	B2C Store	Yes
b2c store	B2C Store	Yes
B2C	B2C Store	No

If the labels don't match, update them in KatanaPIM or rename your Magento websites to align.

Step 4: Sync Products

Run a full sync via CLI, Cron, or the manual sync button. Products will now be assigned to the Magento website(s) that match their PIM attribute value.

Important Notes

Name Matching

The module matches PIM option labels to Magento website names. The match is **case-insensitive** but must be **exact**:

PIM Option Label	Magento Website Name	Match?
B2C Store	B2C Store	Yes
b2c store	B2C Store	Yes
B2C	B2C Store	No

If you rename a website in Magento, update the corresponding option label in KatanaPIM to match.

Configurable Products

Website assignment is **per product** — it is not inherited from parent to child. Each simple product and each configurable product must have its own website value set in KatanaPIM.

Fallback

If a product has a website value set in PIM but none of the labels match a Magento website, the module falls back to the default website assignment configured in **General → Import Settings → Websites**. This prevents products from ending up without any website.

Troubleshooting

Problem	Solution
Products appear on all websites	Check that the attribute is mapped and has values in PIM
Products missing from a website	Verify the PIM option label matches the Magento website name exactly
Debug log shows "Label skipped"	The PIM option label does not match any Magento website name — check for typos or extra spaces

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 KatanaPIM extension on magmodules.eu

All articles for KatanaPIM

Installation

1	Installation using Composer (recommended)
2	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration
3	Categories Grid
4	Attribute Mapping
5	Configurable Products Setup

Troubleshooting

1	Troubleshooting
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Grids

1	Products Grid
2	Attributes Grid
3	Assets Grid
4	Sync Log Grid

Background

1	CLI Commands
2	Cron Jobs

3	Product to Website Matching (current)
4	Understanding the Sync Process

