



## **Feed Configuration**

TikTok Marketing Suite for

Complete reference for all product feed settings. The feed exports your product catalog to TikTok for use in ads, shops, and catalogs.

**Location:** Stores → Configuration → Magmodules → TikTok - Feed

## Feed Generation Settings

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### Enable

Enable or disable feed generation for this store view. Each store view has its own feed.

### Filename

Custom filename for the generated feed. Leave default unless you have specific requirements.

### Cron

Enable automatic feed generation via Magento cron.

#### Frequency options:

- Daily
- Every 12 hours
- Every 6 hours
- Every hour
- Custom (enter crontab format)

### Performance Parameters

Setting	Description
<b>Batch Size</b>	Number of products processed per batch. Lower values use less memory but take longer.
<b>Preview Size</b>	Number of products shown in feed preview.

## Attributes

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Map your Magento product attributes to TikTok feed fields.

### Product Name & Description

Setting	Description
<b>ID</b>	Unique product identifier. Use SKU if you're using the module's Pixel (recommended).
<b>Title</b>	Product name attribute. Must match your product landing page title.
<b>Description</b>	Product description. Automatically truncated to 5000 characters and stripped of HTML.

**Conditional/Multiple fields:** For complex mappings, select "Conditional" or "Multiple" to combine attributes or use logic-based selection.

## Image Source

Setting	Description
<b>Source</b>	Which images to export: Main only, All images, or specific image role
<b>Main Image</b>	When using "All images", select which becomes the primary image
<b>Include Hidden Images</b>	Include images marked as hidden in gallery

**Recommendation:** Select "All images" to export additional images for better ad performance.

## Unique Product Identifiers

These are required by TikTok for proper product matching and ad performance.

Setting	Description	Required
<b>GTIN</b>	Global Trade Item Number (EAN/UPC barcode)	Yes, if available
<b>Brand</b>	Product brand/manufacturer	Yes
<b>MPN</b>	Manufacturer Part Number	Required if no GTIN

**Note:** Products without at least Brand + GTIN or Brand + MPN will have "identifier\_exists = false" added automatically.

## Product Condition

Setting	Options
<b>Condition</b>	Static value or from attribute
<b>Default Value</b>	New, Refurbished, or Used

## Google Product Category

Setting	Description
Default Category	Google product category for all products

TikTok uses Google's product taxonomy for categorization.

## Product Type

Setting	Description
Include Product_Type	Add Magento category path as product_type
Product_type Attribute	Use custom attribute instead of category path

## Non-Required Product Fields

Optional attributes that improve ad targeting and performance:

Setting	Use for
Color	Apparel, accessories
Material	Apparel, home goods
Pattern	Apparel, textiles
Size	Apparel, shoes
Size Type	Regular, petite, plus, etc.
Size System	US, EU, UK, etc.
Gender	Male, female, unisex

## Product Types

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Configure how different Magento product types are exported.

## Configurable Products

Setting	Recommended	Description
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<b>Use Configurable/Simple</b>	Simple products only	Export simples as individual products
<b>Use Parent URL</b>	Yes, with Auto-Link	Links to configurable page with correct variant selected
<b>Use Parent Image</b>	Only if Empty	Falls back to parent image when simple has none
<b>Use Parent Data</b>	Title, Description	Inherit these from parent
<b>Fallback on Non-Visible only</b>	Yes	Only apply parent fallback on "Not Visible Individually" simples

## Bundle Products

Setting	Recommended	Description
<b>Use Bundle Products</b>	Parent only	Export the bundle, not individual components
<b>Use Parent URL</b>	Yes	Link to bundle page
<b>Use Parent Image</b>	Only if Empty	Falls back to parent image

## Grouped Products

Setting	Recommended	Description
<b>Use Grouped Products</b>	Parent only	Export the grouped product
<b>Parent Price</b>	Min/Max/Sum	How to calculate price from children

## Filter Options

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Control which products are included in the feed.

### Filter on Visibility

Only include products with specific visibility settings.

Visibility	Include?
Not Visible Individually	Usually No (handled via parent)
Catalog	Yes

Visibility	Include?
Search	Yes
Catalog, Search	Yes

## Filter by Category

Include or exclude products by category.

Mode	Description
Include	Only products in selected categories
Exclude	All products except those in selected categories

**Note:** Simple products in configurable/bundle/grouped must also be in included categories.

## Exclude Out of Stock

Remove out-of-stock products from the feed.

## Advanced Filters

Create custom filters using any product attribute with conditions like:

- Equals
- Not equals
- Contains
- Greater than
- Less than

## 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 TikTok Marketing Suite extension on [magmodules.eu](https://magmodules.eu)

# All articles for TikTok Marketing Suite

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## Installation

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1	<a href="#">Install through FTP and SSH</a>
2	<a href="#">Installation using Composer (recommended)</a>
3	<a href="#">Installation using the Adobe Marketplace</a>

## Configuration

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1	<a href="#">Quick Start Guide</a>
2	<b><a href="#">Feed Configuration (current)</a></b>
3	<a href="#">Pixel &amp; Events API Configuration</a>

## Troubleshooting

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1	<a href="#">Troubleshooting</a>
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## Grids

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1	<a href="#">Data Feed Logs</a>
2	<a href="#">Processing Queue</a>

## Background

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1	<a href="#">CLI Commands</a>
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