



Buy on Google

Integration Developer Guide



Visit our [community forum](#) for questions

2020



Introduction

Shopping Actions integration timeline



Review the [Hub](#) to learn more about how merchants can sell their items directly on Google and verify eligibility

Complete your technical integration with Google's shopping APIs

Establish merchant onboarding and support model

Help merchants maintain strong performance



Technical Integration

API Call	Recommended Integration	Minimum Viable Integration	Order-only Integration
Accounts.Link	✓	✓	✓
Orders (guide)	✓	✓	✓
OrderReturns (guide)	✓	✓	✓
Products (guide)	✓	✓	
PubSubNotificationSettings	✓		
Productstatuses (guide)	✓		
Shippingsettings (guide)	✓		
Accountstatuses	✓		
Accounttax	✓		
Inventory (guide)	✓		

More informations about Product & Inventory API calls

[Products.insert](#)

- To add new products or overwrite any previous version of the product
- Be sure to use the destination “Shopping Actions”
- Be sure to keep the product information up-to-date and prevent items from expiring after 30 days by using [products.insert](#)

[Custombatch](#)

- To group your queries
- It's recommended to send not more than 1,000 products with custombatch in a query
- Each method call within a custombatch call is counted separately against its [specific quota](#)

[Products.get](#)

- To retrieve information about a product

[Products.delete](#)

- To delete products

[Productstatuses.get](#)

- To recover the status of a product with its errors and warnings, e.g. verify the destination

[Inventory.set](#)

- To update the price / availability of an existing product
- Incremental updates, whole catalog not needed
- API v2 only - use [Supplemental Feeds API](#) instead

More informations about Orders & Account API calls

[Orders.shiplineitems](#)

- Marks line item(s) as shipped
- Orders can be partially shipped and different scenarios can be considered ([guide](#))

[Orders.list](#)

[Orders.get](#)

- The orders.list or orders.get method return order information
- Orders can be processed differently depending on their type (see [guide](#) on pickup-point orders in France)

[orders.updatemerchantorderid](#)

- Updates the merchant order ID for a given order (specific to the merchant)

[Orders.cancel](#)

[orders.cancellineitem](#)

- Cancels all line items (or a lineitem) in an order, making a full refund

[Orders.returnrefundlineitem](#)

[orders.rejectreturnlineitem](#)

- Returns and refunds a line item ([guide](#))
- Rejects return on an line item
- Note that this method can only be called on fully shipped orders

[Accountstatuses.get](#)

- To retrieve the status of a given Merchant Center account

Buy on Google attributes

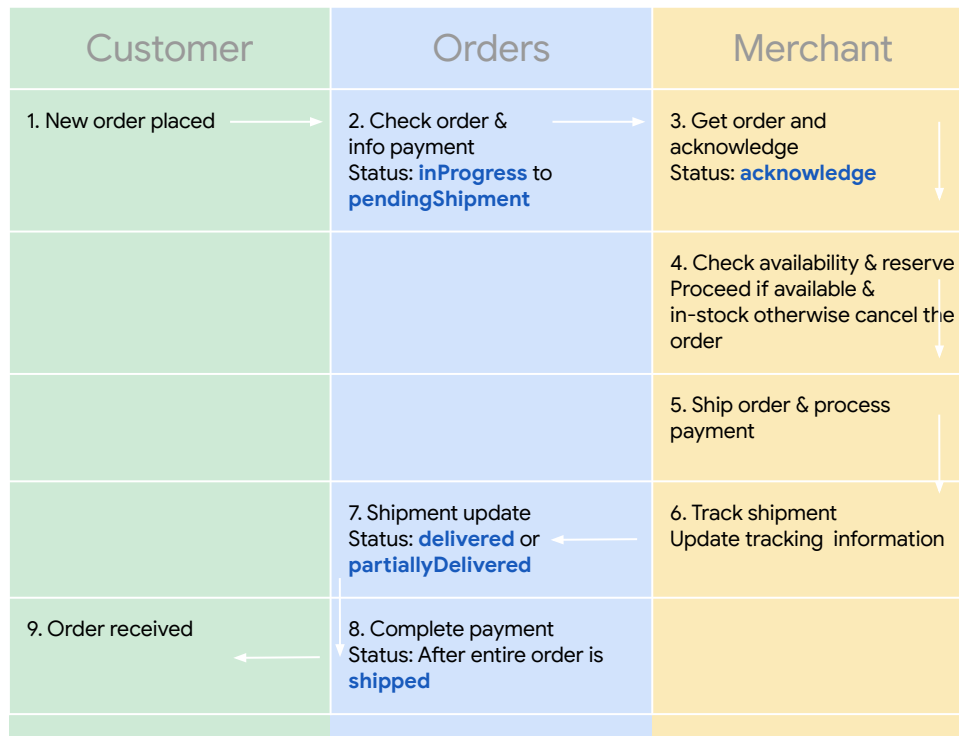
- If you already submit products to Shopping Ads, some [additional attributes](#) may be required to meet Google's product data requirements
- Update [sell_on_google_quantity](#) attribute as frequently as possible by making calls to the Inventory set API or through a supplemental feed
- Format may evolve for some [Custom Attributes](#) and new attributes can be added with the release of new features



More information about Orders

One of the more advanced parts of integrating with Google is the [orders workflow](#). We've developed an in depth workflow of what to focus on when integrating with our orders system via the content API. It includes:

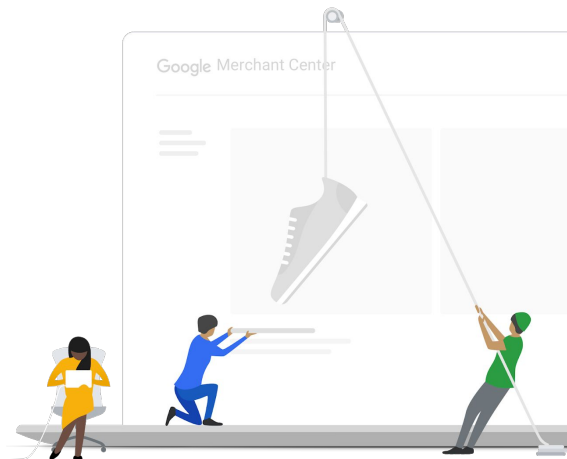
- The lifecycle of an order.
- The order return process.
- The reserve workflow process.
- Not delivered order process.
- The [orders API](#) calls, statuses, summaries, and detailed diagrams with accompanying descriptions.



Onboarding steps to complete on Merchant Center

While Google Content API for Shopping is capable of sending all the data previously described, there are certain steps that **can only be completed in the Merchant Center** including payments, billing, and returns information. Informing your merchants which tasks will be handled in their merchant center accounts in the beginning is the key to successful integrations. Refer here for these resources:

- Setting up the [tax information](#)
- Verifying the [merchant ID](#)
- Setting up the [billing and payments profile](#)
- Setting up [returns](#)



Electing a Merchant authentication method

OAuth 2.0

Large scale Partners generally use this method. A **few risks associated** with this method have to be mitigated by the way your code is written:

- User has revoked access
- User has changed password
- Number of granted refresh tokens has exceeded the limit
- Refresh token has not been used within 6 months

See [documentation](#)

OAuth 2.0 for service accounts

Medium to large scale Partners use this method. We recommend using a single service account per merchant to mitigate the risk to handle data for the wrong merchant.

Please note that a Cloud project is required and allows the creation of up to 100 service accounts.

See [documentation](#)

Multi-Client Account

Medium to small scale Partners may use this method. It allows you to manage your merchants' accounts as subaccounts without requiring them to authenticate. It is not recommended for Partners onboarding merchants globally:

- An MCA can manage up to 100 subaccounts
- An MCA can manage up to 150k product offers
- Subaccounts inherit MCA's business information

See [documentation](#)

Getting started with your partner integration

Reach out to Google Support

Please fill out this [Google Support form](#) **requesting to be recognized as an official partner**. Prior to this step:

- 1) Create an MCID that you would like used as your partner account. Please specify this MCID in the form.
- 2) Additionally, you can create a secondary account for testing. As an additional precaution, we recommend any test accounts created by yourself to include "_test" or "_testaccount" in the name. This will help in making sure that your account is not accidentally published by you or someone on your team.

Begin onboarding for in MC

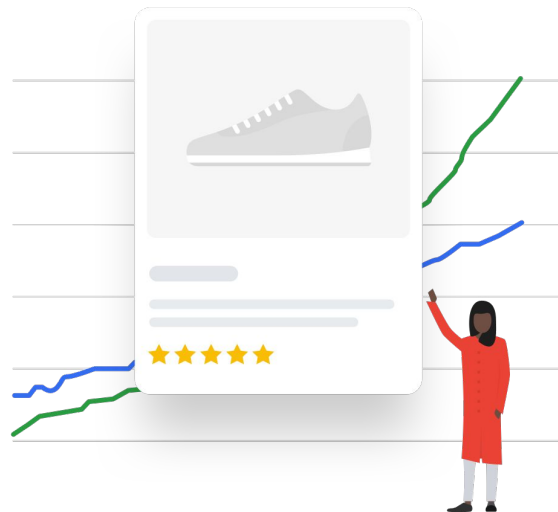
Once Google Support has confirmed your partner account, please take the following two actions:

- 1) Initiate setup for selling items directly on Google within Merchant Center - you do not need to complete onboarding, but be sure to click "Get started"
- 2) Please review our [linking guide](#) and ensure account linking is properly set up for you and your merchants

Leveraging Google's resources

While implementing your technical integration, Google has resources to help you. Depending on your business, some of the resources include:

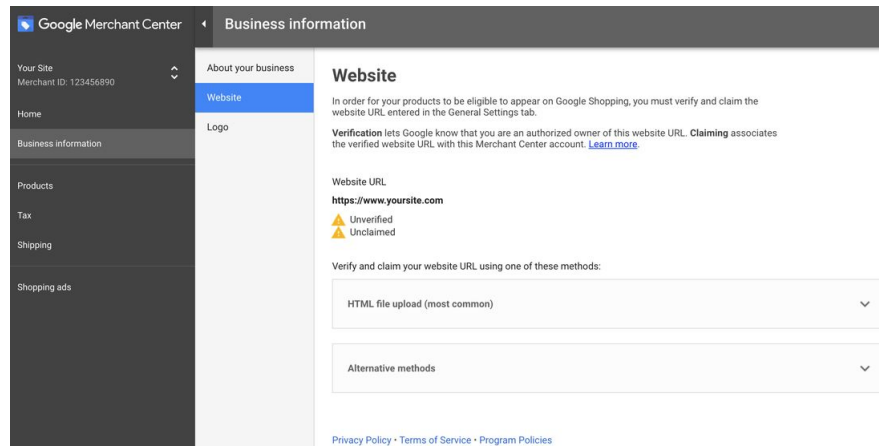
- The [developer forum](#) for our content API materials
- The [community forum](#)
- An [online form](#) to submit merchant-specific questions to our merchant support team



Merchant onboarding & support

Outline the onboarding process to your merchants

Including a step-by-step guide on your website or in your platform describing each step of the onboarding process is crucial. This will decrease the time to onboard and eliminate confusion for the user. We recommend including screen captures as well to allow the user to visualize the process.



How to best work with Google™

Forum

Visit our [community forum](#) regularly to stay up-to-date with our new features and get support from the developer community

Performance

Monitor with your merchants their performance against our [Retailer Standards](#)

Integration

Consult our [help center](#) whenever you need support to integrate with our API

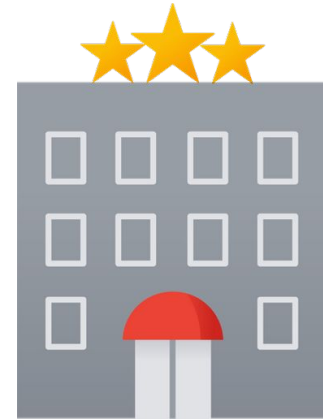
Merchant

Share this [form](#) with your merchants if they need support with their account

Launch and Maintain Merchant Performance

Merchants must meet or exceed Retailer Standards to sell directly on Google

- Merchants should meet or exceed [retailer standards](#)⁽¹⁾
 - Retailers are evaluated based on their item defect rate, shipping defect rate, gross sales, and total orders
 - Properly and promptly making calls to the orders API ensures that your merchants have the best chance at being a top seller
 - Promptly adjusting inventory after sales will ensure overselling is avoided
- Instruct your merchants to check on their performance regularly in their [Merchant Center account](#).



⁽¹⁾ Retailer standards vary per country - please refer to the criteria specific to your region

Follow these best practices for Order Management

New Orders

- It can take up to 30 min. for an order to switch from “In Progress” to “Pending Shipment”
- Orders “In Progress” may still be canceled by either the Customer or Google - more [here](#)
- Do not ship an order still “In Progress”

Shipping Signals

- You have to mark an order as “Shipped” once the shipment has been made - more [here](#)
- Google will cancel any order that you have not marked as “Shipped” 3 days⁽¹⁾ after the estimated delivery date

Tracking Information

- You have to provide tracking information for each order - more [here](#)
- Google will cancel any order shipped without tracking information provided

Order Caps

- New merchants and merchants with poor performance per Shopping Actions [Retailer Standards](#) may have a daily order cap
- Google will remove this limit after the merchant has correctly fulfilled enough orders
- Depending on traffic, this cap may last from 1 day up to 1 month

⁽¹⁾ Delay may vary per country - please refer to the criteria specific to your region

Use the Competitiveness Report to grow sales

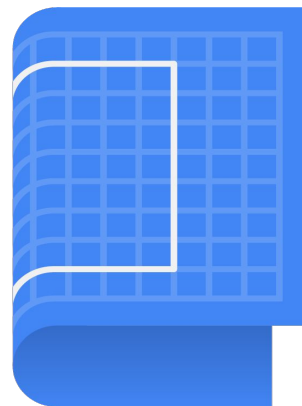
Competitive pricing and expanded assortment are key to growing your business. Use the insights tab in reporting to see how competitive your products are and determine which products to add to your assortment

List	COMPETITIVENESS		OPT-IN RECOMMENDATIONS							
Feeds										
Shopping Actions insights 85%										
Product suggestions	Product ▾									
Image	Category (1st level)	Category (2nd level)	Brand	Title	Item ID	Sales last 30 days	Buy box wins last 7 days	Your current price	Current lowest competitor price	Price difference
	Electronics	Audio	Audioengine	Audioengine HD6 Premium Powered Wireless Bookshelf Speakers - Pair (Cherry)	165399	\$0.00	Low	\$699.00	\$349.00	+100.29%
	Electronics	Audio	Sony	Sony MDR-XB950N1 Wireless Noise Cancelling EXTRA BASS Headphones with Mic (Black)	168292	\$0.00	Low	\$248.00	\$159.99	+55.01%
	Vehicles & Parts	Vehicle Parts & Accessories	JVC	JVC KW-R930BTS Double-DIN CD Receiver w/ Bluetooth and USB/AUX Inputs	172802	\$0.00	Low	\$139.95	\$92.90	+50.65%
	Electronics	Audio	AudioTechnica	AudioTechnica ATR2500-USB Cardioid Condenser USB Microphone	172819	\$0.00	Low	\$99.95	\$69.99	+42.81%
	Electronics	Audio	JBL	JBL Endurance JUMP Waterproof Wireless Sport In-Ear Headphones with One-Touch Remote (Teal)	171001	\$0.00	⊕	\$55.95	\$39.95	+40.05%
	Electronics	Audio	Denon	Denon HEOS 3 Wireless Streaming Speaker - Series 2 (Black)	166623	\$0.00	Low	\$299.00	\$219.00	+36.53%
	Electronics	Marine Electronics	Polk Audio	Polk Audio 12" SVC MM1-Series Subwoofer with Marine Certification	169055	\$0.00	⊕	\$159.00	\$118.19	+34.53%
	Vehicles & Parts	Vehicle Parts & Accessories	Kicker	Kicker 8" CompC 4-Ohm DVC Subwoofer	168468	\$0.00	Low	\$79.95	\$59.76	

Enrich Product Page with additional attributes

Google curates the product pages for Buy on Google, so not all the information a merchant provides will be used. There are some key attributes and practices merchants can implement to influence the product pages.

- If you are the manufacturer of a product, you can submit your data through [Manufacturer's Center](#) in addition to the Merchant Center. This is given precedence over Merchant Center Data (though many signals are still considered)
- Add additional attributes like [product details](#) and [product highlights](#) that will show on product pages more consistently
- Send Google [additional images](#) that are high quality and differ from the stock images sent by other merchants



Leverage Google Promotions to increase sales

Businesses participating in our [promotions program](#) have seen a 9.4% increase in conversion, a 9.5% increase in orders (per session), as well as a 116% increase in 28 day user retention to merchants

- Promotions must provide a monetary discount or an additional good or service not normally associated with the purchase. All promotions are applied at checkout or point of sale
- Structured promotions are promotions types that allow you to insert dollar amounts or percentages off into standardized promotions, such as “get X% off” or “Buy x units get \$x off”
- Refer to our [promotions policy article](#) for a more in depth look, and check out the weekly promotions webinars [here](#)

The screenshot displays the 'Promotion setup' interface, which is divided into three main sections: 'Country and language', 'Destination', and 'Promotion category'. At the top, there are two progress indicators: '1 Promotion type' and '2 Promotion setup'. The 'Country and language' section includes a dropdown for 'Country' (set to 'United States'), a text field for 'Language' (set to 'English'), and a text field for 'Currency' (set to 'US Dollar'). To the right of these fields, there are three informational boxes: 'Select the country where this promotion will be available.', 'Language is determined by the country you select and can't be modified.', and 'Currency is determined by the country you select and can't be modified.' Below these fields is a note: 'If you provide prices in a currency different than the currency of the country of sale, you authorize Google to convert those prices on your behalf. [Learn more](#)'. The 'Destination' section has a heading 'Select where your promotion will apply' and two checkboxes: 'Shopping ads' (unchecked) and 'Shopping Actions' (checked). To the right, there are two informational boxes: 'Your promotion will appear with your Product Shopping ads on Google Shopping and Google.com' and 'Your promotions will appear in locations where your products can be purchased'. The 'Promotion category' section has a heading 'Select a category for your promotion' and four selectable options: 'Amount off' (Offer a monetary discount), 'Percent off' (Offer a percentage discount), 'Free gift' (Offer a free gift), and 'Free shipping' (Offer free shipping). At the bottom of the form, there are two buttons: 'CONTINUE' and 'CANCEL'.

Thank You

Appendix 1 - Online resources

For more information, please visit the Shopping Actions [help center](#)

- [Quick start guide](#)
- [Product Data Specification](#) (Buy on Google only attributes)

