



Google Shopping GTIN Requirement

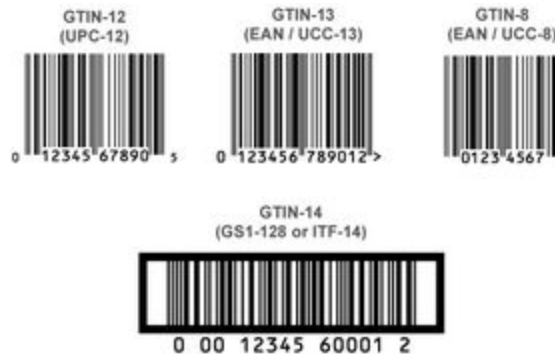
All You Need to Know Before the February 14, 2017 Deadline

This sheet will review:

- What is a GTIN?
- What is happening on February 14, 2017?
- How do I know if I'm impacted?
- How can I get correct GTIN values for my products?
- DOs and DON'Ts:
- FAQs

What is a GTIN ?

GTINs (Global Trade Item Numbers) - also referred to as UPCs, EANs, JANs and ISBNs - are the numbers printed on the product's package in one of the following bar code formats:



What is happening on February 14, 2017?

Google will require merchants submitting Google Shopping product feeds for all markets where Google Shopping is available (US, GB, DE, FR, IT, ES, CH, NL, CZ, AU, BR, JP, AT, BE, CA, DK, IN, MX, NO, PL, RU, SE, TR). This enforcement is the second batch, since May 2016 GTINs are already mandatory for advertisers targeting US, GB, DE, FR, IT, ES, CH, NL, CZ, AU, BR, and JP).

Important: If part of your inventory is only sold by you (your own branded line of products for which you're the only seller) then the GTIN is not required for these products. If a product does not have a GTIN already (even if it is sold by multiple sellers), a GTIN is not needed. If the product condition is used, the GTIN is recommended but not required.

How do I know if I'm impacted?

Please check the Google Merchant Center Diagnostics tab under items and look for the warning messages below:



Item requires a GTIN, resolve by February 14, 2017

Please note you should also provide GTIN for disapproved offers with the following error message since Sept 2015:



You can download the list of errors and warnings in the Diagnostic tab under items by clicking on the arrow button and filtering the downloaded file on GTIN issues to get the full list of offers missing a GTIN.

Current issues > Items





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How can I get correct GTIN values for my products?

As the GTIN is an ongoing Google Shopping requirement, we recommend that you favor one of the long term solutions listed below so as to address any future product that will enter your inventory.

Recommended long-term solutions:

- **Check if the GTIN value is already listed in your Supply Chain system** - most Merchants will have them in their warehousing, inventory or fulfillment systems. Adding this data element to your product feed will address the requirement and can improve the performance of your ads.
- **Require the GTIN information from your provider** - some merchants may not hold inventory and instead order and ship (also known as "drop shipping") directly from a manufacturer or distributor. In this case they should ask their drop ship vendor to add GTINs to the data elements they provide you with.

One-off solutions:

- **Retrieve the GTIN directly from your inventory** using a barcode scanner if you sell a manageable number of products [GTINs are available on the packaging of the products](#) and providing the number below the barcode in your feed will address the requirement.
- **Request GTINs from the manufacturer of the product** - manufacturers assign GTINs to every product they sell, so if you do not have these in a spreadsheet or database, ask the manufacturer to send you GTINs for the products you sell
- **Get a one-time match of your missing GTINs by a third party.**

Important: Do not create values for GTINs or purchase your own GTINs to fulfill this requirement as this will result in incorrect values and your offers being disapproved.

DOs and DON'Ts:

DOs

- Where a GTIN does not exist, such as customized or handmade items, set 'identifier exists' to 'FALSE' within your feed
- Bundles: Submit the GTIN of the primary product
- For personalized products: Use "is bundle" flag and submit GTIN of primary product
- Where applicable within apparel, submit a GTIN for each variant (e.g. color, size)

DON'Ts

- Do not submit any other value in its place
- Do not create or randomly pick GTIN to put in your feed
- Do not use an incorrect GTIN to show Brand compatibility (e.g. phone accessories or printer cartridges)
- Do not use 'identifier exists' = 'FALSE' if you have your own brand line of products that you're the only one selling. In this case leave the GTIN attribute blank.



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Other FAQs

Watch our Hangout on Air on the GTIN requirement [here](#)

I'm not seeing warnings for products where they have GTINs. Should I be?

Google only requires GTINs for products where a GTIN exists and there are multiple sellers of that item. Some merchants may see fewer warnings because GTINs do not exist or they are the only seller of the products that they list. The best way to check is in the Merchant Center Diagnostics tab.

What if I don't comply with this GTIN requirement? Will my Merchant Center account be suspended or just those violating offers?

If a customer has offers (i.e. products) that do not have the valid GTIN and brand required, only those offers (and not the entire account) will be suspended.

Will customized or personalized goods that don't have product identifiers be flagged?

If you offer customization, engraving, or other personalization of a product that's been assigned a GTIN by the manufacturer, submit the GTIN and use the 'is bundle' attribute to let us know that the base product is bundled with customisation. You should also include a description of the product's customization in the 'title' and 'description' attributes.

When should I use the 'identifier exists' attribute?

In the rare situation where your product has neither a GTIN or a MPN (for example, made-to-order, handmade products), set 'identifier exists' to 'FALSE' to indicate that you have no identifier for the product. It is important to only use this approach if your products truly do not have identifiers like GTIN or MPN as the misuse of the 'identifier exists' attribute may result in disapproval or lower ads performance. More info [here](#).