



# HELP CENTER

# ABOUT PRESTASHOP MARKETING WITH GOOGLE

PrestaShop Marketing makes it easy to connect your store with Google and promote your products to millions of shoppers across multiple Google channels.

Once you've downloaded PrestaShop Marketing with Google, it's simple to connect your store and create free listings and paid ad campaigns. You can choose a budget, list eligible products, launch campaigns, and track performance – all without leaving your PrestaShop back office.

## Connect your store to Google Merchant Center

Connecting your store to [Google Merchant Center](#) allows you to upload store and product data to Google. Your products will automatically sync to make relevant information available for free listings, Google Ads, and other Google services.

You can create a new [Merchant Center account](#) or link an existing account. Note that you'll need to meet the Merchant Center [eligibility requirements](#) in order to connect your store.

## Reach online shoppers with free listings

Free listings drive traffic by showcasing your products to customers who are actively looking for what you sell. Your products will appear on the Google Shopping tab, and can also appear on Google Search, Google Images, and Gmail depending on regional availability.

[Learn more about free listings](#)

## Boost your reach and sales with Performance Max

Performance Max helps you drive performance based on your conversion goals, delivering more conversions and value by optimizing performance in real-time and across channels using machine learning.

[Learn more about Performance Max](#)

## View campaign results

Use reports to review campaign analytics and assess overall account performance, you can also access campaigns and specific product performance without leaving PrestaShop.

[Learn more about Performance Max](#)





# 1. GET STARTED

# 1. Begin by signing in

## Installation

*Note: If you have just created your PrestaShop store, the extension will be automatically pre installed on your back office and you can access directly from your Modules catalog.*

Installation is simple, you can start in 5 easy steps:

1. Click on "Download" to get the ZIP file.
2. Go back to your back office and navigate to the Module Manager located on the left sidebar menu, select Module & Services .
3. Click on the "Upload a module" button located at the top right, select the ZIP file to upload and click OK.
4. Your module is installed and will appear on your installed modules list, to begin the set up, click on "Configure".
5. If you have multiple boutiques, you will need to configure each boutique separately, please select your boutique directly from the list once you start the onboarding.

*\* In order to complete the configuration, you will be asked to associate your Google accounts (Google, Google Merchant Center and Google Ads). You can create a new account directly from the module by clicking on Create new account and following the steps.*

## Setup and configuration

1. To activate PrestaShop Marketing with Google extension you must link your PrestaShop Account, log-in by entering your e-mail address and password. If you're a new user you can create your account easily by clicking on "Create new account".
2. Connect then your Google account, click on Connect Account.
3. From the Google interface, choose the account you wish to use, if not listed, you may choose to connect to another account or create a new one.
4. Now, let's move on to associating your Google Merchant center account. Select the account you wish to use from the drop down list.
5. You can create a New Google Merchant Center account by clicking on "Create new account". Comply with all Google shopping website requirements by ticking the boxes and then click on "my store meets all requirements". Validate then your shop information and submit your request, Google will run a site claims check.

## ✓ Link your shop to your PrestaShop account

## ✓ Reach more people on Google with free listings

Free listings give you access to millions of shoppers searching for products similar to yours. Display your products for free in organically ranked listings on the Shopping tab when you connect your Google account to Google Merchant Center.

Businesses using free listings and ads on the Shopping tab together have seen an average >50% increase in clicks and >100% increase in impressions. (Google Internal Data, July 2020)

## ✓ Advertise on Google with Performance Max

Connect or create your Google Ads account and launch a Performance Max campaign for your products. Maximize your campaign performance across multiple Google channels through one single campaign. Show your ads where they have higher chances of driving conversion.

Even better, you don't pay unless your customers click.

## ✓ Associate your shop with a PrestaShop account



Your shop is associated with the PrestaShop account:  
thomas.nabord+fb@prestashop.com

Associated shops



## ✓ Data Sharing is enabled



Data Synchronisation is enabled. You have agreed to synchronise relevant data from your shop with this module.

View my shared data



Google account **Connected**



thomasnabord@gmail.com



Merchant Center account **Connected**



PokeDoge - 476262275



Product feed

Next synchronization on 26/04/2023, 21:00:00

- ✓ Shipping settings
- ✓ Delivery time & rates
- ✓ Attribute mapping

[Edit](#)

[Edit](#)

[Edit](#)



Google Ads account **Connected**



562-728-1739 - PokeDoge



Boost your sales with Performance Max Campaigns

With Performance Max, you can advertise your products and maximize your ads performance across multiple Google channels through one single campaign. Even better, you don't pay unless your customers click!

**Launch campaign**



Enable remarketing and conversion tracking tag

In the European Economic Area, the United Kingdom or Switzerland, Performance Max campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.

☒ On

Just starting out in Google advertising?



Get 400€ of Google Ads credits\* when you spend at least 400€ to create your first campaigns on PrestaShop or directly via your [Google Ads Account](#).

\*Your voucher will be applied automatically from the moment you start spending! \*The amount needs to be spent within 60 days of the first campaign spend and credits will be valid for 60 days once credited. [Read T&C](#)

**If approved:** you can now start your store Sync

**If pending:** follow instructions to overwrite your claim

**If denied:** your account has been suspended for policy reasons, follow instructions to solve this issue.

## **6. Sync your store with Google and configure your free product listings**

6.1 Click on Export feed to launch the Product feed settings

6.2 Choose your audience: Select your target locations and your shipping settings.

*Note: If your target country is the US please add the required tax settings*

6.3 Export synchronization schedule: accept and continue

6.4 Complete your product attributes mapping

6.5 Review and accept product feed information by clicking on Save and export

## **7. Enable Free listings by activating the option on the right.**





Next synchronization is planned in -13 hours



Active products ready for sync

0



Date

Thursday, July 22, 2021 3:24 AM

### Product feed settings summary



Shipping settings

[Edit settings](#)

Imported from backoffice



Data sync set up

2021-10-06T01:00:00.000Z



Delivery time & rates

[Edit settings](#)

Target country

France

Delivery time & rates

Configured carriers from backoffice



Category & product attribute mapping

[Edit categories & attributes](#)

4 categories have been mapped



Google product attributes



Your custom product fields

Description

description

GTIN

gtin

MPN

mpn

Brand

manufacturer

I understand and agree to the following conditions\*



The synchronization of my product feed will take time at 03:24 AM (It might take between 1 to 4 hours)



Google products reviews may take between 3 to 5 business days

[Cancel](#)

[Previous](#)

[Save and export](#)

ⓘ It takes 3-5 business days to review products

Please review the [prohibited content guidelines](#) to ensure that products in your feed don't violate these policies.


## 8. Configure and Launch your Performance Max Campaigns:

8.1 Connect your Google Ads account by selecting it from the drop down list or create a new one.

## 8.2 Configure and launch your paid campaign:

Click on “Create campaign”, you will need to name your campaign, choose the duration, your target audience, the products you want to promote and set a daily budget, click on “Create campaign” and you are done!

You can pause or edit your campaign at any time, although we recommend letting it run for at least 15 days without pausing or editing.

 Campaign > Create Performance Max campaign

**i** Performance Max is an enhanced campaign type powered by Google's smart technology. It can help you optimize your ads across multiple Google channels and drive better results for your business.

Campaign name ⓘ

Clément Peltier ✓

The name must be unique and 125 chars max.

Campaign duration ⓘ

Start dateEnd date (optional)

26/04/2023

No date selected

We recommend a minimum duration of 30 days so that Google can optimize your campaign.

Target country ⓘ

France X

To target multiple countries you have to create multiple campaigns.

Products filters

☒ Include all synced products

☐ Select products using product partition filters

Take some time to [read Google Shopping ads policies](#) some product are prohibited or restricted.

Daily campaign budget ⓘ


€ 10 ✓ EUR

You will only pay if someone clicks your ad.

**💡 PrestaShop Tips and Tricks**

It is generally recommended to start with a minimum budget of €10.00 per day for your daily ad spend. This allows you to reach a larger audience & potentially see better results.

► Read more

 **Christophe**  
PrestaShop eCommerce Expert

Campaign activation

Your campaign will run until you pause it or as soon as end date is meet. You can pause it at any time.

Cancel

Create campaign



## 8.3 View campaign results

To check your campaign results, go to the Campaign tab at the top of your dashboard and select the “View reporting” option.

You will access the main dashboard, you will find overall account performance KPIs such as impressions, clicks, average costs per click and total sales, you can select the period to analyze at the top right.

Get an overview of your campaigns analytics and specific product ID performance for the selected period.

Marketing / Google

Google

Reporting Export status Campaign Configure Help

Boost your sales with Performance Max Campaigns

Performance Max is the next generation of Smart Shopping campaigns. It is an enhanced campaign type powered by Google's smart technology. It works behind the scene to automatically optimise your ads across the shopping journey to drive maximum performance.

Launch campaign

Campaign performance View reporting Type: Performance Max

5 campaigns

Campaign	Duration date	Status	Target	Product Filters	Daily budget	Actions
Search by campaign						
Prestashop Demo 2	12/04/2023-14/04/2023	Ended	France	No filters selected	€10.00	
Prestashop Demo	From 12/04/2023	Eligible	France	No filters selected	€10.00	
April 2023 Sale	01/04/2023-30/04/2023	Eligible	France	No filters selected	€1.00	
March 2023 Sale (via GAds)	09/03/2023-31/03/2023	Ended	France	No filters selected	€5.00	
March 2023 Sale	01/03/2023-13/04/2023	Paused	France	No filters selected	€50.00	

## General requirements

To sync your PrestaShop store with Google, you'll need to complete the following steps in your PrestaShop Marketing with Google setup:

- Set up your accounts
- Choose your audience
- Provide shipping information

## Set up your accounts

Connect the following accounts to use PrestaShop Marketing with Google:

- **PrestaShop Account:** Create or connect your PrestaShop Account. By allowing your PrestaShop account to be linked to your store, you authorize it to subscribe to services, manage them and be billed. This account will be used for all services activated in your store.
- **Google Account:** Connect your Google Account to Google Merchant Center and Google Ads.

When you log in, you must authorize PrestaShop to access the different Google services below. Without authorization, you will not be able to use the module.

- Manage your AdWords campaigns.
- Manage your product listings and your accounts for Google Shopping.
- Manage the list of sites and domains that you control.
- **Google Merchant Center account:** Connect your PrestaShop store with Google Merchant Center to list your products on Google. You can create a new account or use an existing account.

## Choose your audience

Select where you will sell your products.

- **Location:** Select your target country or countries. Your eligible and approved products will be shown in all supported countries. Your store should already have the appropriate shipping and tax rates (if required) for potential customers in your selected location(s). You can't select a country with currency that differs from your main shop.

[Learn more about supported countries and currencies](#)

## Shipping information

Provide information about your shipping rate and time. This will be shown to potential customers on Google and may help them with their purchasing decisions.

- **Shipping rate and time** (choose between two options):
  - **Import automatically shipping settings** (PrestaShop will try to automatically import your shipping information from your store settings. However you may be asked to provide additional information if we are unable to sync them).
  - **Set up manually shipping settings in the Merchant Center** (You need to go to the Merchant Center and enter your shipping information yourself. Your products won't sync until you complete this step.)

### Tax rates (required for US stores only)

This will be shown to potential customers on Google, along with the cost of your product. You have to provide information about your tax rate directly in your Google Merchant Center.

## Google Merchant Center requirements

Make sure your business follows [Google Merchant Center guidelines](#). Start by making sure your website has:

- Website, domain, and URL basics
- Secure checkout process and payment information
- Payment methods
- Refund and return policies
- Billing terms and conditions
- Contact information

### Helpful articles

- [Verify that your store follows Shopping ads policies and requirements](#)
- [Common disapproval reasons and how to avoid or fix them](#)

## Website, domain, and URL basics

Your PrestaShop website must:

- Be live and have a valid domain
- Contain no broken links
- Have a verified and claimed URL

## Secure checkout process and payment information

Your website must meet the following payment and transaction requirements:

- **Secure checkout process:** Payment or transaction processing must be conducted over a secure processing server (SSL protected, with a valid https:// SSL certificate)
- **Valid payment provider:** Process all transactions through a valid payment provider, like Stripe or PayPal
- **Visible payment methods:** Display your accepted payment methods on your website

**Tip:** If you're using PayPal, you have the option to link your account to the Merchant Center. Linking your PayPal account helps provide Google with relevant order and shipping data, which can enhance your reporting and performance over time.

## Refund and return policies

Your refund and return policies must be accurate and easy to find on your website. If Google's review team can't find these, your account may be suspended. If you don't offer returns or refunds, make sure to explicitly state this on your website.

Make sure you explain the following:

- **Policies (mandatory):** Explain how you handle returns and refunds, including what the customer is required to do, the returns time frame, and when a customer can expect a refund
- **Return addresses (mandatory):** Include where the return should be mailed
- **Rules (recommended):** Share any rules for refunds and returns

[Learn more about return policy requirements](#)

## Billing terms and conditions

Make sure you provide clear and conspicuous billing terms and conditions on your website.

[Learn more about billing terms and conditions](#)

## Contact information

Your contact information must be visible and accurately displayed on your website. You will need to provide at least one way for customers to get in touch with you, such as a support contact email, a phone number, a "contact us" form or a physical company address.

**Tip:** Add your contact info to your website footer to make it easy for customers to find.

## Product feed details and information

PrestaShop Marketing with Google will automatically sync your PrestaShop product data to Google Merchant Center daily, and you can add or edit your products individually or in bulk. To ensure your products are approved by Google, make sure that your product feed includes the following information:



- General product information
- Unique product identifiers
- Data requirements for specific categories:
  - Apparel & Accessories
  - Media
  - Books

## General product information

Include basic product data information like product title, description, ID, link, and image.

[Learn more about product data specifications](#)

## Unique product identifiers

Include unique product identifiers to help define your products in the global marketplace. This data helps Google identify the products you are selling and match them with search queries, so your products can show up when shoppers are searching on Google.

[Learn more about unique product identifiers](#)

## Data requirements for specific categories

Provide any specific requirements for products within these categories:

- **Apparel & Accessories:** Review the guidelines for the following data: [age group](#), [gender](#), [color](#), and [size](#)
- **Media:** Products like music, movies, or video games require a specific unique product identifier: UPC, EAN, or JAN
- **Books:** Products in this category require a specific unique product identifier: ISBN

## Product feed sync and statuses

The product information will be synchronized once a day. This means that any changes to your catalog will be updated in your Google Merchant Center catalog the next day.

From the module, you can view the status of your synchronization:

- **Ready to export:** the synchronization is scheduled and will take place the same evening
- **Completed:** the synchronization has taken place
- **Failed :** the synchronization attempt failed, please contact PrestaShop support to help you solve the potential problem.

After submitting your product feed, your products will be assigned a status. There are six different product statuses:

- **Active:** These products are fully approved and are eligible to appear in free listings on the Google Shopping tab within the next three to five days. Your products can also appear on Google Search, Google Images, and Gmail if you're selling in the United States.
- **Expiring:** These products will become inactive and will no longer appear on Google within the next three days.

- **Pending:** These products are still being processed by Google and will not appear on Google until they are approved.
- **Disapproved:** These products are inactive and do not appear on Google. Check their error status to learn more.

## Free listings on Google

Free listings drive traffic by showcasing your products to shoppers who are actively looking for what you sell. Your products will appear on the Google Shopping tab, and can also appear on Google Search, Google Images, and Gmail if you're selling in the United States.

## Standard listings

Products that are eligible for standard listings may appear for free on Google. If you are approved for only standard listings, your products will show as **Active** in your Product approval status dashboard.

## Enhanced listings

Products that are eligible for enhanced listings will appear in content-rich formats on the Shopping tab, which may boost traffic and drive sales. If you are approved for both standard listings and enhanced listings, your products will be shown as **Active** in your Product approval status dashboard.

## Opting out of free listings

If you don't want to list your products for free on Google, you can opt out in Google Merchant Center.

[Learn about how to manage programs in Google Merchant Center](#)

## Helpful articles

- [Data and eligibility requirements to show your products for free](#)
- [Best practices for listing your products for free on Google](#)

# Google Performance Max campaigns

Performance Max is a goal-based campaign type that allows you to access various Google channels from a single campaign. It's designed to complement your keyword-based Search campaigns to help you find more converting customers across multiple touchpoints on Google.

You can connect your Google Ads account, choose a budget, and launch your campaign straight from your PrestaShop Marketing with Google dashboard. You can also track performance, review campaign analytics, and access automated reports.

Once you launch your Performance Max campaign, Google's [machine learning](#) will optimize your ads so they appear at the right time and place to boost store traffic and sales. You can edit or pause your campaign at any time, but we recommend you allow at least 15 days for your campaign to optimize before making any changes.

# Receive an ad credit from Google

Discover how Google Ads can help you bring in more business by reaching the right people at the right time. Get started and receive an ad credit from Google when you create your new Google Ads account. See [terms and conditions](#).

## Helpful articles

- [About Performance Max campaigns](#)
- [Optimize Performance Max campaigns](#)

## Getting started with campaign analytics

Once your free listings and Performance Max campaigns are set up, you can track your performance straight from your PrestaShop Marketing with Google dashboard. The following metrics will be visible within your reports.

### Conversions

A conversion is counted when someone interacts with your Shopping ad and then takes an action that you've defined as valuable to your business, such as an online purchase.

[Learn more about conversions](#)

### Clicks

When someone clicks your ad, Google Ads counts that as a click.

[Learn more about clicks](#)

### Impressions

An impression means how often your ad is shown. Impressions are counted each time your ad is shown on a search result page or other site on the Google Network.

[Learn more about impressions](#)

### Total sales

This is the total amount of sales your store has received from your Performance Max campaigns.

### Total spend

This is the total amount you have spent on Performance Max ads.





## 2. ACCOUNT OR PRODUCT ISSUES

# Google Ads account warnings or suspensions

## Initial review

When you upload items to your account for the first time, your items and website will be subject to an initial review to ensure they meet [Google's requirements](#) and [Shopping ads policies](#). This process can take between three to five days and your products will show as **Pending**.

If the review reveals that your products or website do not comply with the Shopping ads policies, your account will be suspended immediately and you will receive a notification email with further details. If the review is successful, your products will become eligible to appear in Shopping ads.

[Learn more about account-level enforcement for policy violations](#)

## Account-level policy violations: warnings and suspension

If your website or your products are not in compliance with [Google Ads policies](#) or [terms and conditions](#), your products may be disapproved and you may receive:

- **A warning email:** including details about the issue, how to fix it, and a time frame in which to fix your issues (usually seven days)
- **An account suspension:** If your issues are not fixed, you'll receive a series of emails containing all of the relevant information related to Shopping ads policies and account suspension. Once you resolve all issues, your account or website will be reviewed and the warning will be lifted.

If Google detects an egregious policy violation, your account will be suspended immediately and without prior warning.

Egregious policy violations include:

- [Circumventing systems](#)
- [Coordinated deceptive practices](#)
- [Counterfeit goods](#)
- [Promotion of unauthorized pharmacies](#)
- [Unacceptable business practices](#)

If you believe there's been an error and that you haven't violated Google policies, you can [submit an appeal](#).

Learn more about [Google Ads account suspensions](#) and [account-level enforcement for policy violations](#).

Still having trouble? Contact our dedicated support team at: [support-google@prestashop.com](mailto:support-google@prestashop.com)

## Fixing account warnings or suspensions

To start reaching shoppers with PrestaShop Marketing with Google, your website and product data need to follow certain [Google policies](#).

Here are some common reasons for account warnings or suspensions, and what to do if you receive one.

## Account or product issues

### Common reasons for account warnings and suspensions

#### Missing refund policy

Customers should be able to quickly find your refund policy and terms of service on your site. If Google's review team can't find it, your account may be suspended. If you don't offer returns or refunds, make sure to explicitly state this on your site.

Your policy should clearly explain exactly how you handle returns and refunds, including:

- What the customer is required to do
- Your rules for returns and refunds: it's important that your customers can easily find your contact information and understand how the return and refund process works.

#### Insufficient payment information

Make sure you have a valid payment provider and that payment icons are visible on your online storefront.

#### Misrepresentation of self or products

Shoppers should not feel misled by the content promoted in Shopping ads, so it's important that your ads are accurate, honest, and informative. The following are not allowed:

- Promotions that prompt users to initiate a purchase, download, or other commitment without first providing all relevant information and obtaining the user's explicit consent
- Promotions that represent you or your products in a way that is not accurate, realistic, or truthful
- Insufficient contact information
- Insufficient payment information
- Missing phone number
- Missing refund policy

Learn more about [misrepresentation violations and how to resolve them](#).

#### Requesting a re-review after a suspension notification

If a policy or data quality violation is detected, you will receive a notification email that describes the issue and gives you a deadline to resolve it.

Before this enforcement deadline, you can request a courtesy review. If all issues are fixed by the time of this review, the warning will be lifted and your ads will continue running.

If the issues are not resolved after your first request for review, you can make a second request for review at any time. If your issues aren't resolved after the second request, this will trigger a one-week cool-down period during which the review button will be blocked. Your account will remain suspended during this period and you won't be able to request another review. This one-week cool-down also applies to all subsequent requests for review. You can see the end date of any cool-down period by navigating to the Diagnostics page of your Merchant Center account and clicking the Account issues page.

***Please note that fixing issues will not automatically trigger a re-review, so you'll need to request it.***



To request a re-review:

- From your PrestaShop BackOffice, select PrestaShop Marketing with Google.
- Go to the **Settings** tab and click your account ID number to be directed to the Merchant Center.
- Once you're in the Merchant Center, go to **Products**, select **Diagnostics**, and then go to the **Account issues** tab.
- Find the issue you'd like reviewed.
- Click **Request review**.
- Check the box that indicates you've resolved all issues.
- Click **Request review**.

Once you've requested a re-review, the status will change to **Under review**.

Requests can take up to seven days and you'll receive an email notification once the review has been completed.

*Note: No deadline extensions will be granted for any violation, so it is important to proactively avoid issues and prioritize warnings if received. If multiple account issues exist, they must all be resolved before requesting a courtesy review. There are some instances where courtesy reviews are not available.*

## Fixing product data violations

### Product-level policy violations: disapproved products

Issues will be listed on your PrestaShop Marketing with Google product feed tab and will include all the necessary details, including affected product name, issue, and suggested action. You can edit products individually or make edits in bulk. Your product feed will be synced automatically once the items are approved.

If your products have invalid or missing product data, they will either **not appear in free listings and Shopping ads** or they **will appear but with limited performance**, including lower impressions and clicks.

If you have received a warning, please visit the [Google Help Center](#) and search for the specific error.

### How to add or update product data

To fix product data warnings, you'll need to update the PrestaShop fields for the affected products.

*Note: Google may take three to five business days to review updates after you make them.*

### Helpful articles

- [Troubleshoot your product feed](#)
- [About disapprovals for product data quality violations](#)
- [Product data specification](#)
- [About item disapprovals for policy violations](#)



## **NEED HELP?**

Contact our dedicated support team at: [support-google@prestashop.com](mailto:support-google@prestashop.com).