



Google and 1WorldSync Product Content Program

Frequently Asked Questions

Why is Google asking for your product content?

Google Shopping connects brands and retailers to 1B users around the world in 90 countries across 8 different properties - from Google Search to YouTube to Android.

How does Google plan to use the GDSN product content? And why should I publish?

Product content sourced through GDSN will be ingested into Google's [Manufacturer Center](#). The Manufacturer Center allows brands and manufacturers to provide the most up-to-date, authoritative product metadata and rich content to power results on Google.

- Submitting product content to Google via GDSN will improve product representation across all Google surfaces, unlock powerful insights and allow brand-facing shopping ad formats.
- Manufacturer Center analytics provide valuable insights about product performance across organic and paid Shopping listings. Examples include insights into product trends (impressions, clicks, CTR), and competitive performance (share impressions). The Manufacturer Center is the key avenue for manufacturers to influence their presence across the Shopping Ads Network.

How many vendors are included in this phase?

We are seeking participation from all brand owners whose products are represented within the Google Shopping ecosystem.

What product type and publication type does Google accept?

We understand that brand owners publish at the highest level of hierarchy. We are ok to receive that. We will use the information provided by you at the consumer unit level. Publish your products as "Initial Load".

Is this the same thing as Merchant Center (aka Shopping Ads)?

No, Merchant Center is for retailers to provide basic information about the products they sell (price, shipping info, etc.); Manufacturer Center is for brands and manufacturers to provide accurate and robust product data.



I am already sending product content to retailers. How does participating in the Manufacturer Center differ?

Approximately one billion searches performed on various Google surfaces globally are shopping related. Manufacturer data often delivers high quality, accurate content that helps users during product discovery and decision making. Direct access to your product content allows us to produce improved Search results in the Google ecosystem.

What attributes does Google require in the GDSN publication?

Google is interested in any attributes that will help support search workflows to present accurate results to user queries. Examples of such attributes are product name/title, product description, product images, etc. Please do your best to share content that will be interesting to consumers and will improve their product search and shopping experience.

You can also refer to product data specification available at the [Manufacturer Center Help](#).