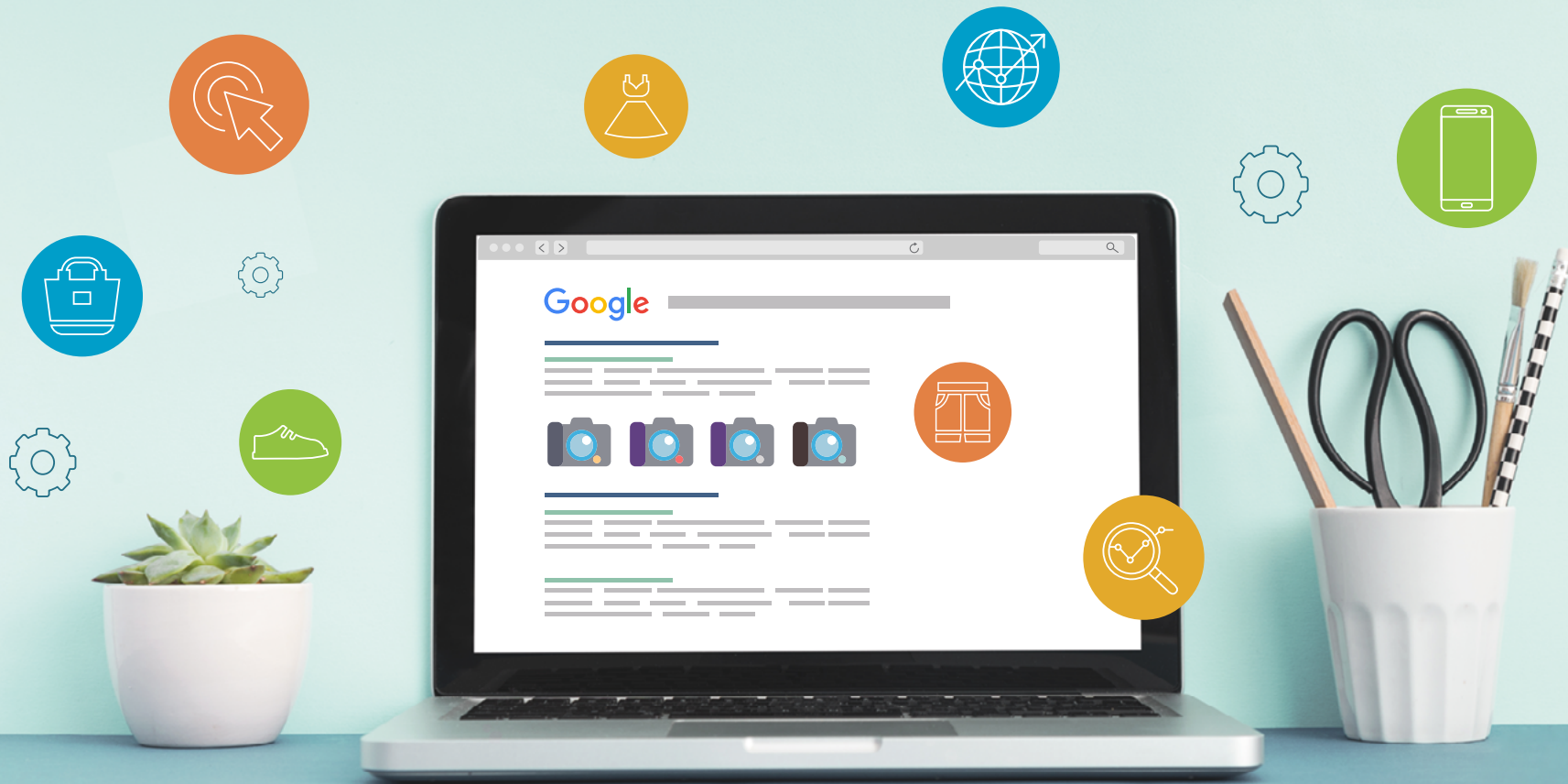


# INTRODUCTION TO GOOGLE MANUFACTURER CENTER



Brought to you by:  
Productsup<sup>7</sup>

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# UNDERSTANDING GOOGLE MANUFACTURER CENTER

# WHAT IS GOOGLE MANUFACTURER CENTER?

**Google Manufacturer Center** is a free tool that helps brand manufacturers govern the presentation of their brand image and products on Google Shopping, Search, and other Google services.

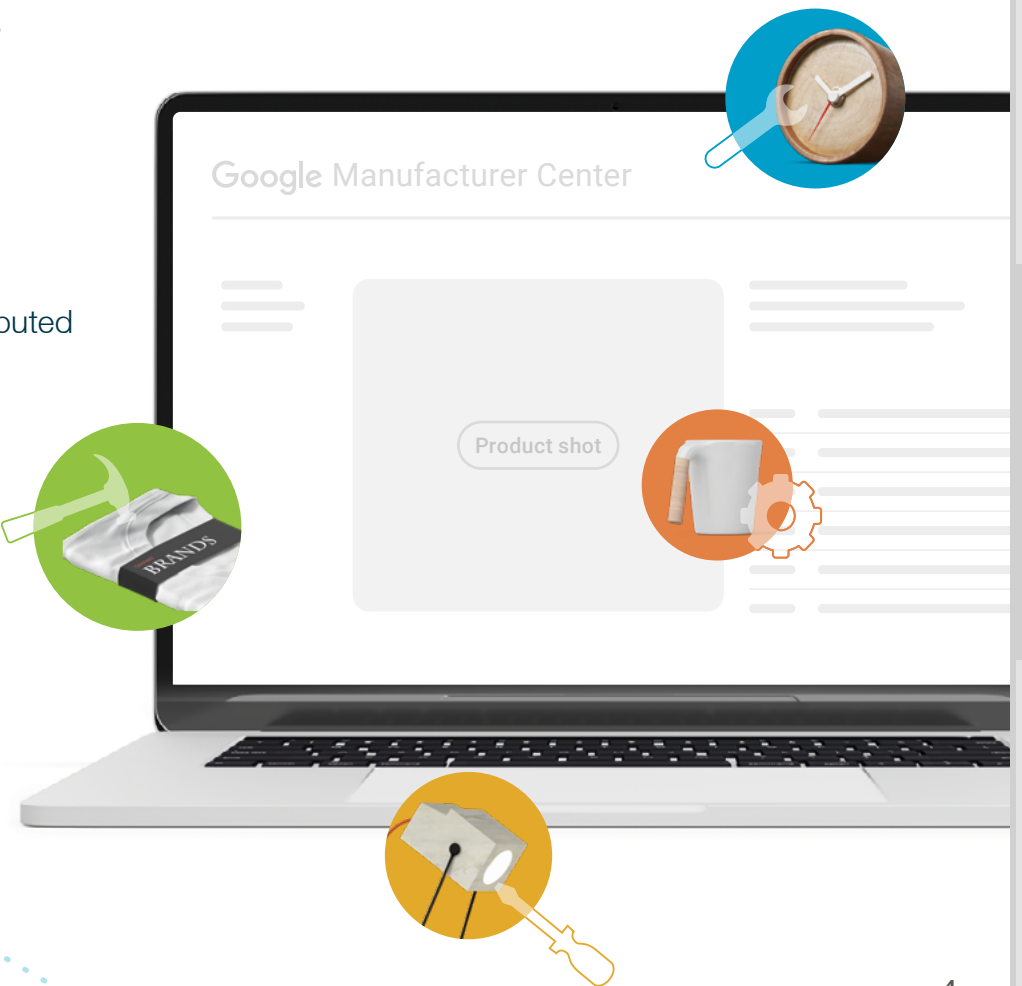
Product content submitted to Manufacturer Center is used to enrich Google's product catalog. This data takes priority over that uploaded in Merchant Center, which means brand manufacturers can leverage **Manufacturer Center as a repository for accurate and reliable product content.**



## IS IT GLOBAL?

Manufacturer Center is available for brand manufacturers of products distributed in 90+ countries around the world. Find the full list of countries [here](#).

**NOTE:** The requirements and functionality of Google Manufacturer Center may differ between countries.



## WHY WAS IT INTRODUCED?

Before the 2015 launch of Manufacturer Center, it was the sole responsibility of retailers to provide Google with high-quality and up-to-date product information. But retailers are not manufacturers, and they don't always have access to accurate and reliable product data.

It became clear that poor-quality product data was not only hurting retailer's sales, but also customer satisfaction, the brand's image and overall revenue, and Google's reputation. Google needed to act.

Google Manufacturer Center was launched as a solution to poor-quality product content. Now, brand owners and manufacturers can take control over their own online brand image, as well as the information used in their retail partner's Shopping ads. Overall, Manufacturer Center helps brand owners gain control over their brand identity.

## MANUFACTURER CENTER VS. MERCHANT CENTER

While it is possible to leverage both tools, their functionality and ideal user base greatly differs.

	MANUFACTURER CENTER	MERCHANT CENTER
USER BASE	Brand manufacturers, brand owners, or retailers of own-brand products who both manufacture products and own the licensing rights	Retailers and brand manufacturers
USE CASE	To provide retailer-specific product information to be used in advertising efforts on Google  (e.g. sale price, availability, product type, shipping information, etc.)	To provide rich, detailed product information that likely doesn't exist in Merchant Center in an effort to enrich Google's overall catalog  (e.g. official product titles, images, key features, YouTube videos, etc.)

**NOTE:** The information submitted to MfC will not directly influence Shopping ads.



# HOW DOES IT WORK?

Here's a quick rundown of how Manufacturer Center works for eligible brand manufacturers and owners.



## USE CASE:

When a shopper searched for “lightweight drill,” it was unlikely that Google would know to surface the Bosch PS31BN Brushless Drill in the results. After all, the term “lightweight” was nowhere to be found in the product title or description. Once Bosch added this descriptive keyword to the drill’s product description in Manufacturer Center, the brand saw a 4% boost in conversion rate for this product.



# WHERE WILL YOUR PRODUCT CONTENT APPEAR ON GOOGLE?

When a product search takes place on Google, a variety of ads appear among organic results on the search engine results page (SERP). Attributes like price, availability, and shipping details within these Shopping ads are pulled directly from a retailer's Google Merchant Center account. Product-specific details like brand, technical specifications, measurements, images, and videos can be surfaced through your Manufacturer Center account.

## GOOGLE SEARCH

ON GOOGLE PRODUCT CARDS

## GOOGLE SHOPPING

ON GOOGLE SHOPPING ADS

Click on "Details"

**Google Chromecast (3rd Generation)**  
 11,370 reviews

Details Reviews Stores

Shop now

Charcoal

\$35.00 · Google Store

\$35.00 · Best Buy

\$35.00 · Dell

\$35.00 · Target

\$35.00 · Home Depot

Compare prices

Chromecast store.google.com · Mar

4.5/5 TechRadar 3.5/5 Cnet 3.5/5 PCMag.com

All together now: Watch movies, shows, live TV, YouTube, and photos streaming on your TV from all your family's devices Stream from your phone to your TV. Just like that. Plug Chromecast into the HDMI port on your TV and to power and stream your favorite entertainment right from your phone with just a tap. Watch shows, listen to playlists, and more Works with streaming apps you know and love.

Release Date: August 2018

Brand: Google

Supported services: Netflix, YouTube, HBO Now

Release Date: August 2018

Brand: Google

Click on "Product features"

Google Shopping

Google Chromecast (3rd Generation) - Charcoal (GA00439-US / GA00439)

Best match

\$35.00 from Target · +57 stores & nearby

4.6/5 (11,370 product reviews) #1 in Media Streaming Devices - Google · Chromecast

Go from phone screen to TV screen with a Google Chromecast V3.1. How Does it Work? Google Chromecast - Netflix - YouTube - HBO Now - Wi-Fi - Ethernet - Full HD - Google Chromecast

Other style options: [Chalk](#)

Other matches

Reviews: 4.6

Product features

Start streaming by scanning

Nearby stores

Target 8 mi. BROOKLYN (970) 767-0264 View details

Best Buy 1.8 mi. BROOKLYN (718) 225-1482 View details

Walgreens 7.4 mi. BROOKLYN (970) 324-9290 View details

Bed Bath & Beyond 2.1 mi. NEW YORK (912) 229-6949 View details

The Home Depot 1.5 mi. BROOKLYN (718) 229-9933 View details

Buy with Google

Store	Details & special offers	Item price	Final price	View more details
Mathematics Distributors	Free delivery by Mon, Sep 23	\$34.99	\$34.99	View more details
Wholesale Direct	Free delivery by Tue, Sep 17	\$35.00	\$38.11	View more details

Other options across the web

Store	Details & special offers	Item price	Final price	View more details
Google Store	Free shipping	\$35.00	\$38.11	View site
Newport Devices	Free shipping	\$35.00	\$35.00	View site

Compare prices from 5th stores

Google Chromecast (3rd Generation) - Charcoal (GA00439-US / GA00439)

11,369 reviews

General

Product Type: Digital multimedia receiver

Enclosure Color: Charcoal

Audio System

Functions: Network player

Source: Network

Supported Resolutions: 1920 x 1080 - 60fps

Features: USB bus-powered, smartphone remote controlled

Network & Internet Multimedia

Interface: Wi-Fi

Smart Phone Capable: Yes

02.

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# THE BENEFITS FOR BRANDS



# YOUR ADVANTAGES

Traditionally, it was the retailers who controlled how products were presented on Google. Manufacturer Center gives brands the opportunity to **craft their own product experiences and their overall brand image themselves.**

Brand manufacturers can look forward to the following benefits:



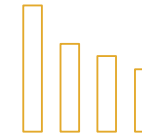
### Increased brand loyalty:

Brands see increased purchase consideration and brand loyalty thanks to consistent, enriched product content across Google touchpoints.



### More educated business decisions:

Manufacturer Center gives brands access to product-level analytics and performance reports like impressions, CTR, and keywords that can help shape future product strategies.



### Improved performance:

More accurate and reliable product content leads to improved product discoverability and ad relevance. Manufacturer Center can help increase overall conversion.




## SUCCESS STORIES

Leading brands around the world have seen some impressive results by leveraging Manufacturer Center.



Johnson & Johnson

**22%**  
impressions



**27%**  
clicks


### Johnson & Johnson

- › 22% increase in impressions, helping ever more customers discover their brand through search results
- › 27% uplift in clicks, engaging more potential customers with their retailers' Shopping ads



**4XEM**  
Problem solved.

**46,6%**  
impressions



**37%**  
clicks

### 4XEM

- › 46.6% boost in impressions compared to product category benchmarks
- › 37% increase in clicks compared to category benchmarks



03.

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# HOW TO GET STARTED

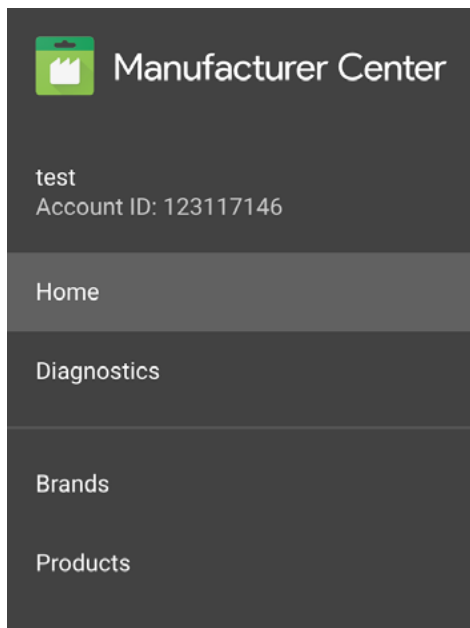


## THE FOUR STEPS TO GETTING STARTED

Any eligible brand owner or manufacturer can sign up for a free Manufacturer Center account [here](#). During the account setup process, you'll be prompted to provide basic account information like contact information, company details, brand details, and third-party data partners (more on these later).

Once your account is all set up, you'll need to familiarize yourself with the interface, create and submit your product feed to Manufacturer Center, and monitor the status of your product information. Let's examine each of these steps a little closer.

### STEP 1: GET TO KNOW THE INTERFACE



#### Home

Get an overview of your brands, products, feeds, or analytics.



#### Diagnostics

View any outstanding product-related errors.



#### Brands

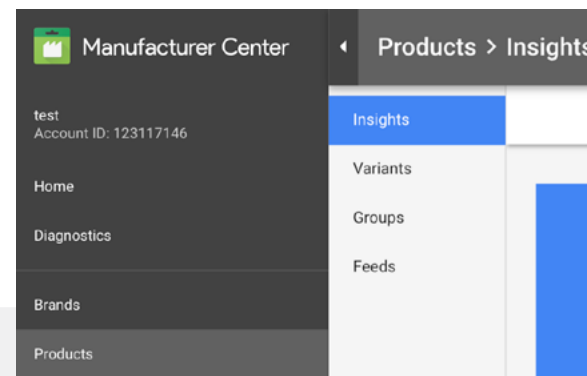
Register all brands that you own or license.



#### Products

Find all types of product-related insights, including:

- › Performance trends like top-performing and trending groups, biggest price changes, and top MSRP gaps.
- › Variant insights like CTR, impression, top keywords, and price trends.
- › Group insights like top search terms and top products with shared impressions.



Once you feel comfortable maneuvering the interface, it's time to start gathering your product content.

## STEP 2: CREATE A PRODUCT FEED FOR MANUFACTURER CENTER

Like Google Merchant Center, Manufacturer Center has defined a list of required, recommended, and optional product attributes. The more information you provide, the better, as it will help Google identify your product as relevant upon a wider variety of search queries.



Here are the basic feed requirements:

Product Attribute	Guidelines	Specifications
Title	Required	Recommended range 80 to 140 characters
GTIN	Required	8-, 12-, 13-, or 14-digit number (UPC, EAN, JAN, or ISBN)
ID	Required	Max. 50 characters
Brand	Required	Text (Unicode characters)
Description	Required	Recommended range 500 to 1500 characters
Image link	Required	URL (Must start with "http://" or "https://")
Additional image link	Recommended	Recommended max. 10 additional images per product
Feature description	Recommended	headline: recommended maximum 140 text: recommended range 250 to 700 image_link: 800x800 pixel minimum
MPN	Recommended	Max. 70 alphanumeric characters
Product line	Recommended	Max. 1000 unicode characters

Manufacturer Center accepts data feeds in TSV and XML format. Make sure your file is saved accordingly.

**TIP:** Keep in mind that these requirements regularly change, which can make it difficult to know when and where to update your product feed. Save time here by working with a feed management provider like Productsup, that'll always have the most recent channel specifications built into their system as a ready-to-use feed template.

## STEP 3: SUBMIT YOUR DATA FEED

Once you've gathered your product data and created a product feed, it's time to submit its information to Google. Manufacturer Center allows for two different upload methods:



### Manual submissions

Manual or direct upload is best suited for brand owners with a limited (<10) number of products. This can be done through the Product Editor within the Manufacturer Center interface. Since this approach requires you to manually type in each and every product detail, it's not optimal for brands with more than 10 products.



### Bulk submissions

Bulk submission or bulk upload, on the other hand, allows you to upload all of your product content at once - in a single go. This can save a ton of time for brands with hundreds or thousands of products. This can either be completed in-house or through a third-party data partner.



› **In-house:** Only with the right technical know-how can a bulk upload be managed in house. Once set up, you can upload your feed through FTP, SFTP, or scheduled fetches.



› **Third-party data partner:** For large and complex Manufacturer center accounts, Google recommends working with a data partner. These are companies that can manage and/or distribute product content on your behalf. The right partner will already have the Manufacturer Center API integrated into its platform, ensuring your content is always up-to-date on Google.

**TIP:** Whichever bulk submission option you choose, it's going to require some technical understanding. Bypass this and upload products more seamlessly with a capable syndication partner like Productsup that is already connected with the Manufacturer Center API.



## STEP 4: MONITOR PRODUCT STATUSES

No matter which upload method you choose, every product's content will need to be checked and approved by Google. You don't need to do anything here other than wait for the status update from Manufacturer Center.

Each one of your products will be marked as either **Pending**, **Active**, or **Disapproved** within the Manufacturer Center interface. Let's take a look at what these statuses mean.



### **Pending:**

This product is still under review by Manufacturer Center. This status will change to either Active or Disapproved once Google has completed the review.



### **Active:**

Google has approved this product and has incorporated the content into its product catalog. This information will now be used as authoritative and trump whatever information is in the Merchant Center.



### **Disapproved:**

This product has not been accepted by Google and will not be used.







If you find yourself in a situation where one or more of your products has been disapproved, don't fret. Chances are, you're facing one of the most common Manufacturer Center feed errors. Let's gain a better understanding of these and then we'll learn how to avoid them.







## COMMON REASONS FOR DISAPPROVED PRODUCTS IN MANUFACTURER CENTER

Every product detail you submit to Manufacturer Center is examined according to Google's data quality standards and specifications. Since this content will carry more weight to that in Merchant Center, the quality guidelines are strict, and abiding by them is critical.

That said, mistakes do happen. If your product(s) are disapproved, **it may be for one or more of the following reasons.**

-  Empty required fields
-  Incorrect spelling, grammar, or punctuation
-  Presents of HTML or special symbols
-  Inaccurate or outdated product information

## HOW TO AVOID ERRORS WITH QUALITY PRODUCT CONTENT

-  Enhancing your titles and descriptions
-  Ensuring you do not have any missing or invalid GTINs
-  Submitting all relevant product features and specifications
-  Providing high-resolution, compelling product images

Google's main focus is and has always been on the shopper - and to provide them with the best possible user experience. Therefore, it has set strict product content guidelines that brands need to follow in order to win Google's approval.

Brands can avoid errors and disapproved products by enriching and optimizing product content before submitting it to Google Manufacturer Center.



04.

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# GOOGLE MANUFACTURER CENTER & PRODUCTSUP

# GET YOUR PRODUCTS ON GOOGLE MANUFACTURER CENTER QUICKLY & EASILY WITH PRODUCTSUP

Productsup is a leading feed management and product content syndication platform built for all your Manufacturer Center needs. The cloud software offers many innovative features that not only simplify your work but also help you to create a product feed of the highest quality – as quickly as possible.

Productsup is an [approved Google Data Partner](#) – and we're here to empower you to perfect your product data feed for Google Manufacturer Center.

## Here are just a few of the many features available:



Drag-and-drop logic to visually map your feed to the Manufacturer Center specs



Visual representations of data with no coding required



Integrated Manufacturer Center API and built-in feed template



Over 200 optimization options to efficiently clean and enhance your product data feed



Bulk GTIN analysis to filter out errors or invalid codes



Best practice recommendations to guide you in optimizing your feed

## Ready to take your product content to the next level?

Try Productsup!

[REQUEST FREE DEMO](#)

