magmodules

Google Shopping

Magento 2

Understanding the `identifier_exists` attribute in the [Google Shopping Feed](#) extension. This attribute tells Google whether your product has standard identifiers (GTIN, Brand, MPN) or not. Essential for custom-made goods, vintage items, and other products without barcodes.

What Is Identifier Exists?

Google requires products to have at least two of three identifiers:

1. **GTIN** (EAN, UPC, ISBN)
2. **Brand**
3. **MPN** (Manufacturer Part Number)

When a product doesn't have these identifiers, you need to tell Google by setting `identifier_exists` to `false`. Otherwise, Google assumes identifiers exist and may reject your products.

Configuration Options

Location: Magmodules → Google Shopping - Feed → Advanced Options

Add Identifier Exists

Option	Behavior
Activate	Sets `identifier_exists=false` for all products
Activate when less than two	Sets `false` only for products missing 2+ identifiers
Deactivate	Assumes all products have identifiers (default Google behavior)

Recommended: Use "Activate when less than two" for most stores. This automatically handles both identified and non-identified products.

When to Use identifier_exists=false

Products That Typically Need It

Custom-Made Products

- Handmade jewelry, crafts, art
- Made-to-order items

- Personalized products

Vintage and Antique Items

- Antique furniture

- Vintage clothing

- Collectibles

Books Before 1970

- Pre-ISBN era publications

- ISBN became standard in 1970

Store-Specific Bundles

- Bundles you created (not manufacturer bundles)

- Gift sets assembled by your store

Private Label Products

- Your own brand without registered GTINs

- White-label products

Products That Should NOT Use It

- Mass-produced products from known brands

- Books published after 1970

- Electronics with model numbers

- Any product with a barcode

How It Works

The extension checks each product for:

1. **GTIN attribute** - Is it filled and valid?

2. **Brand attribute** - Is it filled?

3. **MPN attribute** - Is it filled?

With "Activate when less than two":

- 2 or 3 identifiers → `identifier_exists` not added (defaults to true)

- 0 or 1 identifier → `identifier_exists=false` added

Common Scenarios

Scenario 1: Mixed Inventory

You sell both branded products (with GTINs) and handmade items.

Configuration:

- Add Identifier Exists: **Activate when less than two**
- GTIN Attribute: Your EAN/UPC attribute
- Brand Attribute: Your brand/manufacturer attribute

The extension automatically handles both types.

Scenario 2: All Custom Products

Your entire catalog is handmade or custom.

Configuration:

- Add Identifier Exists: **Activate**

All products get `identifier_exists=false` .

Scenario 3: All Branded Products

You only sell products from established brands with GTINs.

Configuration:

- Add Identifier Exists: **Deactivate**
- Ensure GTIN and Brand are properly mapped

Troubleshooting

Products Rejected for Missing Identifiers

Problem: Google rejects products saying identifiers are missing.

Solutions:

1. Enable "Activate when less than two" in configuration
2. Verify GTIN attribute is correctly mapped

3. Check that products actually have GTIN values filled

identifier_exists=false but Product Has GTIN

Problem: Product shows `identifier_exists=false` but has a barcode.

Cause: The GTIN attribute isn't mapped or the value is in wrong format.

Solution:

1. Check GTIN attribute mapping

2. Verify GTIN format (13 digits for EAN, 12 for UPC)

3. Ensure no spaces or dashes in GTIN values

Warnings About Incorrect Identifiers

Problem: Google warns that GTINs are incorrect.

Common causes:

- Wrong checksum (last digit)

- Using MPN in GTIN field

- Leading zeros missing

Further Reading

- Google's identifier requirements - Official specification

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Google Shopping extension on magmodules.eu

All articles for Google Shopping

Installation

1	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace
3	Installatie via FTP en SSH
4	Werk een Magento 2-module bij met een artifact repository

Configuration

1	Snelstartgids
2	Configureer de extensie
3	Attribuut Mapping
4	De producttypen
5	Filters
6	SFTP Setup
7	Promotions Feed
8	Local Inventory Feed

Troubleshooting

1	Fouten in Google Merchant Feed
2	Genereer een feed via de CLI
3	Google Merchant API vs Direct Feed Submission in Magento 2

Background