

Google

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Google Promotions ID

This guide explains how to associate products in NCompass with the `promotion_id` attribute required for Google Merchant Center promotions. This allows you to run targeted promotions for groups of products as outlined in Google's documentation:

[Google Merchant Promotions - About the promotion_id attribute](#)

Step 1: Create the `promotion_id` Attribute in NCompass

To begin, you need to create a new attribute that links products to Google's `promotion_id`.

Instructions:

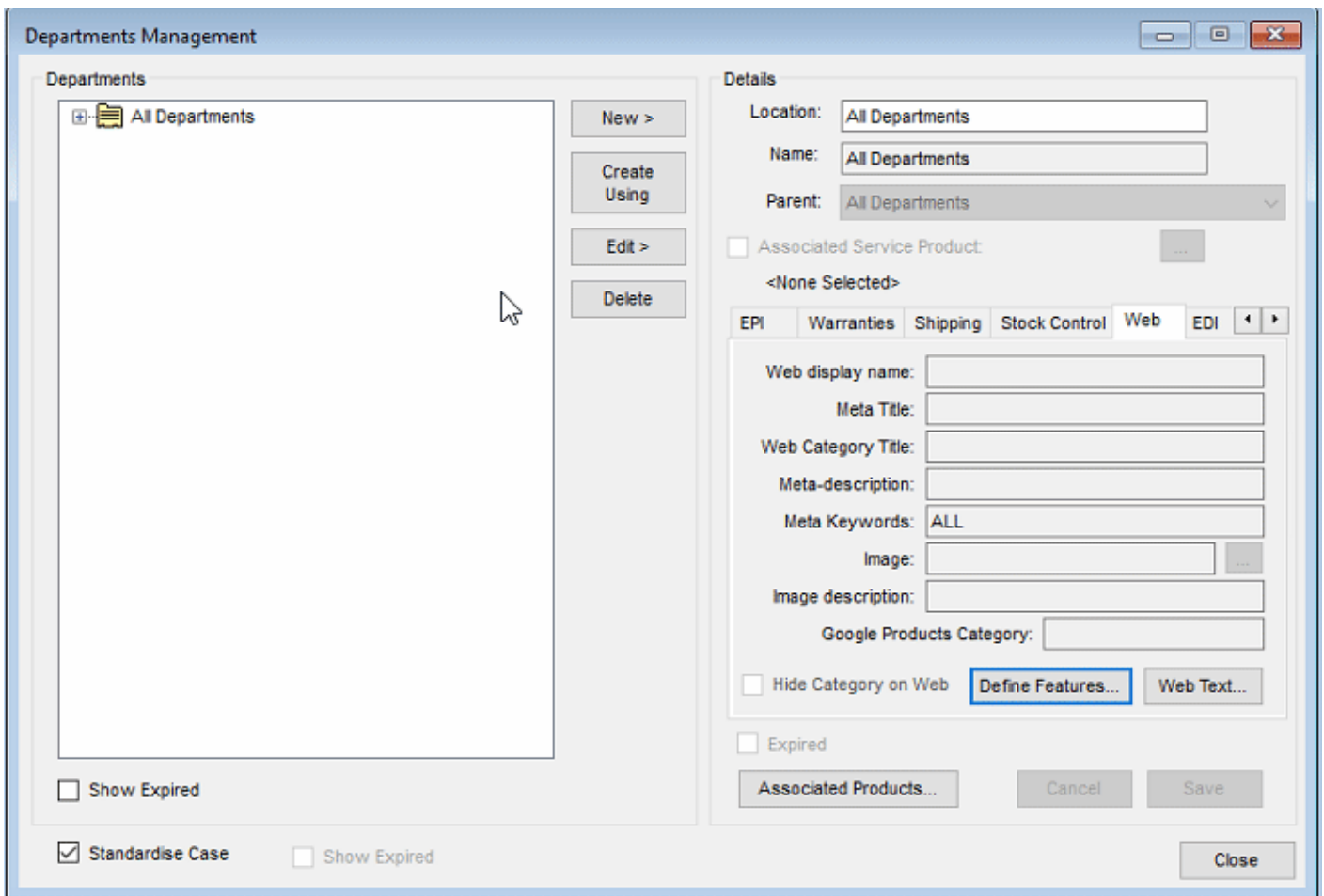
1. **Log in to NCompass.**
2. Navigate to **Department Management**.
3. Highlight the **"All Departments"** category.
4. Click the **Web** tab.
5. Select **Define Features**.
6. In the new window, click **Create New** and enter the following details:

Field	Value
Display Name	Google Promotion ID [Hide]
Use as Filter	Unchecked
Display Priority	-1
Feature Type	Dropdown
Map To Web Attribute ID	<code>googlepromoid</code>

📌 **Tip:** The `[Hide]` tag in the Display Name ensures this feature doesn't appear on the frontend filter panel.

Video Walkthrough

A short video demonstrating how to create this attribute in the Department Administration panel is available below.



Step 2: Assign Promotion IDs to Products

Once the attribute is created, you can assign promotion IDs to individual or bulk product listings using the new `googlepromoid` field either through ncompass price import facility, OR assigning the feature manually on a product level basis. If you require further information on how to manage your price imports , or managing features on products, please reach out to our support email on support@findesolutions.com

Once you synchronise products to your website with the value inside that attribute, these will correctly display in the merchant feed with a `promotion_id` value against the product

Min/Max Energy Efficiency Class Google Feed Support

Where you might not be using our energy rating service (this would be setup for you as part of this energy rating service which is a chargeable module) you can reach out to admin@findesolutions.com to find out more information on this.

This setup enables your Google product feed to include the following optional energy efficiency attributes, which are used to define the range of energy classes available for a product:

- **min_energy_efficiency_class**: Indicates the **lowest** energy efficiency class within the product range.
Example: "min_energy_efficiency_class": "D"
- **max_energy_efficiency_class**: Indicates the **highest** energy efficiency class within the product range.
Example: "max_energy_efficiency_class": "A++"

These values help Google display more detailed energy information for applicable products, improving compliance and visibility in search results.

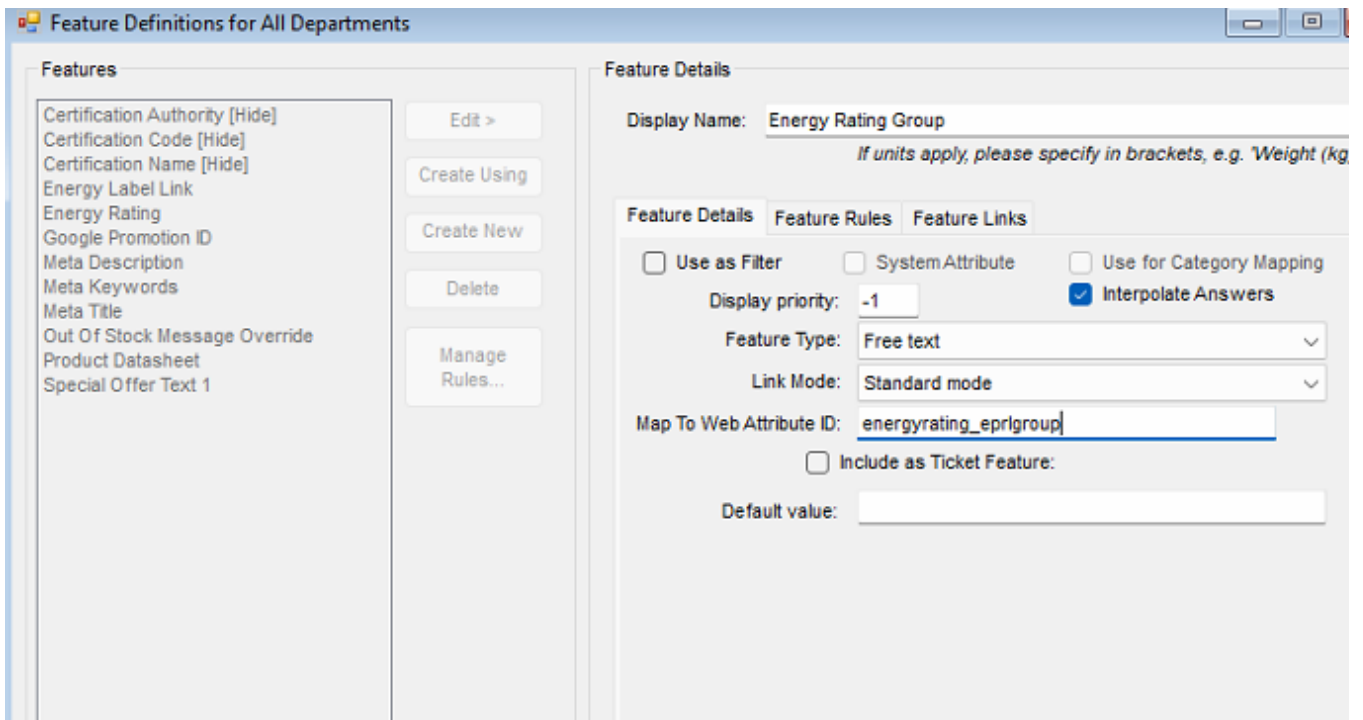
1. Attribute Configuration Instructions

To enable this in your system:

1. Open NCompass and navigate to: **Administration > Department Management**
2. **Select** the "**All Departments**" category.
3. On the **right panel**, click on "**Web**".
4. Scroll down to "**Define Features**".
5. Click "**Create New**" from the central list of buttons.

Fill in the following fields:

- **Display Name:** Energy Rating Group
- **Use as filter:** *Unchecked*
- **Display Priority:** -1
- **Feature Type:** Free Text
- **Map To Web Attribute ID:** energyrating_eprlgroup



6. Click **Save**.

2. Applying Energy Rating Values to Products

Once set up, assign values based on the energy class range used:

Range Used	Value to Input
A to G (newer scale)	2019
A+++ to D (older scale)	2013

- Apply the relevant value to the **Energy Rating Group** feature for each product like so.

Under the **Product Information > Web** tab for the item, locate the new feature created, and populate with the required value.

Product Details

Standard Product

EPI+/PIM Linked: Calculus Epi (C,I,F,R) Link ...

General Stock Control Financial Warranty Rental EPI Labels Ordering Web Associated Products Kits/Bundles Notes Quotations Change T

Web / Multi-Channel Settings... Change settings for display of this Product on your web-sites, Amazon and eBay

This product is enabled on the site and has PIM Data

Product Features

Feature	Value	DefaultValue
Certification Authority [Hide]	European_Commission	
Certification Code [Hide]	912637	
Certification Name [Hide]	EPREL	
Depth	<empty>	
Energy Label Link	B	
Energy Rating	B	
Energy Rating Group	2019	
Google Promotion ID	<empty>	
Height	<empty>	
Installation type	<empty>	
Meta Description	<empty>	
Meta Keywords	<empty>	
Meta Title	<empty>	
Out Of Stock Message Override	<empty>	
Product Datasheet	<empty>	
Special Offer Text 1	<empty>	
Width	<empty>	

Configure Features Set and maintain the values shown for the features for this Product on your web-site

This will then appear in the feed like the following for use by google merchant centre, or any other agency required to use the min/max efficiency class.

```

<link>
  https://www.tvatech.co.uk/hoover-hlec8dg-100005887.html
</link>
<g:image_link>
  https://www.tvatech.co.uk/media/catalog/product/h/o/hoover_hlec8dg_896321_34-0100-0234.png
</g:image_link>
<g:condition>new</g:condition>
<g:product_type>Default Category > Laundry > Tumble Dryer</g:product_type>
<g:google_product_category>2612</g:google_product_category>
<g:sku>100005887</g:sku>
<g:availability>in_stock</g:availability>
<g:price>299.99 GBP</g:price>
<g:brand>Hoover</g:brand>
<g:mpn>HLEC8DG</g:mpn>
<g:agency>Euronics Agency</g:agency>
<g:shipping_weight>
<g:gtin>8059019037943</g:gtin>
<g:promotion_id/>
<g:energy_efficiency_class>B</g:energy_efficiency_class>
<g:min_energy_efficiency_class>G</g:min_energy_efficiency_class>
<g:max_energy_efficiency_class>A</g:max_energy_efficiency_class>
<g:certification>
  <g:certification_authority>22367</g:certification_authority>
  <g:certification_name>22365</g:certification_name>
  <g:certification_code>26985</g:certification_code>
</g:certification>
+<g:shipping></g:shipping>
</item>
<item>
  <g:additional_image_link>
    https://www.tvatech.co.uk/media/catalog/product/h/o/hoover_hlec8dg_896321_34-0100-0234.png
  </g:additional_image_link>

```