Google Makes Merchant API Generally Available: What’s New via @sejournal, @MattGSouthern

Google makes Merchant API generally available and announces plans to sunset the Content API. New features include order tracking, issue resolution, and Product Studio.

- Merchant API is now generally available.
- It’s now the the primary programmatic interface for Merchant Center.
- Google will keep the Content API for Shopping accessible until next year.

https://www.searchenginejournal.com/google-makes-merchant-api-generally-available-whats-new/554011/