Google Manufacturer Center for product data expands scope, launches API

With the growing importance of Google Shopping campaigns in paid search results for brands and manufacturers, getting product data correct and consistent has become an increasingly urgent task. It's been a somewhat sleepy product, but this week, Google announced new features and an expansion of Manufacturer Center.

Launched in 2015, Google Manufacturer Center was designed to be a central repository for the product data that powers Google Shopping campaigns. Now, Google is using that data in knowledge panels in the US, including product features, images and descriptions. Earlier this month, Google began showing much more content in knowledge panels on mobile, including product features as shown in the example below.

Google Manufacturer Center is now available in more countries: Australia, Brazil, France, Germany, the Netherlands and the UK.

With the launch of a new Manufacturer Center API, brands and third-party data partners can add, update and delete products without having to rely on manual feed uploads.

In addition to streamlining product data quality management, Manufacturer Center offers analytics about how individual products perform on Google within their broader categories. The analytics show overall impressions for the category, the product's share of category impressions, total clicks and how the click-through rate compares to the category

benchmark click-through rate on a week-by-week basis over a four-week period.

About The Author



As Third Door Media’s paid media reporter, Ginny Marvin writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land and Marketing Land. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions. She provides search marketing and demand generation advice for ecommerce companies and can be found on Twitter as @ginnymarvin.