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FEED AUDIT REPORT

Audit

Anonymized sample report

FEED QUALITY SCORE

58 / 100

AUDIT DATE	PRODUCTS	RULES	CATEGORIES
	28,272	64	11

Prepared by Dataiads · Feed Enrich

EXECUTIVE SUMMARY

Executive summary

What matters most

Audit Feed Analysis

The feed achieves a moderate health score of 58 out of 100 with very few critical item-level errors, but suffers from widespread missing important attributes such as shipping rules and item group IDs affecting thousands of products.

KEY INSIGHTS

- 100% of the feed is missing shipping rules, causing products to fall back to default account settings and risking cross-country mismatches.
- Over 37% of products lack an item_group_id despite having color or size attributes, preventing Google from clustering variants together.
- A quarter of branded products with MPNs are missing GTINs, significantly reducing their matching score and ad quality.
- Critical errors are extremely low at just 4 products, meaning the baseline feed structure and mandatory fields like pricing, links, and availability are largely intact.

STRENGTHS

- Core requirements including imageLink, link, brand, availability, price, and condition have a 100% pass rate with zero critical failures.
- Important targeting attributes like ageGroup, gender, and googleProductCategory show complete fill rates across all 28,272 items.

ISSUES TO FIX

- Shipping rules are unspecified for 100% of products (28,272 items), carrying an important severity impact.
- Item group ID is missing for 37.72% of products (10,665 items) that feature colors or sizes.
- GTIN is missing for 25.19% of branded products (7,122 items) that have an MPN present.
- Critical errors each affecting 1 product (0.0035% of the feed) include missing descriptions, missing titles, titles exceeding 150 characters, invalid GTIN formats, and missing product identifiers.

SCORE OVERVIEW

Score overview

Feed quality score

OVERALL SCORE



catalog readiness for Google Shopping

Products checked

28,272

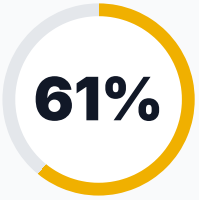
All products flagged with at least one important issue to address before going live on Google Shopping.

PRODUCT HEALTH



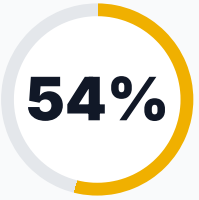
severity distribution across checked products

RULE COMPLIANCE



weighted rule pass rate by severity

DATA COMPLETENESS



average fill rate across tracked fields

METHODOLOGY

Score blends product health, weighted rule compliance and field completeness. Critical and important issues are prioritized by risk and catalog reach.

PRIORITY MATRIX

Priority matrix

Issue categorization

Issues organized by impact and effort to help prioritize your optimization strategy.

IMPORTANCE

Quick wins

High importance · lower reach

- **P3** No additional product images provided
- **P4** Size is missing for a variant product

Fix now

High importance · high reach

- **P1** Shipping rules are not specified
- **P2** Item group ID is missing but product has color or size

Defer

Lower importance · lower reach —

- **P7** Item group title is missing for a variant product

Strategic

Lower importance · high reach

- **P5** No lifestyle images provided
- **P6** Pattern is not specified for a product with color or size

IMPACT

ACTION PLAN

Action plan

Recommended next moves

Prioritized actions are ordered by business urgency and expected catalog reach. Start with the highest-ranked cards before optimizing lower-risk items.

1

HIGH

SHIPPING RULES ARE NOT SPECIFIED

Missing shipping attributes cause cross-country mismatches and lead to cart abandonment due to unexpected fees. Define precise shipping costs to ensure accurate ad delivery.

1. Audit the shipping field values across the catalog source data
2. Configure accurate shipping rates and destination zones in Merchant Center
3. Map feed shipping attributes to correct regional cost rules

2

HIGH

ITEM GROUP ID IS MISSING BUT PRODUCT HAS COLOR OR SIZE

Unclustered variants split traffic across separate listings and dilute conversion attribution. Group matching SKUs together to improve Shopping performance.

1. Identify all child products that share color or size attributes
2. Populate the item_group_id field with a shared parent identifier for each variant set
3. Verify in Merchant Center that variants collapse correctly under a single ad unit

3

MEDIUM

NO ADDITIONAL PRODUCT IMAGES PROVIDED

Single-image listings lack the visual engagement needed to drive strong CTR and conversion rates. Additional images power rich Shopping carousels.

1. Collect high-resolution secondary product images from your asset library
2. Populate the additional_image_link field with valid image URLs for each SKU
3. Check Merchant Center diagnostics to confirm images render correctly

4

MEDIUM

SIZE IS MISSING FOR A VARIANT PRODUCT

Apparel variants missing size attributes prevent Google from rendering the size selector, directly hurting conversion rates. Ensure every variant has a size.

1. Extract missing size attribute values from your inventory management system
2. Populate the size field for all variant products lacking the attribute
3. Resubmit the feed and verify the size selector appears on Shopping ads

5

MEDIUM

NO LIFESTYLE IMAGES PROVIDED

Lifestyle images act as a Discovery-surface CTR multiplier by showing products in context. Add them to unlock richer ad formats and higher engagement.

1. Gather contextual lifestyle images showcasing products in use
2. Add valid URLs to the lifestyle_image_link field for all catalog items
3. Monitor Discovery campaign CTR improvements after feed refresh

6

MEDIUM

PATTERN IS NOT SPECIFIED FOR A PRODUCT WITH COLOR OR SIZE

Omitting pattern attributes on apparel prevents your ads from matching style-specific search queries. Add patterns to capture high-intent traffic.

1. Review catalog items with color or size attributes for pattern details
2. Populate the pattern field with values such as striped or plain
3. Confirm feed updates successfully in Merchant Center

7

LOW

ITEM GROUP TITLE IS MISSING FOR A VARIANT PRODUCT

Missing item group titles weaken how variant groups are displayed on Google Shopping. Pair them with item groups to show a clear common name.

1. Identify variant groups lacking a unified parent title
2. Populate the item_group_title field with a clear, descriptive common name for each set
3. Validate the parent-child display structure in Merchant Center

SECTION

1-compliance

99/100	2	Needs action
SECTION SCORE	ISSUES DETECTED	VALIDATION STATUS

AI SECTION ANALYSIS

The compliance section demonstrates exceptional overall health with a score of 99 and 28,271 out of 28,272 products passing all checks. The dominant failure pattern stems from isolated critical issues affecting just 0.0035% of the feed, specifically involving the GTIN field failing the "GTIN has invalid format" rule and the title field triggering the "Title exceeds 150 characters" rule. The single most impactful action for this section is to correct the malformed GTIN and shorten the overflowing title on the affected products to eliminate disapproval risks.

CRITICAL FAILING

GTIN has invalid format

AUDITED FIELD

`gtin`

PRODUCTS IMPACTED 0.0% 1 / 28,272

AFFECTED EXAMPLE

Example hidden in this sample

CURRENT VALUE

Example hidden in this sample

CRITICAL FAILING

Title exceeds 150 characters

AUDITED FIELD

`title`

PRODUCTS IMPACTED 0.0% 1 / 28,272

AFFECTED EXAMPLE

Example hidden in this sample

CURRENT VALUE

Example hidden in this sample

APPENDIX

Field summary

FIELD	COMPLETION RATE	CRITICAL ISSUES	IMPORTANT ISSUES	WARNINGS
targetCountry	0.0%	-	-	-
sellOnGoogleQuantity	0.0%	-	-	-
productHeight.value	0.0%	-	-	-
productWeight.unit	0.0%	-	-	-
productWidth.value	0.0%	-	-	-
productWidth.unit	0.0%	-	-	-
lifestyleImageLinks	0.0%	-	-	28,272
promotionIds	0.0%	-	-	-
videoLinks	0.0%	-	-	-
displayAdsLink	0.0%	-	-	-
documentLinks	0.0%	-	-	28,272
unitPricingMeasure.unit	0.0%	-	-	-
displayAdsId	0.0%	-	-	-
loyaltyPrograms	0.0%	-	-	-
productLength.unit	0.0%	-	-	-
pattern	0.0%	-	-	28,272
isBundle	0.0%	-	-	-
productHeight.unit	0.0%	-	-	-
productLength.value	0.0%	-	-	-
productWeight.value	0.0%	-	-	-
relatedProducts	0.0%	-	-	28,272
shipping	0.0%	-	28,272	-
unitPricingMeasure.value	0.0%	-	-	-
popularityRank	0.0%	-	-	-
questionAndAnswers	0.0%	-	-	28,272
includedDestinations	0.0%	-	-	-
displayAdsValue	0.0%	-	-	-

FIELD	COMPLETION RATE	CRITICAL ISSUES	IMPORTANT ISSUES	WARNINGS
customLabel4	33.9%	-	-	-
customLabel1	34.2%	-	-	-
productDetails	41.3%	-	-	16,594
itemGroupId	62.3%	-	10,665	-
salePrice.currency	71.0%	-	-	-
salePrice.value	71.0%	-	-	-
gtin	74.8%	2	7,122	-
itemGroupTitle	82.9%	-	-	3,403
variantOptions	82.9%	-	-	3,403
customLabel3	83.8%	-	-	-
productHighlights	88.4%	-	-	3,272
material	99.6%	-	-	116
color	99.6%	-	1	-
adsLabels	99.6%	-	-	-
displayAdsTitle	99.6%	-	-	-
customLabel2	99.6%	-	-	-
additionalImageLinks	99.6%	-	114	27,332
customLabel0	99.6%	-	-	-
sizes	99.7%	-	73	-
productTypes	99.9%	-	35	-
mpn	100.0%	-	-	-
description	100.0%	1	-	114
title	100.0%	2	-	28,270
googleProductCategory	100.0%	-	-	-
feedLabel	100.0%	-	-	-
contentLanguage	100.0%	-	-	-
sizeTypes	100.0%	-	-	-
channel	100.0%	-	-	-
imageLink	100.0%	-	-	-

FIELD	COMPLETION RATE	CRITICAL ISSUES	IMPORTANT ISSUES	WARNINGS
price.value	100.0%	-	-	-
link	100.0%	-	-	-
offerId	100.0%	-	-	-
availability	100.0%	-	-	-
sizeSystem	100.0%	-	-	-
brand	100.0%	-	-	-
price.currency	100.0%	-	-	-
condition	100.0%	-	-	-
ageGroup	100.0%	-	-	-
gender	100.0%	-	-	-
adsRedirect	100.0%	-	-	-

CONTROLS PASSED

Controls passed

Validated controls

The following controls were successfully validated across the catalog.

1-COMPLIANCE Ads redirect URL is not a valid HTTPS URL	FIELD adsRedirect	CHECKED 28,272	OK
1-COMPLIANCE Description exceeds 5000 characters	FIELD description	CHECKED 28,272	OK
1-COMPLIANCE Invalid availability value	FIELD availability	CHECKED 28,272	OK
1-COMPLIANCE Invalid condition value	FIELD condition	CHECKED 28,272	OK
1-COMPLIANCE Offer ID exceeds the 50 character limit	FIELD offerId	CHECKED 28,272	OK
1-COMPLIANCE Product link is not a valid HTTPS URL	FIELD link	CHECKED 28,272	OK
2-COMPLETENESS Availability is missing	FIELD availability	CHECKED 28,272	OK
2-COMPLETENESS Brand is missing	FIELD brand	CHECKED 28,272	OK
2-COMPLETENESS Feed label is not specified	FIELD feedLabel	CHECKED 28,272	OK
2-COMPLETENESS Google product category is missing	FIELD googleProductCategory	CHECKED 28,272	OK
2-COMPLETENESS Image link is missing	FIELD imageLink	CHECKED 28,272	OK
2-COMPLETENESS Offer ID is missing	FIELD offerId	CHECKED 28,272	OK
2-COMPLETENESS Price currency is missing	FIELD price.currency	CHECKED 28,272	OK
2-COMPLETENESS Price is missing or zero	FIELD price.value	CHECKED 28,272	OK
2-COMPLETENESS Product condition is not specified	FIELD condition	CHECKED 28,272	OK
2-COMPLETENESS Product link is missing	FIELD link	CHECKED 28,272	OK

2-COMPLETENESS Product type has less than 2 levels of hierarchy	FIELD productTypes	CHECKED 28,272	OK
2-COMPLETENESS Product weight is not specified	FIELD productWeight.value	CHECKED 28,272	OK
3-CONTENT-QUALITY Description contains HTML tags	FIELD description	CHECKED 28,272	OK
3-CONTENT-QUALITY Description is identical to the title	FIELD description	CHECKED 28,272	OK
3-CONTENT-QUALITY Description is written entirely in uppercase	FIELD description	CHECKED 28,272	OK
3-CONTENT-QUALITY Title contains excessive special characters	FIELD title	CHECKED 28,272	OK
3-CONTENT-QUALITY Title contains promotional language	FIELD title	CHECKED 28,272	OK
3-CONTENT-QUALITY Title is written entirely in uppercase	FIELD title	CHECKED 28,272	OK
4-VISUALS Additional image links contain non-HTTPS URLs	FIELD additionalImageLinks	CHECKED 28,272	OK
4-VISUALS Image link is not a valid HTTPS URL	FIELD imageLink	CHECKED 28,272	OK
5-PRICING Sale price currency differs from price currency	FIELD salePrice.currency	CHECKED 28,272	OK
5-PRICING Sale price is higher than regular price	FIELD salePrice.value	CHECKED 28,272	OK
6-VARIANTS Age group is not specified for a product with color or size	FIELD ageGroup	CHECKED 28,272	OK
6-VARIANTS Color value exceeds 40 characters	FIELD color	CHECKED 28,272	OK
6-VARIANTS Gender is not specified for a product with color or size	FIELD gender	CHECKED 28,272	OK
6-VARIANTS Size system is missing for a product with sizes	FIELD sizeSystem	CHECKED 28,272	OK
7-CONVERSATIONAL Document links contain non-HTTPS URLs	FIELD documentLinks	CHECKED 28,272	OK
7-CONVERSATIONAL Popularity rank is out of the 0-100 range	FIELD popularityRank	CHECKED 28,272	OK

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THANK YOU

Let's turn insights into performance.

Dataiads Feed Enrich

This audit is the starting point. With Dataiads Feed Enrich, every priority listed in this report can become a live rule: enrichment via AI, mapping, supplemental feeds, and automated monitoring.

WEBSITE

dataiads.io

CONTACT

hello@dataiads.com

AUDIT REFERENCE

Anonymized sample

Prepared by Dataiads · Feed Enrich