Available on GitHub

FeedGen

Optimise Shopping feeds with Generative AI

Google

Challenge

For advertisers working with Google Merchant Center (GMC), optimising feeds is crucial to make Shopping ads, listings and campaigns successful. Yet, improving product data and fixing feed quality issues is cumbersome and time-consuming.

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Can we use GenAI to optimise Shopping feeds more efficiently and effectively?

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Solution

FeedGen utilises the power of Large Language Models (LLMs) on Google Cloud to **improve titles**, generate **more comprehensive product descriptions**, and **fill missing feed attributes** – all with just a few clicks!

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Use cases

FeedGen optimises your entire feed, and you have full control over what you input back into GMC.

Are you struggling with low performing titles?

Does your feed have data gaps?

Do you have high disapproval rates?

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Example

Input title

2XU Men's Swimmers Compression Long Sleeve Top

FeedGen: Optimised title

2XU Men's Swim Compression Long Sleeve Top, Black, Size M, UPF-50

Input description

Lightweight, black PWX fabric, comfortable fit, UPF-50 protection.

FeedGen: Detailed description

A top choice for swimmers of all levels, the 2XU Men's Swim Compression Long Sleeve Top is made from lightweight, black PWX fabric...*

Input attributes

Color: -
Size: M

FeedGen: Gaps filled

Color: Black
Size: M

* Description has been truncated, full example is available on GitHub.
This is a fictitious example based on theLook eCommerce public BigQuery dataset.

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Benefits

- Improve query matching
- Boost CTR and conversions
- Optimise feed quality
- Transparent and open-source

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Requirements

- Google Cloud project with Vertex AI API enabled
- Google Ads and Merchant Center accounts
- General understanding of LLMs and prompt-tuning

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Learn more

github.com/google/feedgen

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