

# Google Shopping Prices Analytics by Freento

Magento 2 Extension



## Extension description

### Main Features:

- Get competitors prices from Google Shopping by product Article Number (EAN, UPC, etc) for store products
- Do analysis of selected competitor products on the store
- Review history of competitor products change
- Update store product's price or cost based on competitor's price using mass actions

## Extension Installation

### Installation from Commerce Marketplace

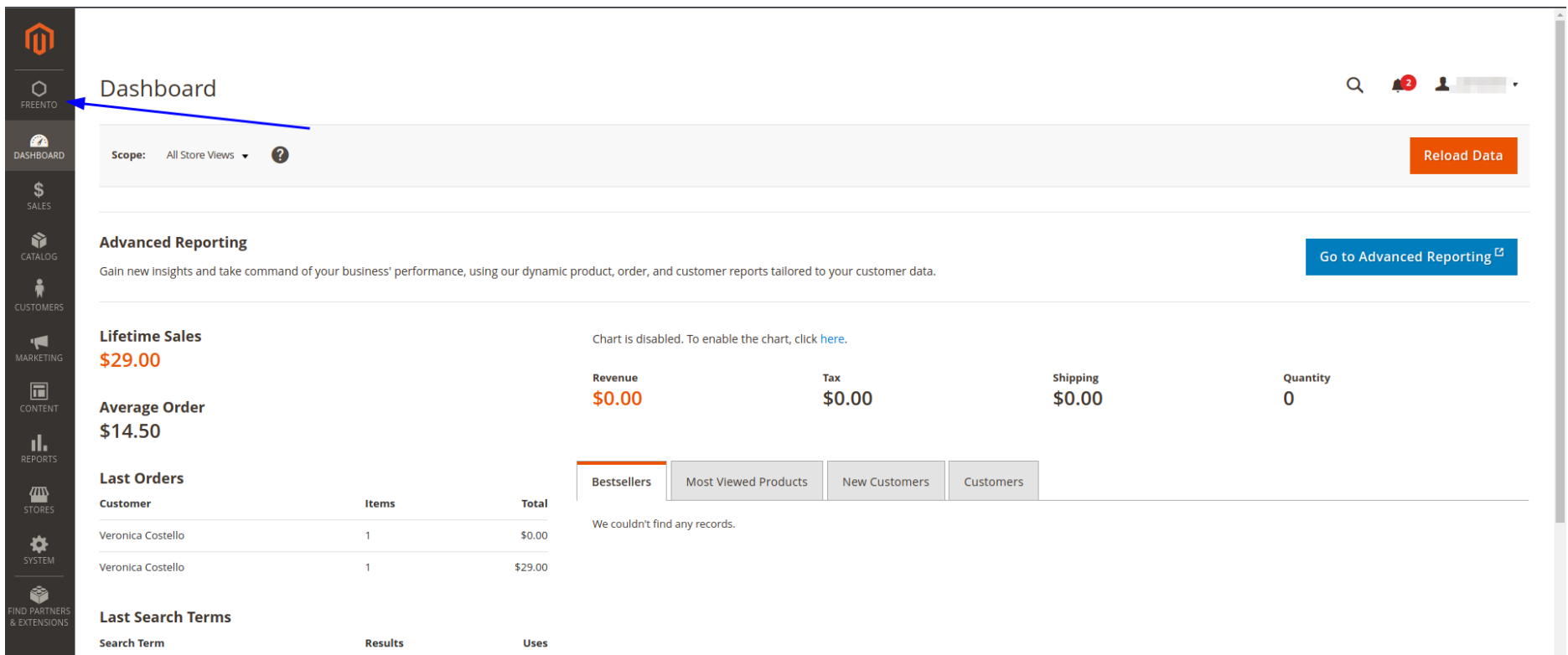
1. Login to your account at Commerce Marketplace
2. Open "Google Shopping Prices Analytics" extension page  
<https://marketplace.magento.com/freento-gs-prices-parser.html>
3. Add extension to the cart, proceed to checkout and complete an order
4. Go to "My Purchases" section within your Marketplace account
5. Follow the instructions in the "How to Install" section

### Do these steps after the extension installation:

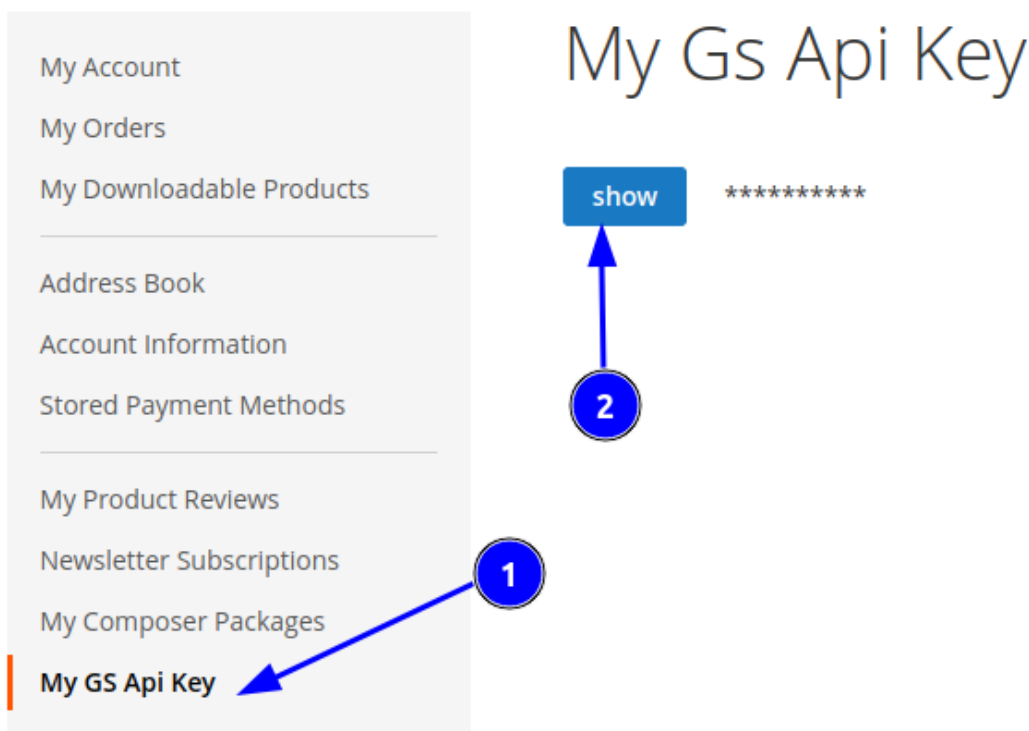
1. bin/magento setup:upgrade
2. bin/magento setup:di:compile
3. bin/magento setup:static-content:deploy

## Extension usage

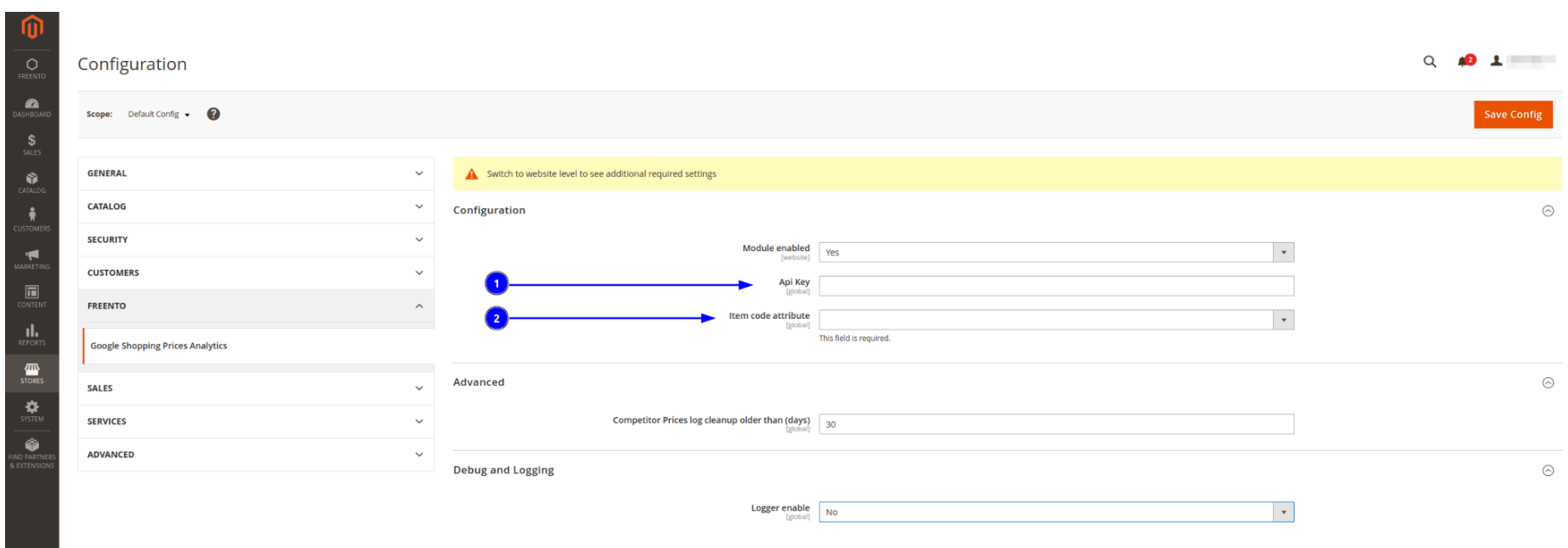
1. Install the extension and a new tab will appear



2. You need to buy a daily limit product on freento.com, after payment you can find an api key in you account:



3. Then you need to go to the extension config in your admin panel ( **Stores > Settings > Configuration > Freento > Google Shopping Prices Analytics** ) and enable the module, pass the api key (1) and choose which attribute will be used as item code (2)



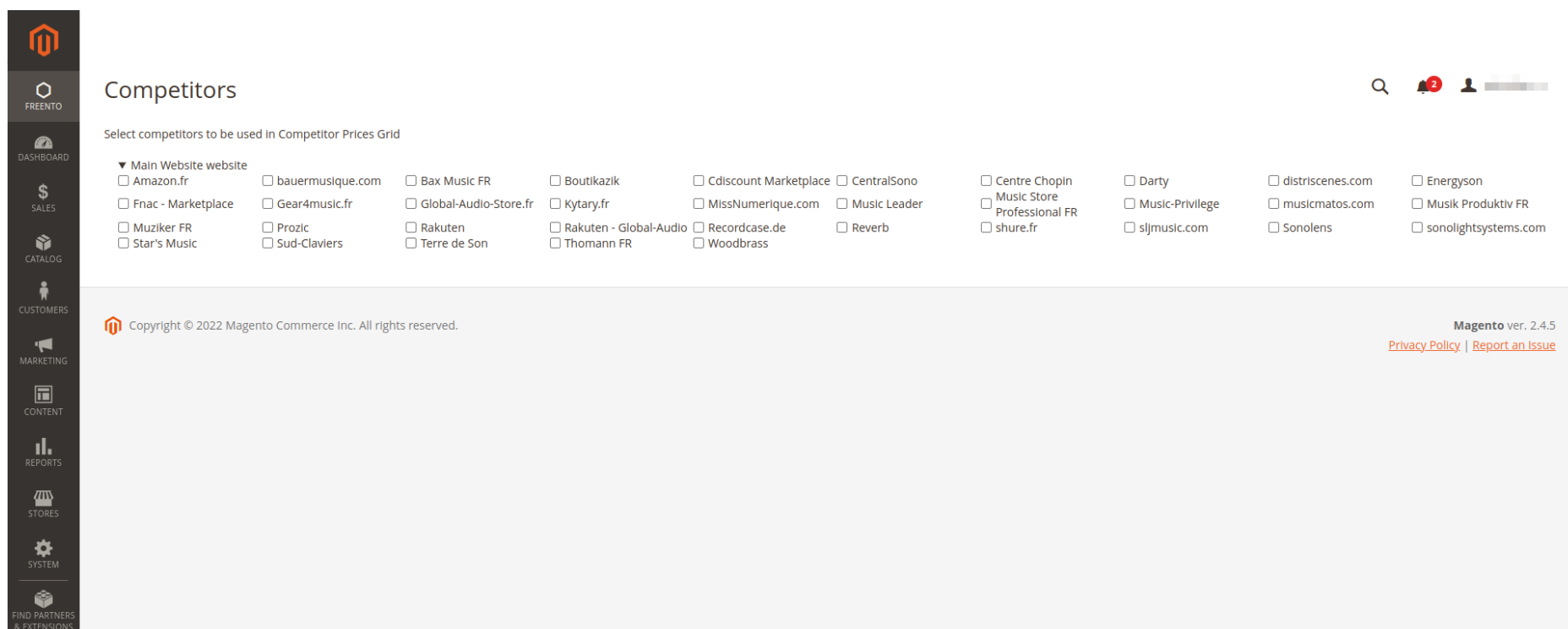
4. Then you need to change scope view on website and enable the module (1) and choose iso2 country code for website (2):



5. After saving config the first scan will start at 23:20 and prices will be gradually added to the competitors prices table ( Freento > Competitor Prices )

ID	Product ID	Website	SKU	Price	Cost	Competitor	Currency	Competitor Price	Updated At
67	2049	Main Website	Shure-Beta56A	200.000000		Thomann FR	EUR	168.0000	2022-12-26 11:08:48
77	2049	Main Website	Shure-Beta56A	200.000000		Woodbrass	EUR	168.0000	2022-12-26 11:08:48
76	2049	Main Website	Shure-Beta56A	200.000000		Fnac - Marketplace	EUR	168.0000	2022-12-26 11:08:48
80	2049	Main Website	Shure-Beta56A	200.000000		Global-Audio-Store.fr	EUR	168.0000	2022-12-26 11:08:48
72	2049	Main Website	Shure-Beta56A	200.000000		Energyson	EUR	157.0000	2022-12-26 11:08:48
82	2049	Main Website	Shure-Beta56A	200.000000		Music Store Professional FR	EUR	168.0000	2022-12-26 11:08:48
81	2049	Main Website	Shure-Beta56A	200.000000		Muziker FR	EUR	153.0000	2022-12-26 11:08:48
66	2049	Main Website	Shure-Beta56A	200.000000		shure.fr	EUR	209.0000	2022-12-26 11:08:48
78	2049	Main Website	Shure-Beta56A	200.000000		Darty	EUR	168.0000	2022-12-26 11:08:48
79	2049	Main Website	Shure-Beta56A	200.000000		Prozic	EUR	168.0000	2022-12-26 11:08:48
73	2049	Main Website	Shure-Beta56A	200.000000		Terre de Son	EUR	158.0000	2022-12-26 11:08:48
75	2049	Main Website	Shure-Beta56A	200.000000		Bax Music FR	EUR	151.0000	2022-12-26 11:08:48
71	2049	Main Website	Shure-Beta56A	200.000000		CentralSono	EUR	149.0000	2022-12-26 11:08:48
74	2049	Main Website	Shure-Beta56A	200.000000		Reverb	EUR	130.0000	2022-12-26 11:08:48

6. To select competitors whose price will be displayed in the price grid for each website you need to follow the path “Freento > Competitors” and choose needed competitors. Competitors will be replenished during price scanning.



7. To update product price/cost you need to follow the path “Freento > Competitor Prices”, choose needed prices (only one price for each product id) (1), choose one of four actions (2), enter added value (can be negative) (3) and click apply (4):

The screenshot shows the 'Competitor Prices' page with a table of 75 records. The 'Actions' dropdown menu is open, showing four options: 'Adjust price to competitor price by %', 'Adjust price to competitor price by fixed value', 'Adjust cost to competitor price by %', and 'Adjust cost to competitor price by fixed value'. A blue arrow labeled '1' points to a selected row in the table. Another blue arrow labeled '2' points to the selected action in the dropdown. A third blue arrow labeled '3' points to the input field containing '-5'. A fourth blue arrow labeled '4' points to the 'Apply' button.

ID	Product ID	Website	SKU	Price	Cost	Competitor	Currency	Competitor Price	Updated At
72	2049	Main Website	Shure-Beta56A	200.000000		Thomann FR	EUR	168.0000	2022-12-26 11:08:48
82	2049	Main Website	Shure-Beta56A	200.000000		Woodbrass	EUR	168.0000	2022-12-26 11:08:48
81	2049	Main Website	Shure-Beta56A	200.000000		Fnac - Marketplace	EUR	168.0000	2022-12-26 11:08:48
66	2049	Main Website	Shure-Beta56A	200.000000		Global-Audio-Store.fr	EUR	168.0000	2022-12-26 11:08:48
78	2049	Main Website	Shure-Beta56A	200.000000		Energyson	EUR	157.0000	2022-12-26 11:08:48
79	2049	Main Website	Shure-Beta56A	200.000000		Music Store Professional FR	EUR	168.0000	2022-12-26 11:08:48
81	2049	Main Website	Shure-Beta56A	200.000000		Muziker FR	EUR	153.0000	2022-12-26 11:08:48
66	2049	Main Website	Shure-Beta56A	200.000000		shure.fr	EUR	209.0000	2022-12-26 11:08:48
78	2049	Main Website	Shure-Beta56A	200.000000		Darty	EUR	168.0000	2022-12-26 11:08:48
79	2049	Main Website	Shure-Beta56A	200.000000		Prozic	EUR	168.0000	2022-12-26 11:08:48
73	2049	Main Website	Shure-Beta56A	200.000000		Terre de Son	EUR	158.0000	2022-12-26 11:08:48
71	2049	Main Website	Shure-Beta56A	200.000000		CentralSono	EUR	149.0000	2022-12-26 11:08:48
74	2049	Main Website	Shure-Beta56A	200.000000		Reverb	EUR	130.0000	2022-12-26 11:08:48
68	2049	Main Website	Shure-Beta56A	200.000000		Sud-Claviers	EUR	149.0000	2022-12-26 11:08:48
69	2049	Main Website	Shure-Beta56A	200.000000		musicmatos.com	EUR	149.0000	2022-12-26 11:08:48
70	2049	Main Website	Shure-Beta56A	200.000000		bauermusique.com	EUR	149.0000	2022-12-26 11:08:48
60	2048	Main Website	Shure adaptateur Jack 6,35 mm (avec filetage)	7.000000		Woodbrass	EUR	6.6000	2022-12-26 11:08:48

8. If you only want to see the lowest competitor prices for each product, you can click “Group by Lowest Competitor Price” (1)

The screenshot shows the 'Competitor Prices' page with the 'Group by Lowest Competitor Price' checkbox checked. A blue arrow labeled '1' points to the checkbox.

ID	Product ID	Website	SKU	Price	Cost	Competitor	Currency	Competitor Price	Updated At
74	2049	Main Website	Shure-Beta56A	200.000000		Reverb	EUR	130.0000	2022-12-26 11:08:48
57	2048	Main Website	Shure adaptateur jack 6,35 mm (avec filetage)	7.000000		Centre Chopin	EUR	5.6000	2022-12-26 11:08:48
49	2047	Main Website	Shure MX153 B	200.000000		sljmusic.com	EUR	208.0000	2022-12-26 11:08:48
39	2046	Main Website	Shure - PS-6 - Filtre Anti Pop	40.000000		Music-Privilege	EUR	39.0000	2022-12-26 11:08:48
35	2045	Main Website	BLX1288-SM58-M17 Shure	640.000000		Energyson	EUR	618.0000	2022-12-26 11:08:48
19	2044	Main Website	Shure - beta52a	240.000000		Energyson	EUR	183.0000	2022-12-26 11:08:48
4	2043	Main Website	Subsequent 37 Moog	1900.000000		Recordcase.de	EUR	1799.0000	2022-12-26 11:08:48

9. If you want to exclude product from price scanning you need to go to the product page and choose option “yes” for “Disable Price Parser” (1)

Shure - Beta 56A

← Back Add Attribute Save

Quantity [global] 1473

Advanced Inventory

Stock Status [global] Out of Stock

Weight [global] lbs This item has weight

Categories [global] Microphones × New Category

Visibility [store view] Catalog Search

Set Product as New From [website] To [website]

Country of Manufacture [website]

Disable Price Parser [global] No ← 1

Item code [website] 0042406112840

10. You can find previous scan results in the following path: Freento > Price Scan Log

Price Scan Log

75 records found

Filters Default View Columns

20 per page 1 of 4

ID	Competitor Name	Website	Item Number	Competitor Price	Competitor Currency	Updated At
46	Thomann FR	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48
47	Woodbrass	Main Website	00040232613487	1999.0000	EUR	2022-12-26 11:08:48
48	Star's Music	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48
49	Recordcase.de	Main Website	00040232613487	1799.0000	EUR	2022-12-26 11:08:48
50	Fnac - Marketplace	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48
51	Global-Audio-Store.fr	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48
52	Rakuten - Global-Audio	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48
53	Energyson	Main Website	00040232613487	1998.0000	EUR	2022-12-26 11:08:48
54	Musik Produktiv FR	Main Website	00040232613487	1999.0000	EUR	2022-12-26 11:08:48
55	Music Store Professional FR	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48
56	Muziker FR	Main Website	00040232613487	1959.0000	EUR	2022-12-26 11:08:48

11. To set how many days the price scan log will be kept follow the path “Stores > Settings > Configuration > Freento > Google Shopping Prices Analytics”, choose “Default config” (1) and set “Competitor Prices log cleanup older than (days)” config value (2):

Configuration

Scope: Default Config 1

Save Config

Switch to website level to see additional required settings

Configuration

Module enabled [website] Yes

Api Key [global] .....

Item code attribute [global] Item code This field is required.

Advanced

Competitor Prices log cleanup older than (days) [global] 30 2

Debug and Logging

Logger enable [global] Yes

Debug logger enable [global] Yes

Info logger enable [global] Yes

Warning logger enable [global] Yes

Error logger enable [global] Yes