Google Shopping Prices Analytics

Google Shopping Prices Analytics by Freento

Magento 2 Extension



Freento

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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 <u>https://marketplace.magento.com/freento-gs-prices-parser.html</u>
- 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

| Ŵ | | | | | | | | | | |
|-------------------------------|---|---------|---------|---------------------------------|-----------------------------------|-----------|----------|-------------|--|--|
| O FREENTO | Dashboard | | | | | | | Q 📫 🗜 - | | |
| CASHBOARD | Scope: All Store Views 👻 👔 | _ | | | | | | Reload Data | | |
| \$ SALES | | | | | | | | | | |
| CATALOG | Advanced Reporting Gain new insights and take command of your business' performance, using our dynamic product, order, and customer reports tailored to your customer data. | | | | | | | | | |
| CUSTOMERS | | | | | | | | | | |
| | Lifetime Sales | | | Chart is disabled. To enable th | e chart, click <mark>here.</mark> | | | | | |
| | \$23.00 | | | Revenue | Tax ⊄O OO | | Shipping | Quantity | | |
| CONTENT | Average Order \$14 50 | | | 40.00 | 40.00 | | \$0.00 | 0 | | |
| REPORTS | \$14.50 | | | | | | 1 | | | |
| <u>س</u> | Last Orders | | | Bestsellers Most Viewe | d Products New Customers | Customers | | | | |
| STORES | Customer | Items | Total | We couldn't find any records. | | | | | | |
| * | Veronica Costello | 1 | \$0.00 | , | | | | | | |
| SYSTEM | Veronica Costello | 1 | \$29.00 | | | | | | | |
| FIND PARTNERS & EXTENSIONS | Last Search Terms | | | | | | | | | |
| | Search Term | Results | Uses | | | | | | | |

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)

| I | | |
|--------------|-------------------------|-------------|
| O FREENTO | Configuration | Q 💋 1 |
| dashboard | Scope: Default Config + | Save Config |



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

| Û | | | | |
|-------------------------------|----------------------------------|---|---------------------------------|-------------|
| O FREENTO | Configuration | | ٩ | #8 1 |
| DASHBOARD | Scope: Main Website 🔺 👔 | | | Save Config |
| \$ SALES | GENER Main Website Store | ~ | Configuration | 0 |
| | CATAL Ø Stores Configuration | ~ | | \otimes |
| | SECURITY | ~ | 2 Is 2 country code fr - France | |
| MARKETING | CUSTOMERS | ~ | [second] | |
| CONTENT | FREENTO | ^ | | |
| REPORTS | Google Shopping Prices Analytics | | | |
| STORES | SALES | ~ | | |
| | SERVICES | ~ | | |
| FIND PARTNERS & EXTENSIONS | ADVANCED | ~ | | |

 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)

| Î | 6 | | iter Duirer | | | | | | | 0 | |
|---------------|---|---------------------|-----------------------|--------------|---------------|------------|------|-----------------------------|---------------|------------------|-----------------------|
| FREENTO | Con | npet | ltor Prices | | | | | | | 4 | |
| DASHBOARD | Grou | p by Lov Website | vest Competitor Price | | | | | | | | |
| \$ SALES | | | | | | | | | | | lt View 🔻 🏘 Columns 🔻 |
| CATALOG | Actions • 82 records found | | | | | | | 3 | 30 ▼ per page | < 1 of 3 > | |
| | | ID | Product ID † | Website | ѕки | Price | Cost | Competitor | Currency | Competitor Price | Updated At |
| CUSTOMERS | | 67 | 2049 | Main Website | Shure-Beta56A | 200.000000 | | Thomann FR | EUR | 168.0000 | 2022-12-26 11:08:48 |
| MARKETING | | 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 |
| REPORTS | | 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 |
| SYSTEM | | 66 | 2049 | Main Website | Shure-Beta56A | 200.000000 | | shure.fr | EUR | 209.0000 | 2022-12-26 11:08:48 |
| FIND PARTNERS | | 78 | 2049 | Main Website | Shure-Beta56A | 200.000000 | | Darty | EUR | 168.0000 | 2022-12-26 11:08:48 |
| & EXTENSIONS | | 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.



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| 🗌 Amazon.fr | bauermusique.com | Bax Music FR | Boutikazik | Cdiscount Marketplace | e 🗌 CentralSono | Centre Chopin | Darty | distriscenes.com | Energyson |
|----------------------|------------------|-----------------------|--------------------------|-----------------------|-----------------|--------------------------------|-----------------|------------------|----------------------|
| 🗌 Fnac - Marketplace | Gear4music.fr | Global-Audio-Store.fr | 🗌 Kytary.fr | MissNumerique.com | Music Leader | Music Store Professional FR | Music-Privilege | musicmatos.com | Musik Produktiv FR |
| Muziker FR | Prozic | Rakuten | 🗌 Rakuten - Global-Audio | Recordcase.de | Reverb | shure.fr | sljmusic.com | Sonolens | sonolightsystems.com |
| Star's Music | Sud-Claviers | Terre de Son | Thomann FR | Woodbrass | | | | | |

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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):

| Ŵ | Gro | oup by Lo | west Competitor Price | | | | | | | | |
|-------------------------------|-------------|---------------------------------------|-------------------------|---------------|---|------------|------|-----------------------------|----------|-----------------------|----------------------|
| FREENTO | Mai | n Website | • | | | | | | • | Filters Oefaul | t View 🔻 🏘 Columns 👻 |
| DASHBOARD | Act | ions | - | 75 records fo | und (2 selected) | | | | 30 | D v per page | < 1 of 3 > |
| \$ SALES | Adj % | Adjust price to competitor price by % | | ▶ /ebsite | SKU | Price | Cost | Competitor | Currency | Competitor Price | Updated At |
| | Adj fixe | ust price f d value | to competitor price by | lain Website | Shure-Beta56A | 200.000000 | | Thomann FR | EUR | 168.0000 | 2022-12-26 11:08:48 |
| | Adj | ust cost to | o competitor price by % | lain Website | Shure-Beta56A | 200.000000 | | Woodbrass | EUR | 168.0000 | 2022-12-26 11:08:48 |
| CUSTOMERS | Adj | ust cost to | o competitor price by | lain Website | Shure-Beta56A | 200.000000 | | Fnac - Marketplace | EUR | 168.0000 | 2022-12-26 11:08:48 |
| | | u value | 2010 | Jain Website | Shure-Beta56A | 200.000000 | | Global-Audio-Store.fr | EUR | 168.0000 | 2022-12-26 11:08:48 |
| | | 72 | 2049 | -5 - | Apply 4 | 200.000000 | | Energyson | EUR | 157.0000 | 2022-12-26 11:08:48 |
| CONTENT | | 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 |
| 715 | | 66 | 2049 | Main Website | Shure-Beta56A | 200.000000 | | shure.fr | EUR | 209.0000 | 2022-12-26 11:08:48 |
| STORES | | 78 | 2049 | Main Website | Shure-Beta56A | 200.000000 | | Darty | EUR | 168.0000 | 2022-12-26 11:08:48 |
| SYSTEM | ~ | -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 |
| FIND PARTNERS & EXTENSIONS | | 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)

| Ŵ | | | | | | | | | | | |
|-------------|------------------------------------|------|--------------|-----------------|---|-------------|------|-----------------|----------|--|---------------------|
| FREENTO | Con | npet | itor Prices | | | | | | | (| ς 🕫 1 🗸 |
| ashboard | C Group by Lowest Competitor Price | | | | | | | | | | |
| \$ SALES | Main Website 🔻 | | | | | | | | | Filters O Default View O Columns | |
| CATALOG | Actions 🔻 | | | 7 records found | | | | | | 30 • per page | < 1 of 1 > |
| R | | ID | Product ID † | Website | sku | Price | Cost | Competitor | Currency | Competitor Price | Updated At |
| COSTOMERS | | 74 | 2049 | Main Website | Shure-Beta56A | 200.000000 | | Reverb | EUR | 130.0000 | 2022-12-26 11:08:48 |
| MARKETING | | 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 |
| -1 | | 39 | 2046 | Main Website | Shure - PS-6 - Filtre Anti Pop | 40.000000 | | Music-Privilege | EUR | 39.0000 | 2022-12-26 11:08:48 |
| REPORTS | | 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 |
| SYSTEM | | | | | | | | | | | |

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)

| Ŵ | Shure - Beta 56A | | ← Back | Add Attribute | Save | • |
|---------------------|--------------------------------------|------------------------------|--------|---------------|------|---|
| O FREENTO | Quantity [globai] | 1473 | | | | |
| CAN DASHBOARD | | Advanced Inventory | | | | |
| \$ SALES | Stock Status [global] | Out of Stock 💌 | | | | |
| CATALOG | Weight [global] | Ibs This item has weight • | | | | |
| CUSTOMERS | Categories [global] | Microphones × • New Category | | | | |
| | Visibility [store view] | Catalog, Search 🔹 | | | | |
| CONTENT | Set Product as New From [website] | То | | | | |
| REPORTS | Country of Manufacture [website] | • | | | | |
| | Disable Price Parser [global] | | | | | |
| \$ SYSTEM | Item code [website] | 0042406112840 | | | | |

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

| Û | | | | | | | | | | | |
|-------------------------------|--|----------|-----------------------------|--------------|----------------|------------------|---------------------|---------------------|--|--|--|
| FREENTO | Price | e Scan L | og | | | | | Q 📫 🖬 🗸 | | | |
| CA DASHBOARD | Filters Image: Second seco | | | | | | | | | | |
| \$ SALES | 75 records found 20 🔹 per page < 1 of 4 | | | | | | | | | | |
| Ŷ | | ID ↓ | Competitor Name | Website | Item Number | Competitor Price | Competitor Currency | Updated At | | | |
| CATALOG | | 46 | Thomann FR | Main Website | 00040232613487 | 1959.0000 | EUR | 2022-12-26 11:08:48 | | | |
| CUSTOMERS | | 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 | | | |
| MARKETING | | 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 | | | |
| d. | | 51 | Global-Audio-Store.fr | Main Website | 00040232613487 | 1959.0000 | EUR | 2022-12-26 11:08:48 | | | |
| REPORTS | | 52 | Rakuten - Global-Audio | Main Website | 00040232613487 | 1959.0000 | EUR | 2022-12-26 11:08:48 | | | |
| STORES | | 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 | | | |
| FIND PARTNERS & EXTENSIONS | | 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):

| Û | | | | | | |
|--------------|---|---|---|-----------------------------------|---|-------------|
| O FREENTO | Configuration | | | | | Q 📫 1 |
| DASHBOARD | Scope: Default Config 🔺 👔 | | | | | Save Config |
| \$ SALES | Main Website | | | | | |
| | GENER Main Website Store Default Store View | ~ | Switch to website level to see additional required settings | | | |
| ŧ | CATAL Stores Configuration | ~ | Configuration | | | \odot |
| CUSTOMERS | SECURITY | ~ | Module enabled | Yes | ¥ | |
| MARKETING | CUSTOMERS | ~ | [website] | | | |
| CONTENT | FREENTO | ^ | [globa] | | | |
| | Google Shapping Driver Applytics | | [global] | Item code This field is required. | ¥ | |

