

EBOOK


Sales Layer on Google Manufacturer Center

BOOSTING YOUR SALES
WITH AN OFFICIAL PIM PARTNER



*Sales
Layer

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Read this guide to discover how to

Access the fastest growing sales channel of 2019

Increase online impressions by 8%

Gain 10% more clicks

Improve productivity by 80%

Reduce the creation of complex catalogs to a few days

Manage thousands of products in a single system

Update catalog data automatically

Sales Layer, our commitment to product content quality

Your goal is to design and expand an online strategy on various channels and marketplaces that reach both the digital consumer and the international population. Our mission is to provide you with simple tools and to continually add more connectors that automate your daily work and make it easier. This ebook opens the door to the important Google marketplace and our exclusive technology to help position you on it.

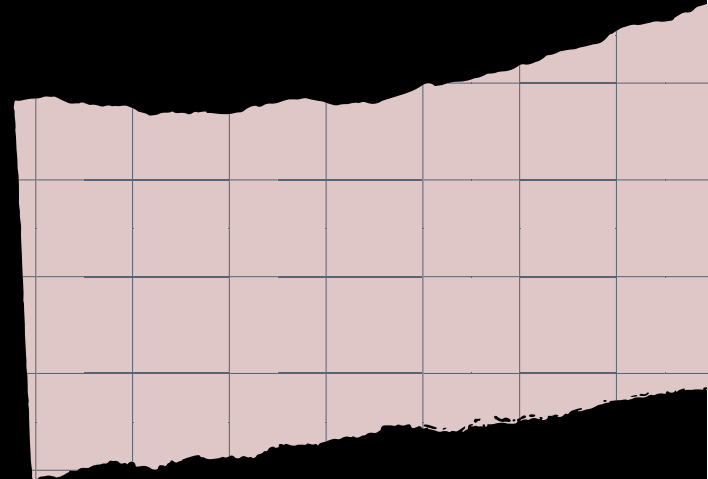
If you'd like to discover other materials related to management and quality in both product content and catalog, visit the [Sales Layer Resource Center](#), or [request](#) a personalised session with our team.

Have you something to tell us? Write to us at info@saleslayer.com

Boosting your sales with an official PIM partner

01

The good news
starts here





Álvaro Verdoy, CEO of Sales Layer

In April 2019 we announced that Sales Layer had become one of the first official partners of Google Manufacturer.

Our commitment has always been to help our customers improve the quality of product content and exhibit it to the world so as to generate greater visibility and sales. In this scenario, Google is certainly one of the most important agents.

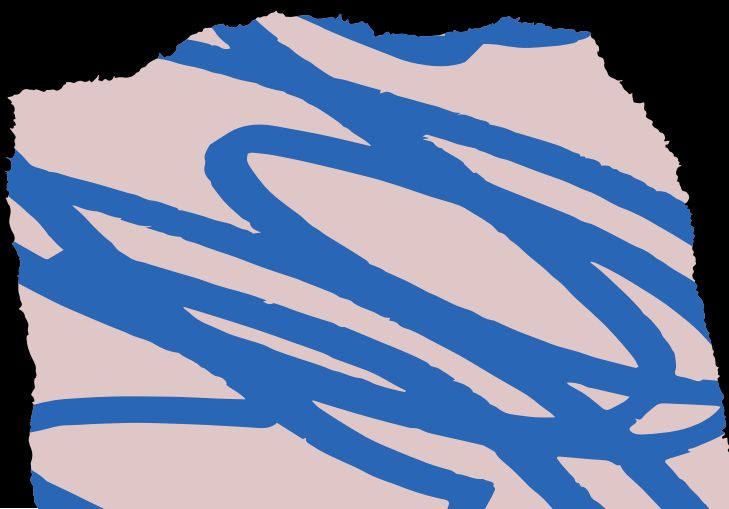
We are proud that Google has selected Sales Layer's technology as a partner to strengthen content in one of its most ambitious projects. Thanks to this collaboration, products that connect to Google Manufacturer Center from Sales Layer can be highlighted among the first search results. Marketing teams will also benefit from access to analytics on search trends among users and, ultimately, our customers will be able to improve their positioning and expand their online strategy.

We're ready for you to try out the full power of PIM technology. Welcome to Google Manufacturer. Welcome to Sales Layer.

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02

For Google:
A unique partnership
is formed



More than 800 million products managed every month. The confidence of brands with an international presence like Hitachi, Reebok or Teka. Synchronisation of more than 8,000 members of the Association of Manufacturers and Distributors (AECOC), connected to Google. A simple system that's so simple it can be explained in a single sentence and yet saves hundreds of hours of work. That's Sales Layer, and that's what grabbed the attention of Google's team.

Sales Layer has become Google's PIM partner for its Google Manufacturer programme, a free tool that can be used by manufacturers and brands to send their product information to Google.

In order to become candidates and formalise this partnership, the Sales Layer team has worked hard over the past year to meet the catalog and product information management requirements of the manufacturers and sellers who use Google Shopping, and who need the Google Manufacturer tool as a vital operations centre.

Why Google has chosen Sales Layer

1. Exclusive connectors

Designed by the Sales Layer team, which connect PIM with Google Manufacturer and Google Shopping in an efficient and simple way.

2. Direct management of the process of uploading

To Google Manufacturer for national and international manufacturing customers. Companies of the size of Teka or DAS Audio already use the Sales Layer connector for their global strategy on Google.

3. A broad experience and thorough knowledge

Of product information management. Google doesn't have an internal vision of the infinite complexity of managing catalogs. Our Sales Layer PIM presents a great opportunity for Google to ensure its key intermediary provides well-organised and good quality product information.



“Sales Layer is the only PIM designed for the daily use of marketing departments and for the starting up, in record time, of distribution channels for any product. Its position has been clear from day one, and we are very happy with the speed with which we are connecting our customers with this powerful Google tool.”

Iban Borrás,
CTO of Sales Layer

Boosting your sales with an official PIM partner

03

For your business:
The world's most
powerful search engine



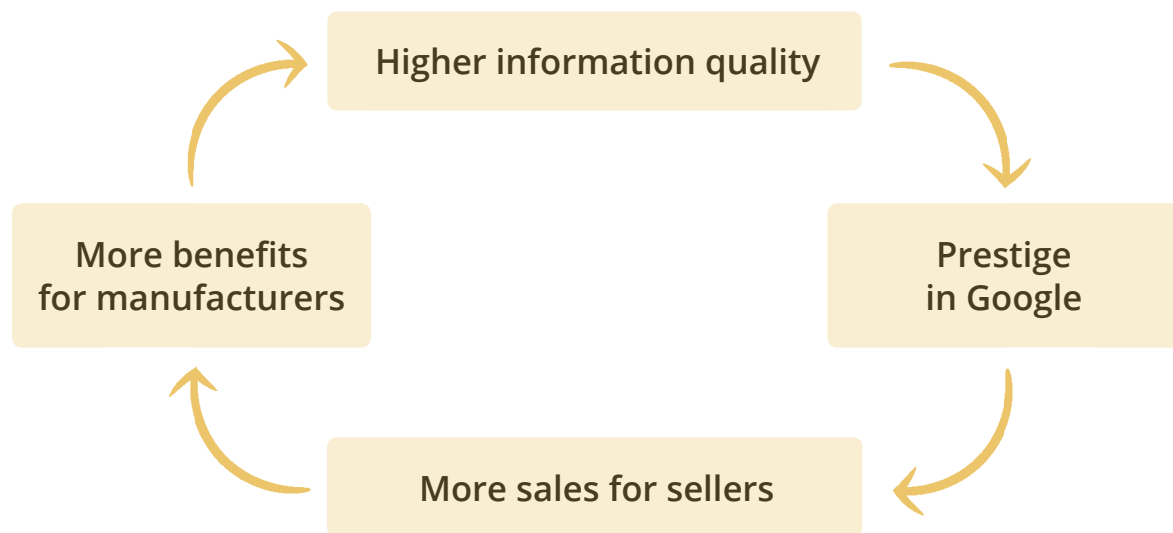
Google is the most widely used Internet search engine in the world. Additionally, for locating products, Google Manufacturer provides retailers with valuable information directly from the manufacturer, and Google Shopping makes it easy for catalogs, both of individual sellers and online stores, to appear among text and image search results. The correlation between quality of product content and impact on sales has only just begun and will be a key to the future.

The importance of integrating product catalogs into Google Manufacturer

The connection between Google Manufacturer and Sales Layer allows product content to be indexed in the search engine, through a specific yet simple process that ensures the integrity of the content.

With Sales Layer, product information is supplied directly to Google, so that the search engine obtains reliable information from the best possible source: the manufacturer.

The advance in quality is enormous: any seller who wants to display a product in Google Shopping will be able to access that information stored in Google Manufacturer and use it, knowing that it is reliable and accurate. Likewise Google benefits from having quality information that satisfies the user and buyer, and manufacturers see their profits increasing as sellers attain better positioning and higher sales volumes.



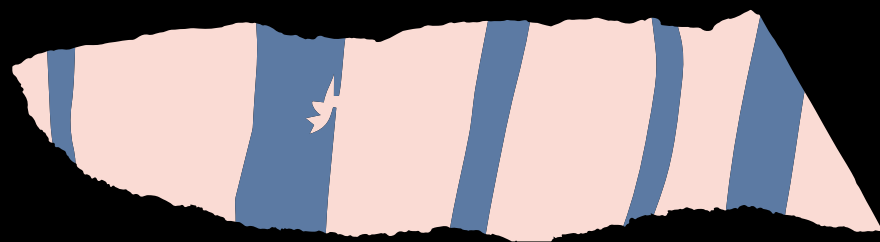
Nowadays, having a presence on Google Manufacturer is fundamental for manufacturers. The Google algorithm ensures that the buyer will find those products that have complete and reliable information, first. An absence of product data means that the search engine will prioritize other content of higher quality. Therefore, not linking homogeneous, good quality information to the products will cause a drop in sales relative to the competition.

Integration with Google Manufacturer is no longer just an advantage, but a competitive requisite for all manufacturers who have to generate and share product information.

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For you:
Exclusive connectors
with Google Manufacturer
and Google Shopping



The PIM + Google formula, specifically designed by the Sales Layer team, serves both manufacturers and sellers.

With Sales Layer the process of sending information to Google is completely automatic: there's no intermediate management, no extra resources or overtime needed to be allocated to daily maintenance of the connection.

Sales Layer technology works by means of the basic principle of keeping all channels updated, by using content transferred to the PIM. Updating this information in the PIM is easy, intuitive and convenient; thus adding a connection to Google is one more step for you, but just as fast and simple.

In addition, through the PIM you get an error report to make the necessary corrections before sending your data to Google, without having to identify them manually.



For this process, the fundamental tools you'll need for filling in your product data are the exclusive connectors that Sales Layer has created for Google Manufacturer and Google Shopping, that you can use according to your needs.

Google Manufacturer

The Sales Layer connector sends product data from the PIM to Google Manufacturer Center. It's mainly used to send information from the manufacturer, such as technical features, associated rules, promotional videos, etc.

Currently, only manufacturers or brands selected by Google can be part of Google Manufacturer. In this program, Google has chosen Sales Layer as the software for driving the Google Manufacturer project, and our team is in charge of connecting your PIM to Google so you can start sending information.

If you are a manufacturer or brand and want to connect your products to Google Manufacturer, Sales Layer PIM is your closest ally.

Google Shopping

Con este conector, se envían datos de producto desde el PIM directamente a Google Merchant Center. En este caso, la información se enfoca a la aportada por el vendedor, como precios, modos de envío, packagings...

With this connector, product data is sent from the PIM directly to Google Merchant Center. In this event, the focus is on information contributed by the seller, such as prices, shipping methods, packaging, etc.

Any Sales Layer customer, whether manufacturer or seller, can use this connector to provide information to Google Shopping, with one key compared to Google Manufacturer: While the Google Manufacturer connector enhances the Search algorithm so as to complete the information supplied by the seller, Google Shopping is the connector that offers that information directly from the seller.

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05

Into the future:
Google and world trade



The future of commerce is digital, and if we're talking about the future of all things digital, one of its names is certainly Google. The closing figures of 2018 showed spectacular growth for traffic and click rate on Google Shopping, with signs that the trend will continue to rise throughout 2019, and that its aim of competing with Amazon will be supported.

After years of strategies based on analysis of algorithms, quantitative formulas (and black hat practices), today the main determining factor on Google is content quality.

Google Manufacturer is the perfect place to start, because it is Google's official service for ensuring the quality and completeness of all product information shown on Google Shopping. What's more, this data is in turn incorporated into the information framework of Google's search functions, in order to prioritise results in its search engine. This data can also be used for promotions in Google Shopping Ads and to highlight product information in search results.

The advantage to manufacturers who feed into Google through this service is tremendous. Google (and users) favour sellers who promote their products with quality content and avoid unfair practices.

In this sense, Google's strategy to gain the confidence of users and uphold its reign among Internet search engines is clear: that users should be provided with information that is relevant and reliable. Given that the bar has thus been raised, Sales Layer can help manufacturers and sellers to access the world market whilst avoiding the sudden swings of adaptations, innovations and other changes that constantly arise.



“For our brand, it’s essential that we show the correct information about our products. Having a direct connection between our Sales Layer PIM and Google, brings about an improvement in the information we offer our customers, and ensures that any novelty or update in our products is shown on search engines in a matter of minutes.”

Alfonso Román,
Global Digital & Advertising Manager in Teka Group

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06

The next step



Google brings trade in products closer to consumers by greatly reducing the complexity of the search process through this current, massive offer. Sales Layer does the same for traders, making it easy to exhibit products across a panorama that is increasingly demanding, complex and omnichannel.

A system providing direct communication between product information and Google will also be a system that saves time, streamlines processes, fast-tracks release deadlines and boosts profits. And that system is Sales Layer.

The perfect combo: Sales Layer PIM customers can now interconnect the PIM with their Merchant and Manufacturer accounts (whether one or both of them); and those manufacturers and brands who wish to adhere to the Google Manufacturer programme can go hand in hand with Sales Layer, the official partner of Google.

Find out more about the exclusive connector of Sales Layer with Google Manufacturer Center at our [connector centre](#); or [request a free demo](#) or [contact our team](#) if you'd like to start trying out PIM functions and the connection to Google for yourself.



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