

How to switch to CSS Shopping in EU

1. To upload products on Shoppingin.eu you need a URL to the XML feed of products (for example, for price comparison (Heureka, Favi), Shopping feed,...)
2. You need a Google Ads account ID to send a request for access to your Google Ads account.
3. If you have chosen to use CSS for free, we need you to grant us a Primary Link to access Google Ads. Read a guide on how to do so [here](#).
4. We need you to add access to our email in your Google Shopping ads : shoppingineucss@gmail.com
5. We need you to add a new attribute called **<g: ads_redirect>** to the data feed that you upload to your Google Merchant account (this is an exact copy of the <g: link> attribute, again the product URL, only in a standalone new attribute).

If you are having any problems with step 5, you have the following options :

- If you are using the [BlueWinston app](#), you can easily implement <g:ads_redirect> into your Google Merchant.
- If you have any special attributes that BlueWinston cannot read, we can make it tailor-made through our company [ASData.sk](#) and generate new feeds = free
- It will be ideal for both parties if you resolve this to prevent any errors

6. We need a very simple consent from you that you want to use our service via email. Here you can [see the instructions](#).

Feel free to contact us if you have any questions.