WooCommerce: Transfer GTIN product identification number (e.g. EAN, UPC, ISBN) to marketplaces

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Schlüsselwörter

woocommerce GTIN EAN UPC ISBN product preparation

Frage (öffentlich)

How can GTIN product identification numbers (e.g. EAN, UPC, ISBN) be transmitted from WooCommerce to marketplaces?

Lösung (öffentlich)

WooCommerce does not provide an option to store GTIN identification numbers (e.g. EAN, UPC, ISBN) on the product (as of January 2021). However, this is important because many marketplaces assign the merchants' uploaded products to the existing products on the marketplace based on the GTIN. Thus, the transmission of a GTIN is often mandatory for the marketplaces.

To transfer product identification numbers to marketplaces from WooCommerce via magnalister, follow these steps:

Step 1:

Install one of the following third-party plugins in your WordPress backend:
- [1]Product GTIN (EAN, UPC, ISBN) for WooCommerce
- [2]WooCommerce UPC, EAN, and ISBN
- [3]Germanized for WooCommerce
- [4]German Market

The plugins insert an additional field for the GTIN product identification number in the product master data. This also applies to variant items.

Germanized for WooCommerce

A GTIN and an MPN field will be added in the following places in Wordpress:
- Menu item "WooCommerce" -> "Products" -> "All Products" -> select a specific product -> "General"

- Menu item "WooCommerce" -> "Products" -> "All Products" -> select a specific product -> "Variations"

German Market

In German Market, the GTIN function must first be activated in the plugin settings. You can find the setting in Wordpress in the menu item "WooCommerce" -> "German Market".

After activating the function, the plugin will add the GTIN field in the following places in Wordpress:
- Menu item "WooCommerce" -> "Products" -> "All Products" -> select a specific product -> "General"

- Menu item "WooCommerce" -> "Products" -> "All Products" -> select a specific product -> "Variations"

Product GTIN (EAN, UPC, ISBN) for WooCommerce
WooCommerce UPC, EAN, and ISBN

An "EAN Code" or "GTIN" field will be added in the following places in Wordpress:
- Menu item "WooCommerce" -> "Products" -> "All Products" -> select a specific product -> "Inventory"

- Menu item "WooCommerce" -> "Products" -> "All Products" -> select a specific product -> "Variations"

Enter your product identification numbers in the locations above.

Step 2:

Select the source for the GTIN product identification numbers in the magnalister plugin under "Global Configuration" -> "Product Attributes" -> "EAN".

Select the corresponding field added by one of the above mentioned third party plugins.

magnalister will now automatically pull the GTIN from this field during product preparation and include it accordingly when uploading products to the marketplace. This also applies to variant articles.

[1] https://wordpress.org/plugins/product-gtin-ean-upc-isbn-for-woocommerce/
[2] https://de.wordpress.org/plugins/woo-add-gtin/
[3] https://wordpress.org/plugins/woocommerce-germanized/
[4] https://marketpress.de/shop/plugins/woocommerce/woocommerce-german-market/