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Feed App Switch Checklist.

Use this before you change, add or remove the app that sends your products to Google Merchant Center.

Before you switch

- [ ] Decide why you are switching, and what you cannot lose (labels, titles, history, local inventory).
- [ ] Export your current feed, with product ids, titles, custom labels and prices, so you have a record.
- [ ] List every tracking tag the current app adds, and where each purchase event comes from.
- [ ] Ask the new vendor in writing: do you send cart data, and in which ID format? Have you moved to the Merchant API? How do you map store codes for local inventory in Australia? What do add-ons cost?
- [ ] Check the feed will keep the **same product id format**, so campaign history carries over.
- [ ] Do not run two feed apps against the same country.
- [ ] Pick a quiet period, not the four to six weeks before a peak sale.

While you switch

- [ ] Keep the old app connected until the new feed validates in Merchant Center.
- [ ] Recreate your custom labels and compare a sample of products side by side.
- [ ] Check Merchant Center diagnostics for new disapprovals, feed size changes and missing products.
- [ ] Remove duplicate conversion tags. Set the new Google Ads conversion as primary **before** you remove the old one.
- [ ] Check that local inventory data (id, store code, price, availability) still arrives, if you have shops.
- [ ] Then disconnect the old app, and confirm Merchant Center shows only one source for each country.

After you switch

- [ ] Reconcile Shopify orders against Google Ads conversions weekly for a month, and record the gap.
- [ ] Place a test order and confirm one purchase in each system.
- [ ] Check cart data diagnostics reads Good or Excellent.
- [ ] Check your product count and approvals against the day before the switch.
- [ ] Confirm the Merchant API status in writing from the vendor, and note the date.

> **Why it matters:** Google's Content API for Shopping was sunset on 18 August. Google says the Google & YouTube app needs no action, and platform partners handle the move for their merchants.

Item	Old app	New app
Merchant API confirmed (date)		
Cart data and ID format confirmed		
Custom labels copied		

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Sources: Google for Developers (Content API for Shopping deprecation and sunset), Google Merchant Center Help (syncing products), Shopify Help. Vendor-neutral. Part of our free guide: gorilla360.com.au/blog/scaling-google-shopping-performance-max-shopify/. Last checked 14 November 2026.