

FROM PRODUCT.CSV TO CONSENTED CONVERSIONS — CHALLENGE, SOLUTION, BENEFIT

each row reads left to right; the consent row is the goal, the other three make sure the data reaching it is current and joined

Red dashed = a gap in the old data layer. Heavy box = the outcome.

CHALLENGE · OLD DATA LAYER

1 · Source

Snapshot data layer

product.csv goes stale between imports; prices and titles drift

2 · Feeds

Retired feed channels

Google Content API sunset Aug 18, 2026; Amazon XML and flat-file feeds gone

3 · Joins

Systems joined by hand

ERP, CRM and PIM matched by spreadsheet row or lookup

4 · Consent

Unconsented conversions

Google and Amazon drop events that carry no consent signal

SOLUTION · CONNECTED PIM

Live record of truth

Shopify webhooks update the PIM record as each change happens

Current APIs

Google Merchant API v1 and Amazon JSON_LISTINGS_FEED

One shared key

shopify_variant_id + market; PIM never reads CRM data at runtime

Consent on every event

Consent Mode v2, plus Amazon ACS or a TCF string with vendor 793

BENEFIT

Feeds match the store

No re-import to fix a price or a title

Feeds keep flowing

No HTTP 410 errors; new spec fields such as video_link are carried

Clear ownership

PIM runs on its own; only the CRM holds data about people

Conversions that count

UK, EEA and Swiss events are used, not discarded