How To Use Brands Filter When Generating Product Feed

Feed Filters: Help Customize Feed · https://rextheme.com/docs/how-to-use-brands-filter-when-generating-product-feed/

In this PFM guide, you will learn how you can use the Brand filter to generate product feed with your desired products from specific brands only.

Normally, when you create a new feed, by default, there are no filters applied. It is set up to add **All Published Products**.

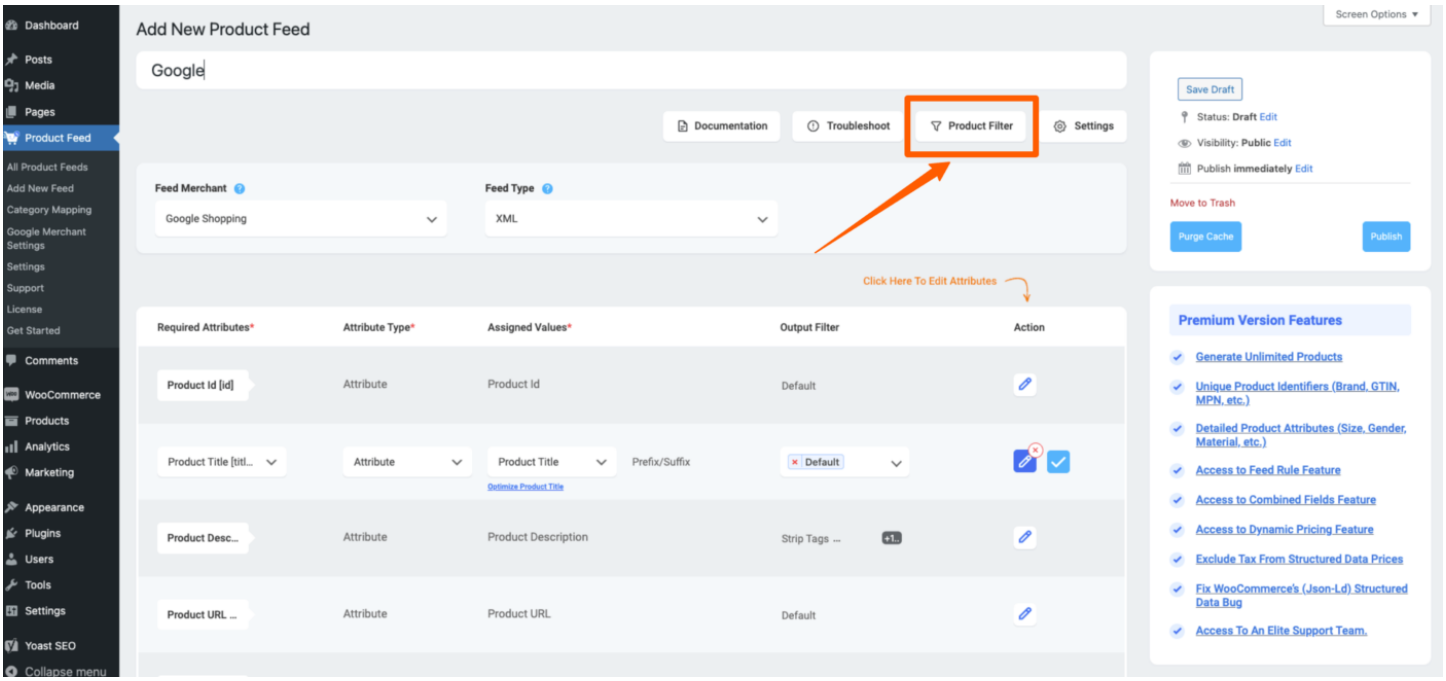
However, you might wish to include only certain products in the feed.

In that case, you may choose to use a **Brand Filters**, i.e., you will choose products based on their Brands.

Using Brand Filters

Follow the steps below to use Brand Filter properly.

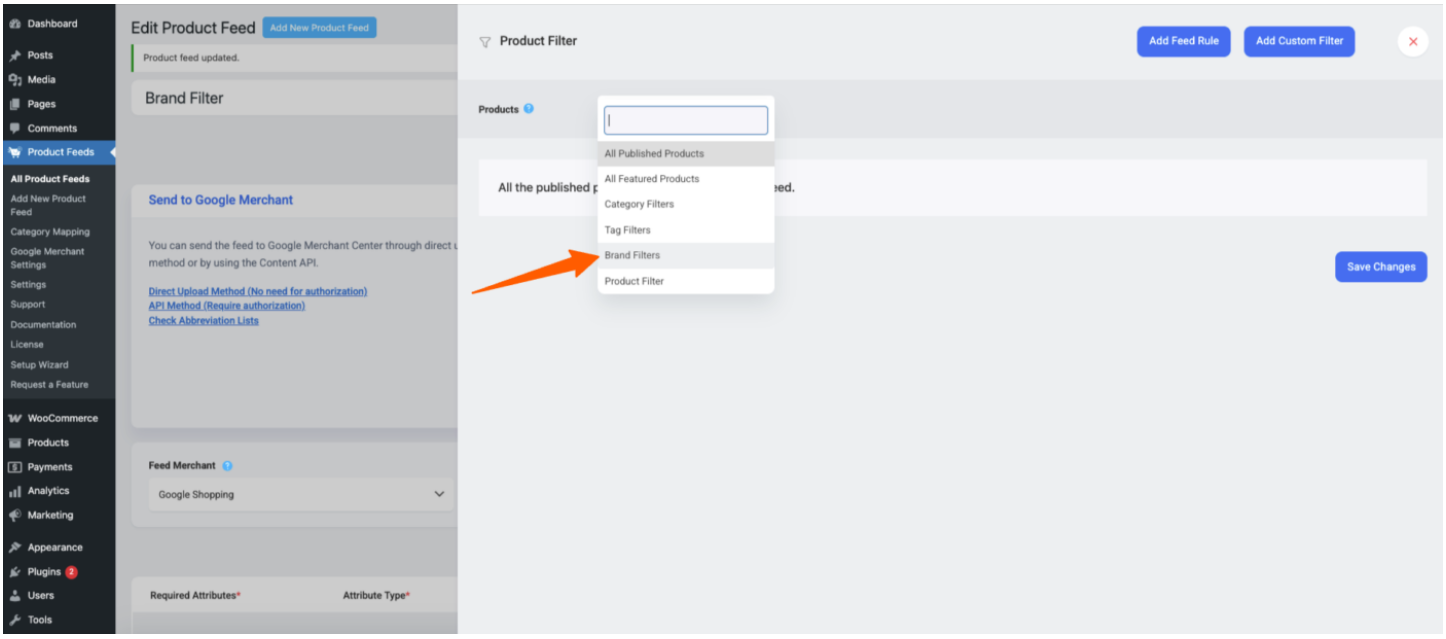
1. Click on the **Product Filter** button.



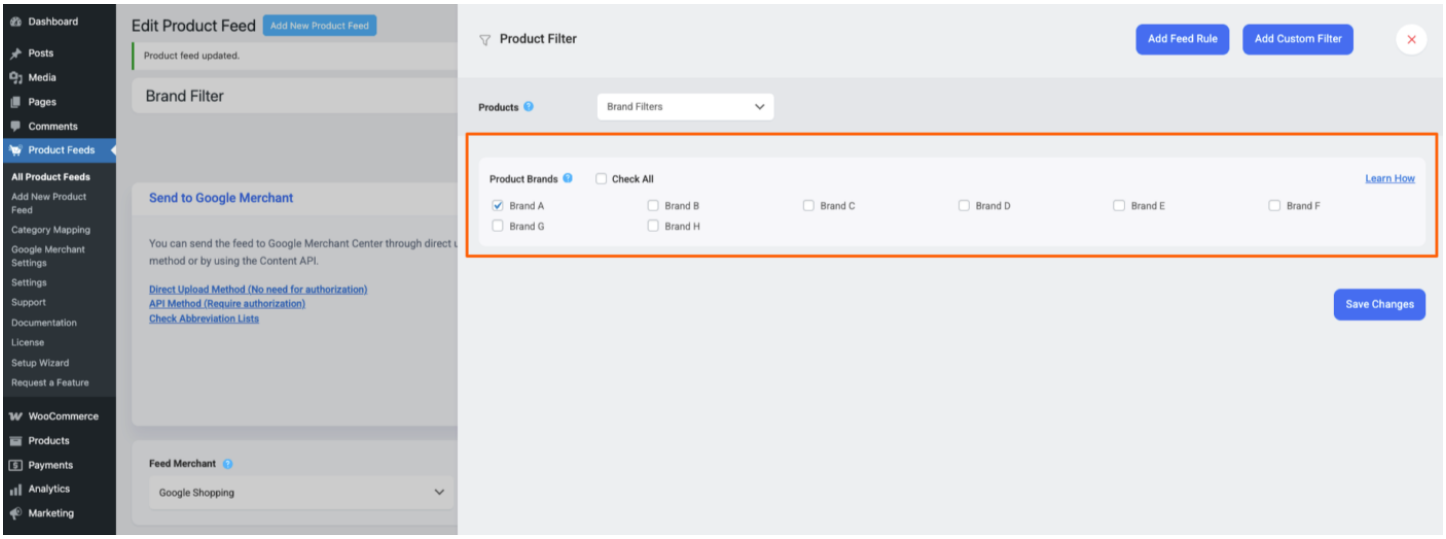
Once you click on the Product Filter button, the Product Filter drawer will slide out from the right side of the window.

By default, it is set to **All Published Products**. Click on the dropdown menu.

Here, choose **Brand Filters**.



Then all the Brands in your store will be listed here with checkboxes beside them.



2. Select the **brand** you desire and click the button **Save Changes**.

3. Next configure the feed and publish it.

You will see that the feed includes only the products that fall under the Brands you selected using Brand Filter.

**We advise that you only use this filter if you want to include products from more than one Brands.

**If you want to include products from one particular Brand only, then it’s better to use a custom filter.

That’s how easily you can use the Brand filter when generating product feed.