

DATASHEET

LABEL MANAGER

Make dynamic campaign management your greatest strength.

AT A GLANCE

GET CONTROL OVER YOUR PRODUCT DATA

WHAT IS THE LABEL MANAGER?

The innovative tool for dynamic feed management that helps you master creative campaign strategies on Google Shopping, Facebook and Bing. Our Label Manager empowers you to group your products by segmenting your data through product attributes, performance metrics labels within minutes. You can set up your labels to automatically update depending on your chosen criteria. With effective custom labelling you're able to improve product data management, export structured campaigns with segmented ad groups and identify products based on their performance. It's one of the tools that our clients just can't live without.

ROMAN

We already knew that 56% of our products on Google Shopping were delivering 0 impressions, but by using the connector to apply dynamic custom labels to these items on a daily basis, we were able to generate incremental revenue through a fully automated strategy.

– Kieran Stott, Paid Media & Marketing Manager

THE CHALLENGES

WHAT'S BEEN STOPPING YOU?

Without the tools, it's hard to organise and manage your product data for efficient optimisation.



YOUR OWN RESOURCES

With a poor-quality data feed, that's enough to set you back. Your internal IT teams may struggle to have the time and resources to fix your product data, making product data management an even more difficult.



NO INNOVATIVE WAY TO EXPERIMENT

Content experimenting is a game changer, but without custom labels it can be difficult to target the right products that need optimising and limit the potential of innovative sales growth.




LIMITED CAPACITY TO ADAPT


As seasonal trends come and go, and customer demand shifts constantly, keeping your campaigns/bid strategies up to date with changes in best-sellers, margin, price and on-sale items can be a headache. It's essential to quickly adapt your product data feed to get your products showing up in relevant product searches and make sure you have the right bidding budget. Without a feed provider that allows you to quickly make these changes at scale means doing so manually, it slows down your adaptability and results in missing out on sales.

THE FEATURES

HOW WE HELP YOU

It's a simple set up process and once your data is connected, you'll easily transform product performance.


 Our solution enables you to dynamically optimise your product data feed to increase your product visibility. By empowering you with custom labelling, product data management becomes easy when segmenting your products groups into categories based on attributes, margins, SKUs, shipping or even performance KPIs. Use this to create groups, curate specified rules, conduct experiments and even form exclusions from campaigns.


 Our favourite labels our clients have setup:

- Best-Seller – Apply a label for Top Sellers
- Clearance – Take a list of product IDs from the Trading team and setup a label for 'Clearance'
- Margin – Apply a label for high, medium or low margin
- Low visibility – Label products that have zero or low impressions, and place these in a Title or Product Type Experiment
- Shipping labels – Dynamically apply Bulky Shipping or Standard Shipping, dependent on product weight

THE BENEFITS

HAVE GOOGLE ON YOUR SIDE

 **TAKE CONTROL OF YOUR OWN DATA**
Use our Label Manager to easily group your products into collections and launch targeted campaigns. For instance, LoungeWear products won't all be in the same Google product type but by grouping products through a 'LoungeWear' label, you can create dedicated campaign for collections of products in your LoungeWear' label.

 **INCREASE PRODUCT VISIBILITY**
Group your products on certain performance KPIs, such as low visibility products and get ready to optimise these. Use our Content Experimentation to optimise these products and turn these invisible products into winners.

 **DYNAMICALLY MOVE PRODUCTS TO THE RIGHT ADGROUPS WITH THE RIGHT BIDDING BUDGET**
Use labels to identify and quickly make targeted changes on margin or price or exclusions, at scale to help you adjust product data. It helps you to improve agility and adapt your product ads to seasonality and evolving trends



You can use our label manager to subdivide products in your campaigns using values you choose. Whether that be to indicate that products are seasonal, on clearance, best sellers and so on, the our solution makes it super easy. Once organised, these values can be selected to use for monitoring, reporting and bidding in your shopping campaign, so it compliments your overall strategies and helps you achieve those targets!

– Sami Bhasin, Head of Customer Success

THE INTELLIGENT REACH POWER COMBO

Our Label Manager can be used across our different modules to help you optimise product data more effectively. Use this with:



CONTENT EXPERIMENTATION

Get the most out of every single product. Once you've got your products grouped, you can conduct targeted experiments that provides precise and valuable insight into what will drastically improve your revenue and ROAS.



DATA CONNECTOR

Connect your Google Ads performance data into our platform and easily target identify products based on their performance. Use with our Label Manager to group poor performers, best sellers, low visibility and more, to take action in maximising product visibility that increases clicks, conversions and revenue.



CAMPAIGN BUILDER

Take actions in minutes. Easily keep up with the fast-paced market and launch your targeted campaigns using your custom label groups to quickly sell products. It reduces the time-to-market, the need to go to your internal IT teams and the risk of losing sales.

EXPLORE OUR AWARD-WINNING PLATFORM,
LOVED BY OUR CUSTOMERS...



READY TO TAKE YOUR
PRODUCT DATA TO THE NEXT LEVEL?