

DATASHEET

PARTNER FEED WIZARD

Launch New Digital Commerce Channels Within Minutes, Find New Sources of Growth & Drive Incremental Revenues.

AT A GLANCE

EXPLORE NEW COMMERCE CHANNELS AND FIND NEW SOURCES OF REVENUE

WHAT IS THE PARTNER FEED WIZARD?

It empowers you to explore business growth across new channels and marketplaces.

With access to pre-integrated templates to launch into new channels/marketplaces and the ability to customise partner feeds, you have the ability to innovate your multichannel strategy to draw customer acquisition, conversions and incremental revenues.

GET ACCESS TO OVER 1400 PARTNERS:



The Partner Feed Wizard is a really useful feature, enabling us to create tailored, customer specific data for all our key channels.

– Yosuke Suzuki, Rakuten

THE CHALLENGES

WHAT'S BEEN STOPPING YOU?

We know you've got plan in place to make your multichannel strategy happen, but it can be hard to execute.



NO EASY WAY TO INTEGRATE

Setting up one partner feed, let alone multiple requires a lot of work to meet the channel/marketplace feed specifications. It can be a slow process and potentially cause a number of your products to be invisible due to incorrect fields and category mapping.



INABILITY TO AMEND EXISTING PARTNER FEEDS

Huge volumes of data are difficult, time-consuming and almost impossible to manage effectively. Relying on internal IT teams often make it impossible to scale quickly, impacting time-to-market and preventing your teams to focus on core priorities.



LONG INTERNAL IT QUEUES

You're probably familiar with making regular trips to your IT team to integrate and amend your product data feeds. In the end, you're having to face a long queue which ends up making you have a slow time-to-market, reducing your potential conversions and revenue.

THE FEATURES

EMPOWER YOURSELF TO CREATE NEW OR MANAGE EXISTING PARTNER FEEDS

Our Partner Feed Wizard is your door to over 1400 partner channels and marketplaces.

BUILD FEEDS OR CUSTOMISE FEEDS USING OUR PRE-INTEGRATED TEMPLATES
 With our library of partner templates, launching across new channels has never been easier with our optimal field and category mapping. You can even build custom feeds from our basic and advanced templates.

CUSTOMISE EXISTING FEEDS TO BETTER SUIT YOUR NEEDS
 Health is wealth! Be in the know-all of the status of your product data at all times with our Data Quality Health System to make actionable changes right away that boosts product exposure across channels. Our automation and machine learning recommendations

make sure you don't miss anything or waste time looking.
QUICKLY SEE HOW PARTNERS RECEIVE YOUR DATA
 Get exposure to how your field and category mappings are integrated from your source feed right through to your partner feed.

GET GRANULAR VISIBILITY OVER YOUR PARTNER FEEDS
 Easily add tracking to your partner data to ensure your analytics platform has the most granular visibility. Apply tracking templates for Google Analytics, IBM Coremetrics and Adobe, as well as custom tracking.



The Partner Feed Wizard gives access to hundreds of partner templates - all at the click of a button! The speed at which we can create a new feed and the flexibility in what we can add into this feed, without affecting existing partners, makes it a powerful time saving tool.

– Fungai Matinde, Head of Data Quality, Intelligent Reach

THE BENEFITS

GIVE YOURSELF THE RIGHT ENGINE TO THRIVE

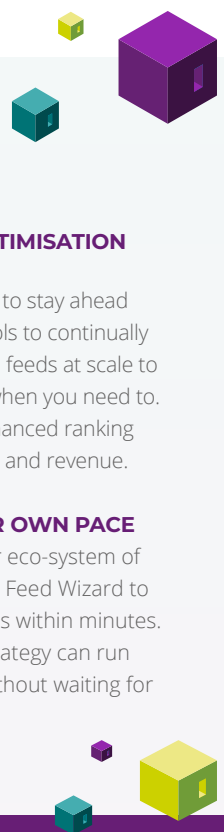
ACHIEVE COMPLETE MARKETING AGILITY
 We put the power back into your hands and free up the time for your IT teams to focus on other priorities. Easily create, manage and optimise product feeds at scale for multiple different partners, to efficiently cut your time-to-market and reduce costs.

CONTROL OVER MULTIPLE PRODUCT DATA FEEDS IN ONE PLACE
 Get better control over your digital selling channels, and seamlessly manage your products from one interface. Easily visualise and amend issues at scale in a short amount of time to achieve high quality, attribute rich product data. You'll be rewarded with a drive for a better customer experience, clicks and higher conversions.

CONTINUOUS PRODUCT DATA OPTIMISATION FOR THAT COMPETITIVE EDGE
 Access to valuable insight into your data to stay ahead of your competitors. We give you the tools to continually manage and optimise your product data feeds at scale to make it easy to adapt your campaigns, when you need to. It means higher performing ads and enhanced ranking visibility which boosts clicks, conversions and revenue.

SELL WHERE YOU WANT, AT YOUR OWN PACE
 Plug your ecommerce platform into our eco-system of 1,400+ channels and utilise our Partner Feed Wizard to launch into your chosen selling channels within minutes. Your multichannel and product data strategy can run on schedule and easily be managed, without waiting for your internal IT teams.

READY TO TAKE YOUR PRODUCT DATA TO THE NEXT LEVEL?



THE INTELLIGENT REACH POWER COMBO

We've built a complete Product Marketing Platform to help you go that extra mile. Combine Product Data Management with:



CONTENT EXPERIMENTATION

What difference does a word make? A huge difference.

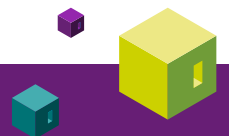
Your product titles, descriptions and imagery can make or break whether a consumer clicks on your product listing ads – and it's too valuable of a guess. The real optimisation begins with our A/B and Multivariant testing that you can set up in minutes. Test what works and what doesn't and run new campaigns in clicks.



DATA CONNECTOR

Have Google on your Side.

Integrate your Google Shopping performance data across our platform to detect invisible products and use our Label Manager to segment products into groups. It enables you to conduct experiments on these products to see what can drive clicks and conversions, that brings in a high ROAS.



**READY TO TAKE YOUR
PRODUCT DATA TO THE
NEXT LEVEL?**