

DATASHEET

PRODUCT DATA MANAGEMENT

Get the most out of your offsite digital channels, with complete control and agility over your product data

AT A GLANCE

SUPERCHARGE YOUR DATA FEEDS WITH PRODUCT DATA MANAGEMENT

WHAT IS PRODUCT DATA FEED MANAGEMENT?

As product data is the lifeblood of e-commerce, Product Data Feed Management remains the key to your ecommerce success.

Our module empowers you to easily import, optimise and distribute complete, accurate and attribute-rich product data feeds across +1400 channels, no matter the requirement. With beautifully curated product data attributes, your shopping ads will stand out in an increasingly competitive market and will drive more impressions, clicks, conversions and incremental revenues.

RIVER ISLAND

We are delighted with the overall performance of Google Shopping since we first launched. Intelligent Reach made it quick and easy to setup a well optimised product feed, while the ability to optimise bids at item-level in the platform was important to us as a fashion retailer.

– Andy Miller, PPC Manager at River Island

THE CHALLENGES

WHAT'S BEEN STOPPING YOU?

It's difficult to run one successful product ad campaign, let alone numerous campaigns within your multichannel strategy.



INABILITY TO VISUALISE AND MULTIPLE PRODUCT DATA FEEDS

Successful multichannel selling needs complete, correct, updated and enriched product data that's formatted to meet each partner feed specification. Without a quick way to organise, create, validate and enrich product data feeds these will be inaccurate, your product ads will be invisible, and sales will be lost.



LACK OF MARKETING AGILITY

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. You're often left to work with poor product data quality, disapproved campaigns and frequently occurring unresolved stock errors.



NO WAY TO CONTINUOUSLY OPTIMISE DATA

Poor product information prevents your products ads from showing up in relevant consumer product searches, generating fewer clicks and conversions. It's impossible for digital teams to continually optimise complicated and extensive data feeds without a feed specialist provider. You face the slow process of adapting to channel changes, leaving you with poor quality product ads that won't bring in a high revenue and ROI.

THE FEATURES

GET YOUR PRODUCTS IN FRONT OF YOUR ONLINE BUYERS THROUGH INCOMPARABLE PRODUCT DATA FEEDS

We built our platform from the ground up to make your product data feed your main engine of growth.

VISUALISE, FILTER AND OPTIMISE YOUR PRODUCTS AT SCALE
 Manage all your products in one place to easily pull data from multiple sources or synchronise it straight from your ecommerce platform. Observe the entire product data journey from the source data to our master feed processing, through to every partner feed you launch your product ads on. Our intuitive filtering options display and edit your data, exactly how you need it.

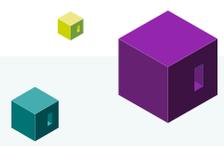
EASILY SET UP RULES AND EXCLUSIONS
 There's always times where exclusions from the feed need to be made and rules need to be implemented when creating promotions and custom labels, to the application of tracking parameters and other use cases. Our rules engine makes it incredibly simple to exclude products, built up with a series of `if` statements and auto-complete entries.

CONSTANT HEALTH CHECKS OF YOUR MASTER FEED
 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.

MANAGE PRODUCT LABELS
 It's an easy way to get control over your products – you just didn't know it. The Label Manager enables self-management of labels on channels such as Google Shopping, so you can easily see what is currently in place, scheduled and what products sit where.

AUTOMATICALLY FIXING PRODUCT DATA ISSUES
 It's often overlooked at just how many products aren't showing or are disapproved because of simple errors. Easily visualise the errors and fix the most common data issues in one click. By quickly fixing these errors, you can get your products visible and get those well-deserved sales.

LAUNCH ACROSS NEW CHANNELS, QUICKLY AND EASILY
 Make your multichannel strategy a reality in a matter of minutes. Plug your e-commerce platform into our eco-system of 1,400+ channels using our pre-built templates that cover all partner specific validations, without waiting on your own IT queues.



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.

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.

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.

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.

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.

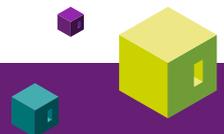
Your product titles, descriptions and imagery can make or break whether a consumer clicks on your product listing ads – and it's too valuable of a guess. The real optimisation begins with our A/B and Multivariant testing that you can set up in minutes. Test what works and what doesn't and run new campaigns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