GODATAFEED

FULL-SERVICE PRODUCT FEED MANAGEMENT

MANAGED SERVICES

By adding a Managed Services layer to your GoDataFeed account, you get a dedicated specialist to oversee your product feed from catalog to click.

Get a free quote!

WE DO THE HEAVY SIFTING

Your specialist will work on your behalf to validate errors, apply or update feed logic as needed, and proactively optimize and monitor your feeds.

Managed Services Accounts include:

✓ A dedicated Account Manager who will thoroughly audit and vet your catalog data, identify areas of improvement, and leverage your data to build fully compliant, optimized feeds

✓ Scheduled monthly consultation to review progress and determine immediate changes for the next 30 days

✓ Your Account Manager will use our proprietary data validation tool to ensure all feeds are channel-compliant, and all available optimizations are included in your feeds to enhance campaign performance

See how this merchant increased traffic by 17% and sales by 15% with Managed Services.

✓ Complements your Agency or Marketing Team and creates feed logic to execute your product advertising strategy

✓ Your Account Manager will proactively monitor and resolve issues relating to:

- Maintaining the integrity of the integrations within your account
- Ensuring your catalog import is received at the scheduled time(s)
- Confirming all feed exports are submitted to the channel at the scheduled intervals
- Making sure all new products within the catalog are mapped correctly
- Troubleshooting channel errors and product warnings

✓ Your Account Manager will alert you on issues as they occur, and will implement fixes and structure your feeds by:

- Setting up custom rules to further optimize or clean-up catalog data on the feed-level
- Segmenting and filtering products
- Applying granular product categorization