

# **GODATAFEED**

# FEATURE LIST

**YOUR PRODUCTS. EVERYWHERE.**

# ABOUT US

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GoDataFeed's cloud-based platform offers seamless channel integration, product data optimization, and feed automation, making it easy to manage product distribution and performance across every channel you sell on. The software ensures your product information is always accurate, up-to-date, and in compliance, reducing your team's workload and saving your company valuable time.

But the platform doesn't stop there. Our Smart Feeds go beyond compliance to provide in-app optimization feedback to help you improve campaign performance by enhancing product data. In fact, our customers have seen a 20% increase in sales and a 35% decrease in workload after using GoDataFeed.

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# CHANNEL INTEGRATION

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## Seamless Channel Integration

With GoDataFeed's seamless channel integration, you can easily connect your online store to over 200 channels, including popular platforms like Amazon, Google Shopping, and Facebook, giving you unparalleled access to potential customers.

## Channel Feed Templates

Create compliant feeds from the start with channel-specific templates. Save time and resources by eliminating manual formatting, while reducing the risk of disapprovals or suspensions.

## Custom Feeds

Customize your product feeds effortlessly with GoDataFeed. Easily create custom feeds from scratch or by cloning existing ones. Connect your feeds seamlessly via FTP, feedpull URL, or request a custom API.

## Smart Product Categorization

GoDataFeed's smart categorization feature uses built-in channel taxonomies for the precise categorization of your products. The platform analyzes your product data and automatically maps it to the correct categories across all channels, reducing the risk of disapproval or suspension due to improper categorization.

## Single Source of Truth

Easily import product data from any ecommerce platform, including Shopify, Magento, BigCommerce, Salesforce Commerce Cloud, Squarespace, and more. GoDataFeed's integrated API is capable of handling large volumes of data, and its intuitive mapping tool makes it easy to standardize product data for use across ecommerce channels.

## Supplement Product Data

With GoDataFeed, supplementing your existing product data with external values is a breeze. Pull product data from Google Sheets, FTP, or CSV to easily add or update custom values, such as keywords, promotions, or manufacturer data, without having to modify your main data source. By enriching your product data with additional information, you can improve the accuracy and relevance of your product listings, leading to increased visibility and sales.

## Marketplace Order Sync

Automatically sync orders and returns back to your online store from various marketplaces including Amazon, Walmart, eBay, Buy on Google, and more into one centralized location, simplifying the order management process and reducing workload.

# PRODUCT DATA OPTIMIZATION

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## Compliance Validation

GoDataFeed helps ecommerce businesses meet the compliance requirements of various channels, such as Google Shopping, Amazon, and Facebook. This feature ensures that your product data is always in compliance with the latest regulations and requirements, reducing the risk of disapproval or suspension.

## Advanced Data Mapping

With GoDataFeed's advanced mapping features, transform your product data output into a more accurate and high-quality product listing. These features can help you avoid mapping errors and inconsistencies across various channels, ensuring that your product listings are displayed correctly.

## Smart Category Mapping

GoDataFeed's category mapping feature allows you to easily map your product data to the correct categories across various channels, helping improve visibility and increasing the likelihood of conversions. This feature also helps you avoid disapprovals and suspensions from channels like Google Shopping and Amazon.

## Product Attribute Enhancement

Optimize your product listings by cleaning up your product data and adding missing attributes with GoDataFeed's product data optimization feature. This ensures that your information meets the requirements of various channels, improving the visibility of your product listings.

## Data Transformation

GoDataFeed's data transformation features like calculator functions, text replacement, and manual text inserts allow you to transform your product data without having to disrupt product information in your online store.

## Remove Disallowed Values

With text replacement, you can also remove disallowed wording in Titles and Descriptions to meet channel guidelines, improving your chances of approval and reducing the risk of suspension.

## Dynamic Text Replacement

GoDataFeed's dynamic text replacement feature allows you to automatically swap text in your product data with dynamic variables, such as price, and availability.



# PRODUCT DATA OPTIMIZATION

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## Keyword Insertion

Append terms to your product titles and descriptions, improving search results and increasing visibility. This feature is especially useful for optimizing your listings for search intent on shopping channels like Google Shopping and Microsoft Ads.

## Advanced Filtering

GoDataFeed's category mapping feature allows you to easily map your product data to the correct categories across various channels, helping improve visibility and increasing the likelihood of conversions. This feature also helps you avoid disapprovals and suspensions from channels like Google Shopping and Amazon.

## Product Data Quality Analysis

Monitor the quality of your product data across all channels, identify errors and inaccuracies and fix them to improve your overall data quality and campaign performance with GoDataFeed's product data quality analysis feature.

## Product Variations

GoDataFeed allows you to pull child product listings from top-level parent product data. This feature makes it easy to manage product variations, such as size and color, across multiple channels, reducing workload and saving time.

## Custom Labels

Improve the quality and accuracy of your product listings by adding custom labels with GoDataFeed's custom labels feature. This feature allows you to add unique labels to your product data, helping you organize and manage your product listings more effectively.

## Click-to-Fix Processing Reports

GoDataFeed's validation and click-to-fix reports make it easy to identify and fix errors in processing report errors.

## Tracking Parameters

GoDataFeed can append tracking parameters or UTMs to product URLs for precise SKU-level reporting.

## Data Cleanup

Clean up dirty HTML, remove white space, condense page breaks, and more, reducing the likelihood of errors and disapprovals.

## In-App Optimization Feedback

GoDataFeed's insights go beyond just compliance with in-app optimization feedback to help you improve your feed performance. These suggestions are personalized to your data and based on channel best practices.

# FEED AUTOMATION

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## Automated Product Updates

GoDataFeed automates changes to product information and inventory levels so your product listings are always up-to-date across all your channels without the need for manual updates. Whether it's price changes or stock availability, our automation tool ensures that your customers always see the most accurate and up-to-date product information. You can also save time and reduce workload by avoiding the need for tedious manual updates on each channel individually.

## Bulk Editing

GoDataFeed's bulk editing feature empowers you to efficiently manage large volumes of product data by making it easy to update and edit them in bulk. Whether you need to adjust pricing, update descriptions, or add new attributes to your product data, this feature enables you to streamline the process and save valuable time. Bulk edits make your data modification process more efficient and reduce the likelihood of errors that typically occur during manual edits.

## Rule-Based Optimization

GoDataFeed's advanced rule-based optimization features allow you to take control of your product listings and optimize them based on specific rules and conditions. With the ability to dictate how products appear on each channel, you can tailor your listings to meet the unique requirements of each platform and its audience, improving visibility and increasing click-through rates. Additionally, GoDataFeed's optimization features go beyond the basics, allowing you to optimize your feed content, resulting in better ad copy.

## Feed Scheduling

With GoDataFeed's feed scheduling feature, you can set up regular intervals throughout the day to update your product listings with the latest product information and inventory levels. This automatic process saves you time and streamlines your workflow by removing the need for manual feed submissions and ensures your listings are optimized and accurate across all channels, without the hassle of constant updates.

# MULTICHANNEL CATALOG MANAGEMENT

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## Consolidated Feed Management

Easily manage and monitor all of your product data feeds from a single, user-friendly dashboard. GoDataFeed provides a holistic snapshot of your product health and performance across channels, allowing you to quickly find and fix errors or inaccuracies, identify missing values, address compliance issues, and uncover ways to enhance products even more.

## Multi-Store Support

GoDataFeed's multi-store support feature allows you to effortlessly manage and monitor all your stores and their channels from a single platform, making it easy to expand your reach and increase sales across all your channels. This feature is especially useful for marketing agencies and companies with multiple storefronts.

## Multi-User Support

With GoDataFeed's multi-user support feature, you can collaborate with your team members and improve your productivity by granting access to multiple users. This feature allows you to assign specific roles and permissions, ensuring that each team member has access to the features they need to manage your product listings effectively. With improved collaboration, you can streamline your workflow, reduce the risk of errors, and increase efficiency across your team.

## Feed Performance Reporting

With GoDataFeed's performance metrics and reporting feature, you can gain valuable insights into your feeds' performance across channels. Our detailed feed health reports provide you with comprehensive data on key performance indicators, allowing you to quickly identify areas for improvement and optimize your data for better results.

## Code-Free Feeds

GoDataFeed's code-free feeds feature allows you to modify product attributes at scale without altering the source data or writing any code.

## U.S.-Based Customer Support

Our support team has received a 5-star rating for their exceptional service, which includes 1-on-1 platform tours, a U.S.-based team, and free phone, ticket, and chat support.

## 99% Uptime

GoDataFeed's 99% uptime guarantee ensures that your product data is always available and accessible, minimizing disruptions to your ecommerce operations and maximizing your sales potential. Our advanced infrastructure and dedicated support team work around the clock to ensure that your data feeds remain up and running, even during peak traffic periods.







Request a demo today and discover how GoDataFeed's software can help you streamline your workflow, increase efficiency, and help unlock the full potential of your product marketing.

