GODATAFEED

Do You Know How to Turn Better Data Into More Sales?

Optimized data feeds help channels index, categorize, and distribute your products more effectively, getting you in front of more qualified shoppers who are more likely to interact with your listings — especially if you've also optimized attributes to contain the information shoppers are looking for in a format that's easy to scan.

Title templates by category

Apparel: [BRAND] + [GENDER]+ "'s" + [TITLE] + "in" + [COLOR] + "Size" + [SIZE]
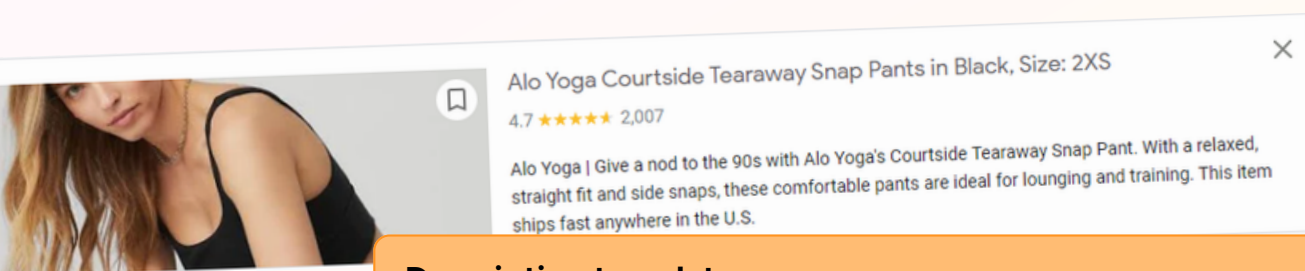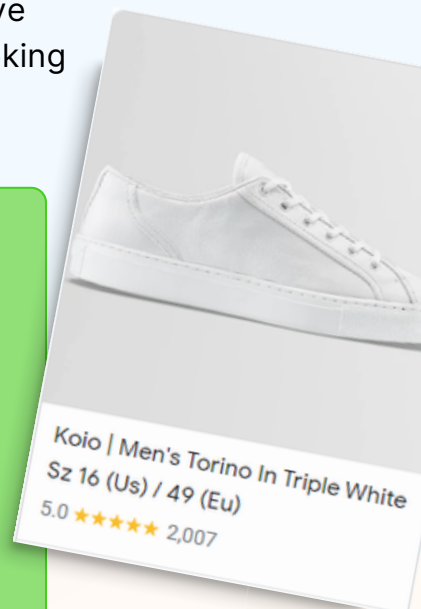
Books: [TITLE] + [AUTHOR] + [FORMAT] + [SALE PRICE]

Jewelry: [SIZE] + [TITLE] + [MATERIAL] + [PRODUCT DETAIL]

Electronics: [BRAND] + [TITLE] + [SPECS] + [MPN]

Hard goods: [BRAND] + [TITLE] + [PRODUCT TYPE] + [SIZE]

Seasonal: [TITLE] + [MATERIAL] + [COLOR/PATTERN] + [CUSTOM LABEL]

Koio | Men's Torino In Triple White
Sz 16 (Us) / 49 (Eu)
5.0 ★★★★★ 2,007

Alo Yoga Courtside Tearaway Snap Pants in Black, Size: 2XS

4.7 ★★★★★ 2,007

Alo Yoga | Give a nod to the 90s with Alo Yoga's Courtside Tearaway Snap Pant. With a relaxed, straight fit and side snaps, these comfortable pants are ideal for lounging and training. This item ships fast anywhere in the U.S.

Description templates

[BRAND] + "|" + [DESCRIPTION] + "This item ships fast anywhere within the U.S."

"SALE - Limited Time Only." + [DESCRIPTION]

If [DESCRIPTION] is empty: [TITLE] + [PRODUCT DETAIL] + [PRODUCT TYPE]

Text replacements and inserts

Insert UTM: [LINK] + "{utm query string}"

Replace editorial rejections, i.e.: Find:"free" / Replace: "fast"

Include required content, i.e.: Find:"ebike" / Insert: "Top Speed of 15.5 mph"

Super Electric Bike
4.3 ★★★★★ 2,007
Full Suspension · Olive

$3,295.00
GDF
Free 15-day returns
✔ Trusted store · 4.6/5 ★ (674)

Super Electric Bike | Top Spe
of 15.5 MPH
4.3 ★★★★★ 2,007
Full Suspension · Olive

$3,295.00
GDF

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