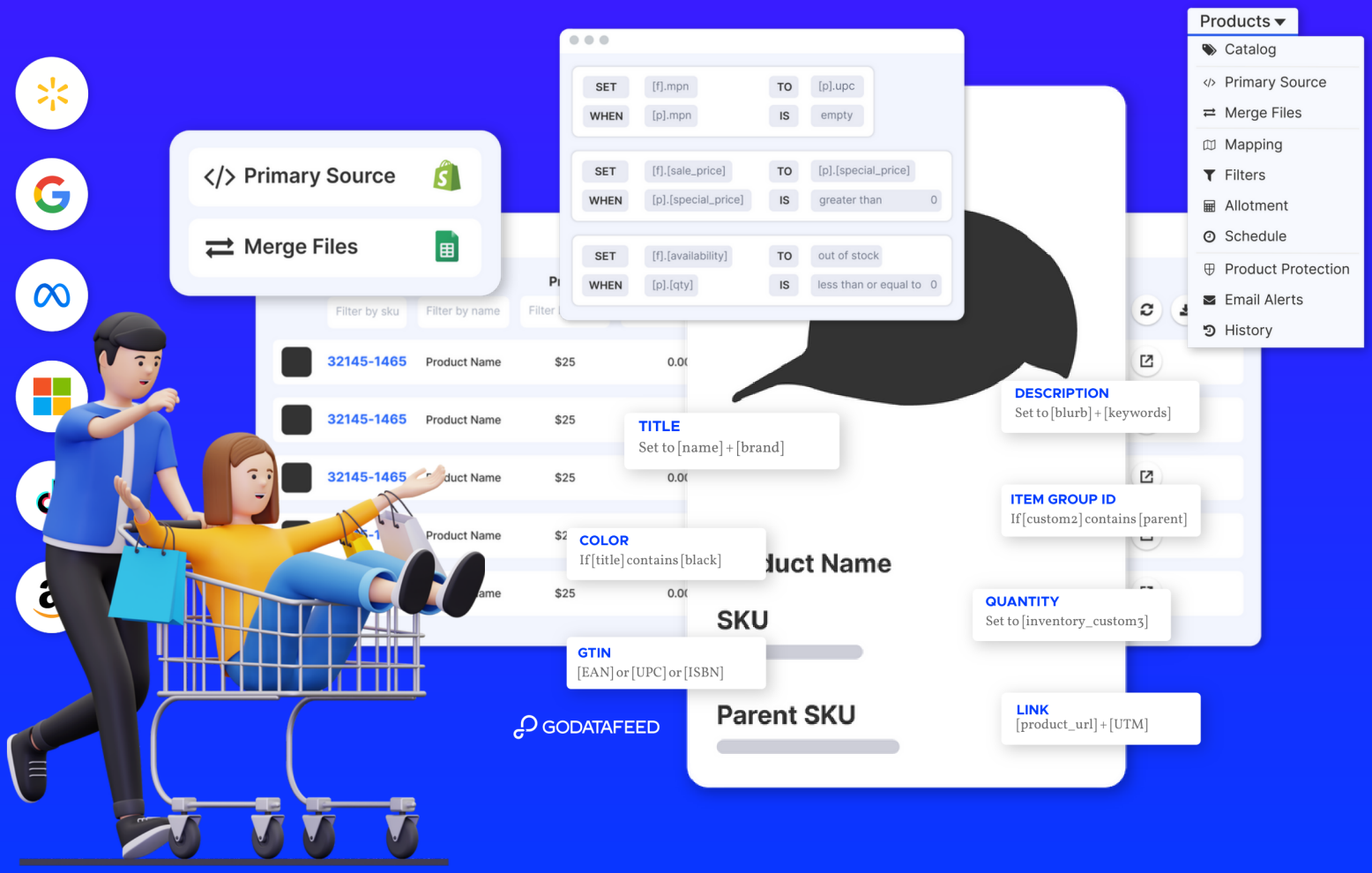
GODATAFEED



GODATAFEED

USE CASES & EXAMPLES

ABOUT US

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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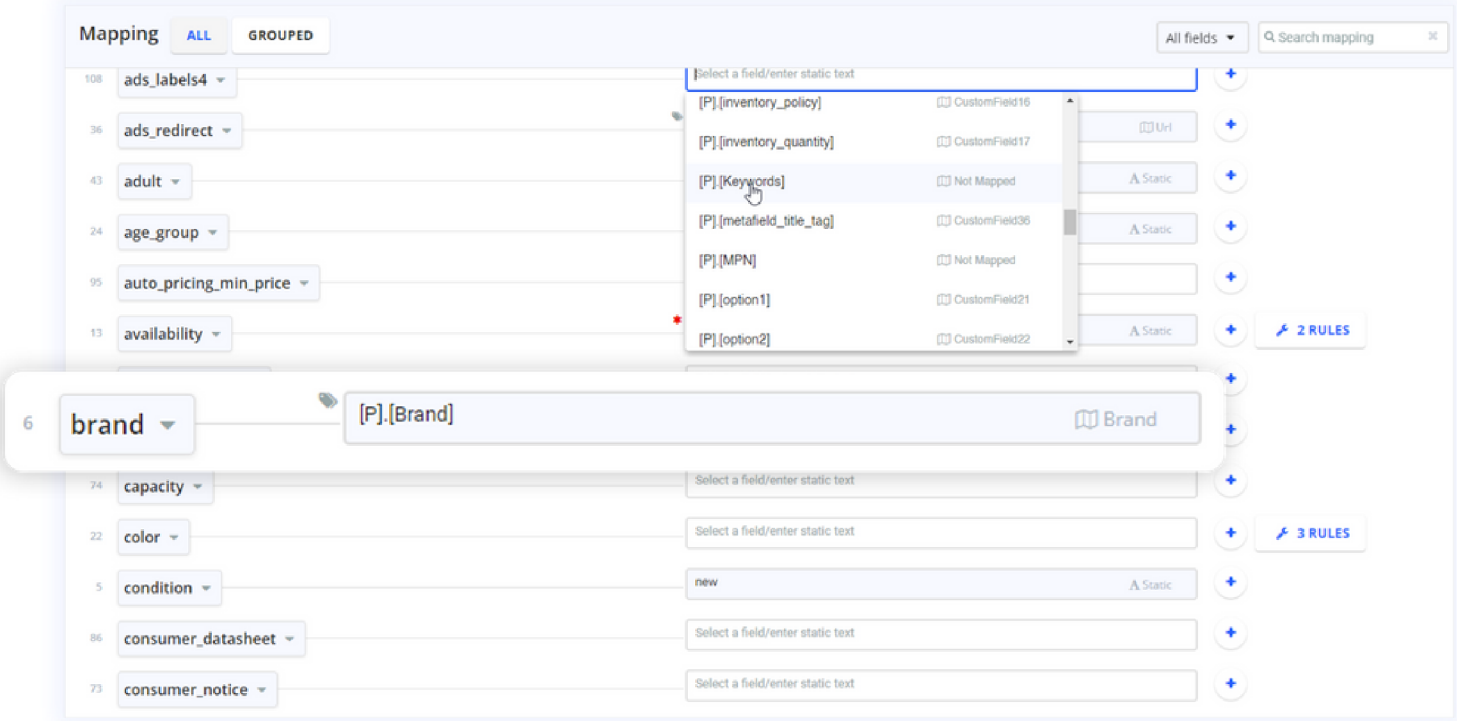


Optimize Product Titles for Increased Visibility

GoDataFeed uses intelligent algorithms to rearrange and optimize your product titles, making them more appealing and relevant to potential customers on various channels.

Dynamic Pricing for Optimal Conversion

GoDataFeed enables you to adjust your pricing strategies dynamically, positioning your products competitively to maximize engagement and sales.

Enhance Product Descriptions for Higher Engagement

With GoDataFeed, you can easily restructure your product descriptions to highlight key features and benefits, increasing customer engagement and boosting conversion rates.

Categorization for Improved Searchability

GoDataFeed helps you reorganize your product categories to match channel-specific taxonomy, improving searchability and attracting more relevant customers.

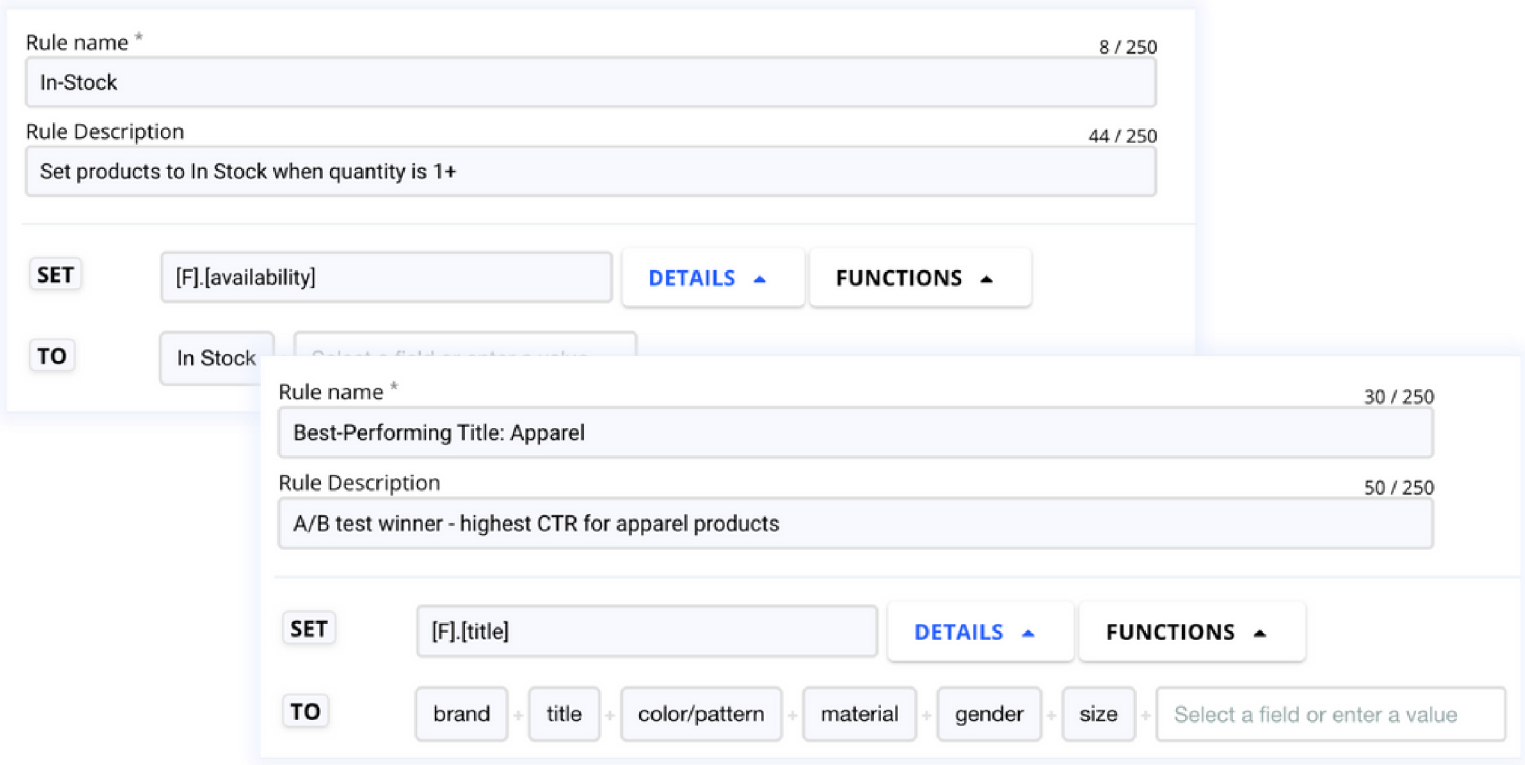
Optimal Image-Channel Pairing for Better Engagement

GoDataFeed's let's you select and arrange the most engaging product images on a per-channel, per-category, or per-product b basis, enhancing visual appeal and attracting more clicks.

Keyword Optimization for Increased Traffic

GoDataFeed identifies and implements high-performing keywords in your product listings, improving SEO rankings and driving more traffic to your products.

4 **Use Cases & Examples** | Rearrange content for max engagement



Automated Product Listing Updates

GoDataFeed allows you to automate product listing updates, ensuring your content remains current and relevant across all your sales channels.

Intelligent Pricing Adjustments

GoDataFeed's dynamic pricing feature enables you to adjust your product prices in response to market trends, ensuring competitive pricing and maximized sales.

Custom Rules for Product Inclusion/Exclusion from Feeds

With GoDataFeed, you can set custom rules to dynamically control which products appear in your feeds, optimizing your product selection for each sales channel.

Seasonal Product Feed Adjustments

GoDataFeed allows for dynamic control of seasonal products, ensuring only in-season items are displayed in your feeds, enhancing relevance and customer engagement.

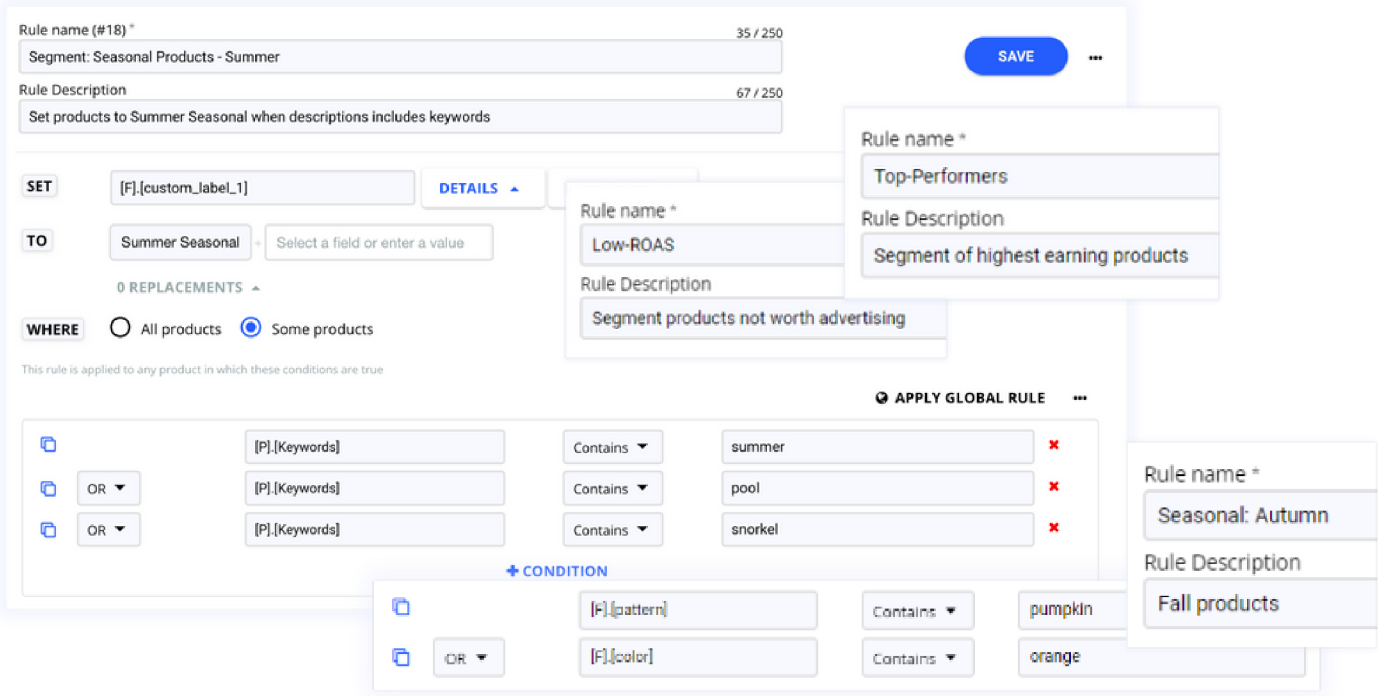
Dynamic Keyword Insertion

GoDataFeed helps you incorporate dynamic keyword insertion in your product listings, improving SEO rankings, and driving more traffic to your products.

Near Real-Time Inventory Management

With GoDataFeed, you can dynamically sync your inventory quantities across all channels, updating product availability in near real-time to prevent overselling.

5 **Use Cases & Examples** | Dynamically control content output



Custom Feed Rules for Better Segmentation

GoDataFeed enables you to set custom feed rules, allowing you to segment your products based on performance, price range, or other criteria for more accurate targeting.

Dynamic Product Tagging

With GoDataFeed, you can tag products based on various attributes, enabling you to create targeted campaigns for specific product segments.

Performance-Based Product Segmentation

GoDataFeed enables you to group products based on their performance metrics, helping you target your marketing efforts towards high-performing items and reassess strategies for underperformers.

Seasonal Product Segmentation

GoDataFeed helps you segment products based on seasons or events, enabling targeted marketing for seasonal trends or special occasions.

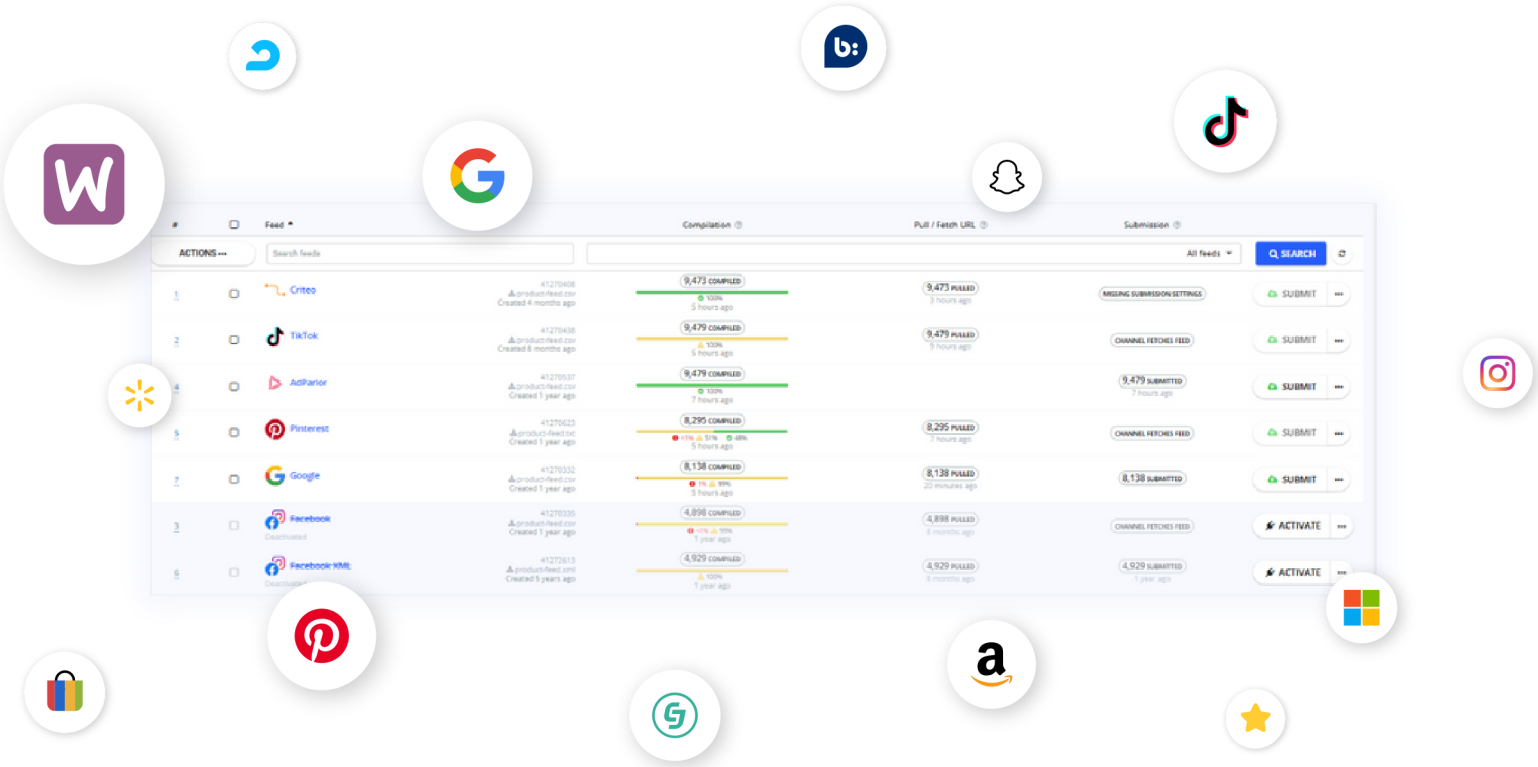
Geo-Targeted Product Segmentation

With GoDataFeed, you can segment your products based on geographical relevance, helping you target customers in specific locations more effectively.

Attribute-Based Product Segmentation

GoDataFeed allows you to segment your products based on attributes like color, size, or brand, enabling more precise targeting and personalized marketing campaigns.

6 **Use Cases & Examples** | Segment products for better targeting



Centralized Feed Management

GoDataFeed provides a unified dashboard to manage all your ecommerce feeds, streamlining operations and providing a holistic view of your multichannel marketing.

Multi-Channel Feed Synchronization

GoDataFeed allows you to synchronize your product feeds across various marketing channels from a single dashboard, saving time and reducing complexity.

Customizable Feed Rules In-Dash

With GoDataFeed, you can set custom rules for your product feeds directly from the dashboard, allowing you to control and optimize your product listings across different channels.

Centralized Inventory Management

GoDataFeed enables you to manage your inventory across all ecommerce feeds from a single dashboard, preventing overselling and ensuring accurate stock levels.

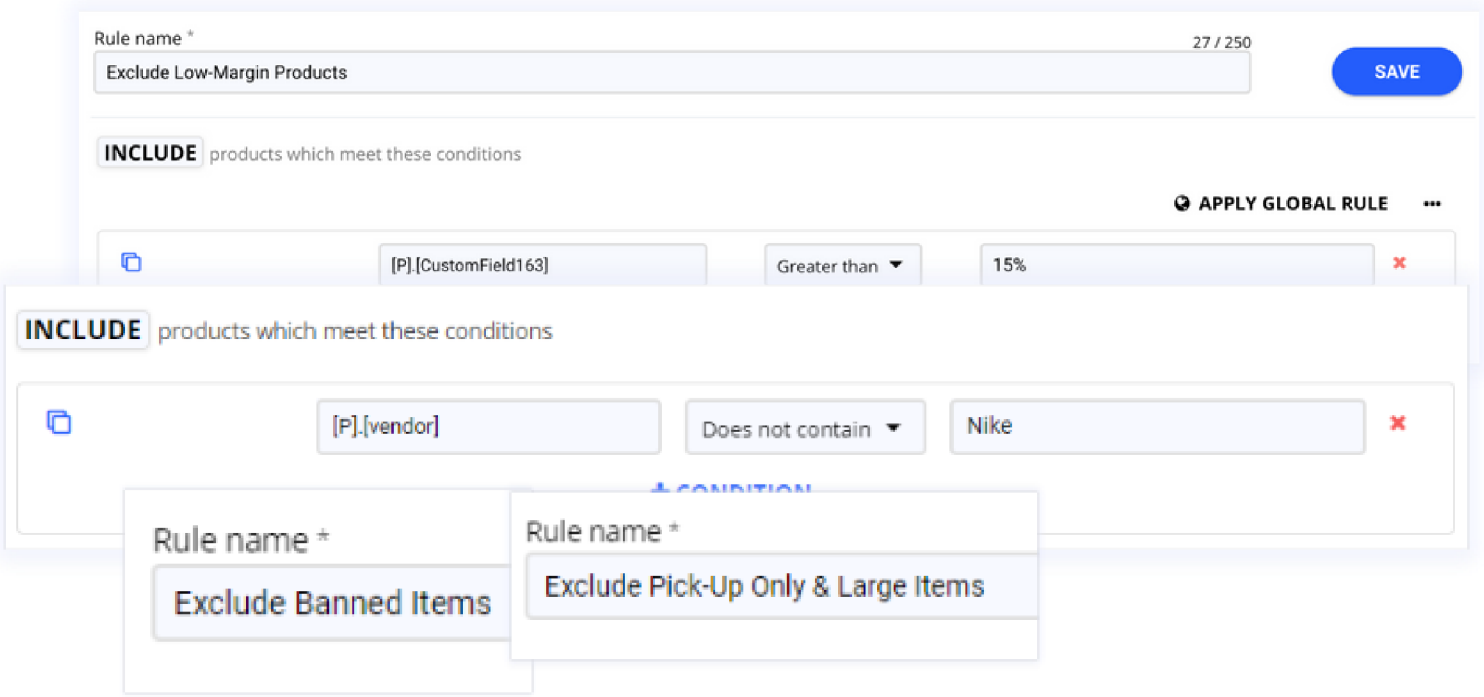
Real-Time Feed Updates

With GoDataFeed, you can monitor and update your product feeds in real-time from a single dashboard, ensuring up-to-date and consistent information across all channels.

Unified Order Syncing

GoDataFeed allows for seamless syncing of marketplace orders back to your shopping cart platform, ensuring your order information is centralized, up-to-date, and easily manageable from a single dashboard.

7 **Use Cases & Examples** | Manage ecommerce feeds in one dash



Continuous Performance Analysis

GoDataFeed uses cutting edge technology and machine learning to analyze product performance, helping you identify underperforming items that may be draining your budget.

Automated Budget Optimization

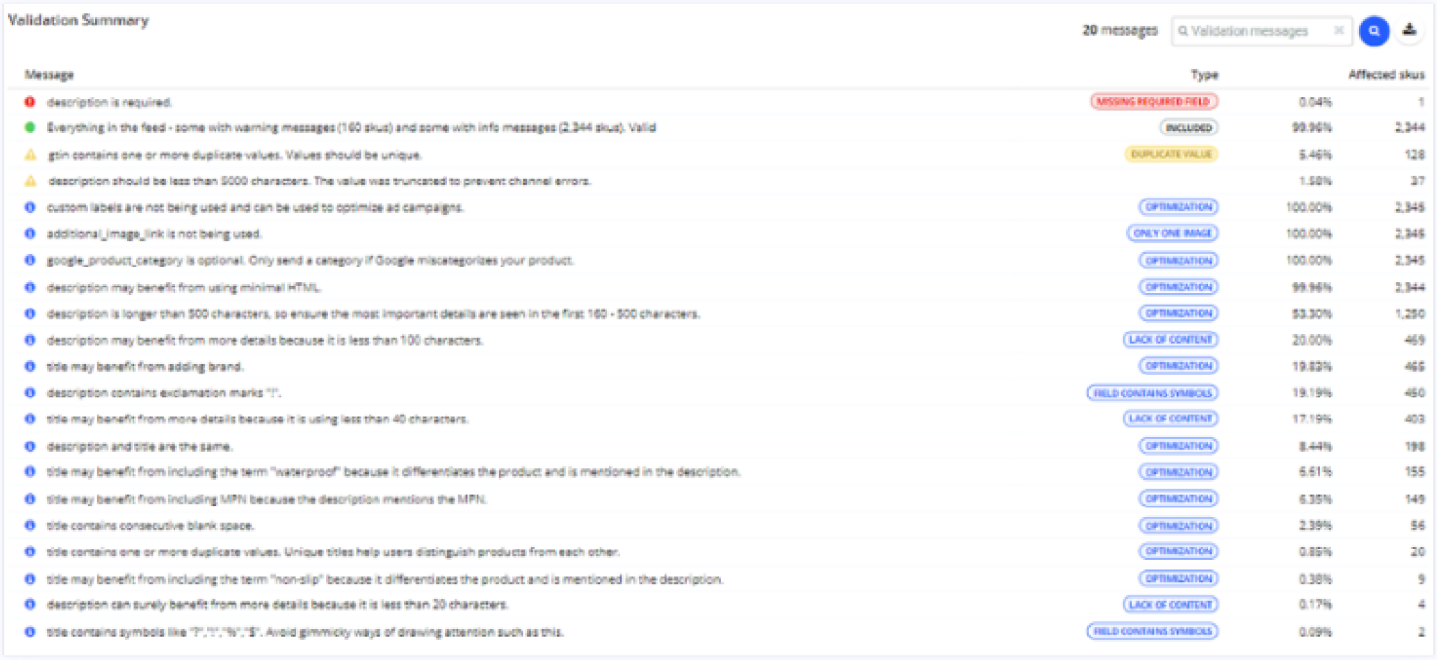
With GoDataFeed, you can set rules to automatically pause ads for products with low return on ad spend (ROAS), optimizing your budget allocation.

Dynamic Pricing Control

GoDataFeed enables dynamic pricing adjustments, allowing you to optimize pricing for underperforming products to improve their sales potential.

Inventory Management

With GoDataFeed, you can manage channels' inventory levels efficiently, reducing spend on promoting products with low stock levels or slow turnover rates.



In-Depth Product Performance Insights

GoDataFeed provides detailed analysis on individual product performance, helping you understand which items are driving sales and which need optimization.

Channel-Wise Performance Breakdown

With GoDataFeed, you can view a detailed breakdown of performance across different sales channels, enabling strategic planning for each marketplace.

Real-Time Performance Tracking

GoDataFeed offers real-time tracking of your product feeds, providing instant performance feedback to help you make quick, data-driven decisions.

Custom Performance Reports

oDataFeed lets you generate custom reports that provide detailed insights into product performance, helping you identify trends and optimize your strategies.

Return on Investment (ROI) Analysis

GoDataFeed's detailed feedback includes ROI analysis, helping you understand the profitability of your products and adjust your marketing budget effectively.

Conversion Rate Analysis

With GoDataFeed, you can dive into conversion rates for each product, helping you identify bottlenecks in your sales funnel and optimize for higher conversions.

9 Use Cases & Examples | Get detailed performance feedback

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.