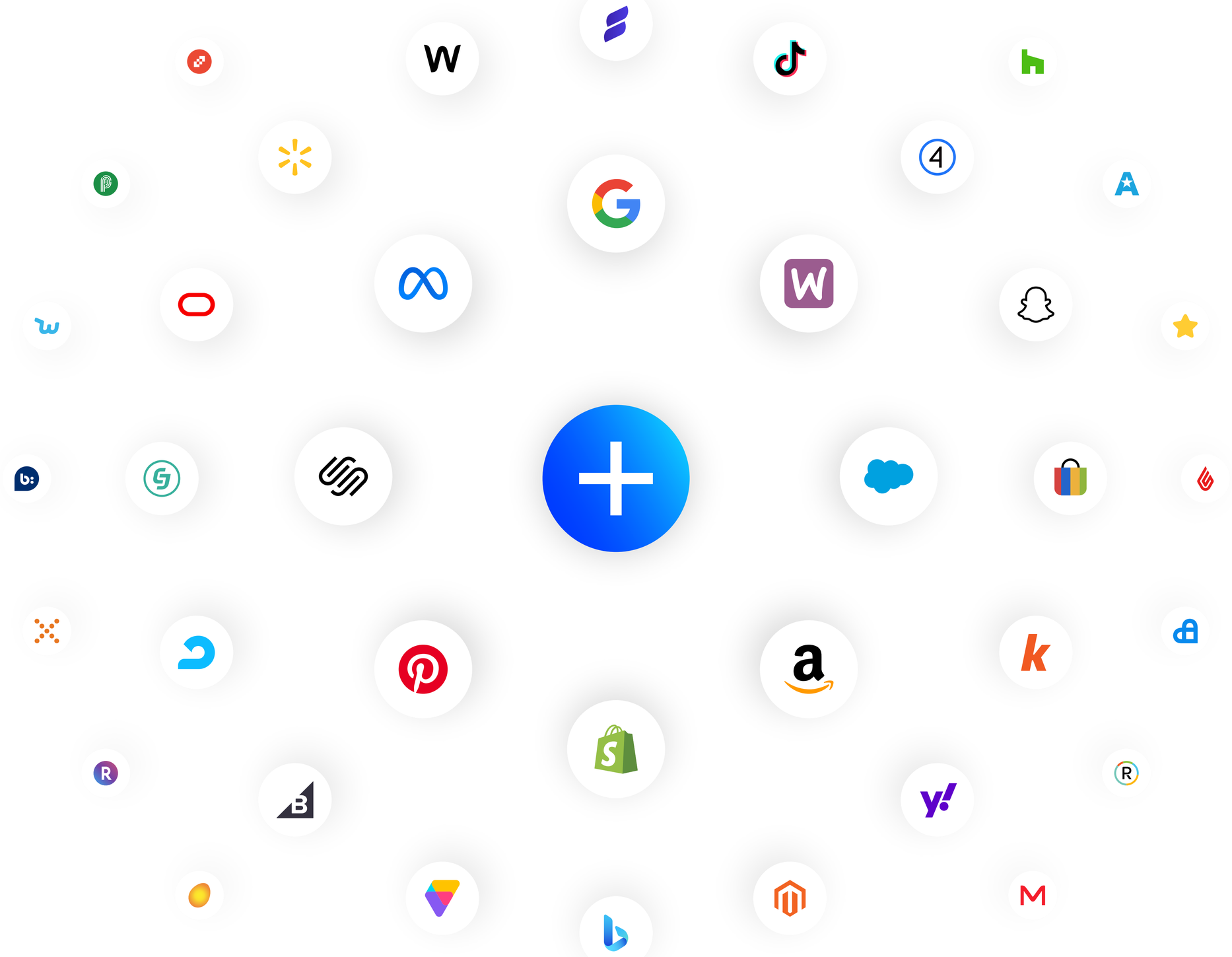
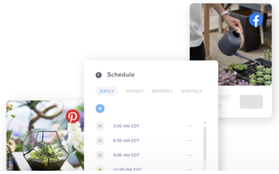


BUILD_V5
MARKETING ASSET • 2021

PLATFORM-EXPLAINER
SITE CONTENT • 2022



CATALOG DISTRIBUTION

Automate feed delivery schedules

Set your product feeds to deliver data changes at intervals that work for your business. You also have the option to manually submit changes with the click of a button.

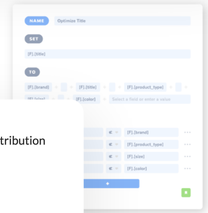
The platform monitors your feed's health and alerts you when something requires attention.

Watch the 3-minute demo

FEED EVALUATION

Avoid product downtime by evaluating compliance prior to submission

Feed errors and poor data quality cost you lengthy reviews and rejections. GoDataFeed checks your feed against channel requirements and provides instant feedback to help you avoid missed sales.



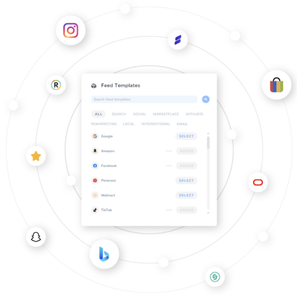
CONTENT OPTIMIZATION

Modify and optimize content to reflect your brand's style on that channel

GoDataFeed gives you full creative control of your product content and how you present it to customers. Transform your product information using logic-based rules.

- Optimize titles
- Inject keywords into descriptions
- Modify values
- Replace banned text
- Add supplemental fields
- Merge values
- Clean up dirty HTML
- Calculate and add VAT
- and much more

Integration — Mapping — Optimization — Evaluation — Distribution



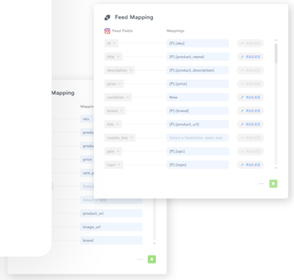
DATA INTEGRATION

Easily and safely pull in product data from one or many sources

Import product information no matter the source.

- Hosted platforms like Shopify and BigCommerce
- Web builders like Wix and Squarespace
- Open source like Magento and WooCommerce
- Flat files like XML and CSV via FTP or HTTP
- Google Sheets

Watch the 3-minute demo



DATA MAPPING

Structure listings like a pro with guided attribute mapping

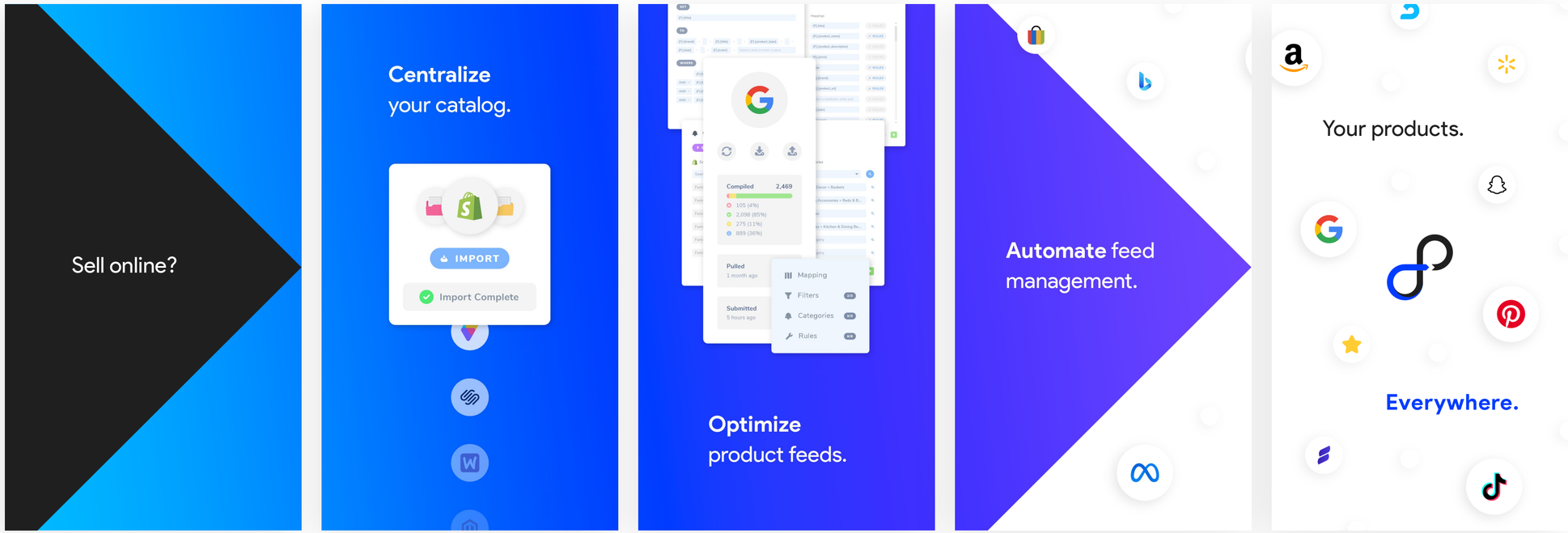
The platform guides you in mapping your store's native data values to standardized fields that match the requirements of marketplaces, paid search, and social commerce channels.

Play it straight or get creative with your product listings. You're in the driver's seat.

Watch the 3-minute demo

CENTRALIZE-OPTIMIZE-AUTOMATE

SOCIAL STORY AD • 2022



SUCCESS STORY

K-12 School Supplies increases total profit by 19% with Shopping Actions

K-12 School Supplies is an online retailer of educational and teacher supplies.

Greenwood Village, Colorado •
https://www.k12schoolsupplies.net

The challenge

- K-12 School Supplies has been using Google Shopping Ads since 2011
- Their goal was to increase sales while decreasing acquisition costs

The approach

- To increase sales and maximize conversions, K-12 School Supplies worked with GoDataFeed, to sync their Google Shopping data and onboard onto Shopping Actions

The results

- After 5 months they saw a 19% increase in profit and 12% increase in revenue
- Total orders also increased by 29% and cost-per-acquisition decreased by 10%*

"After launching Shopping Actions, we're on track to see 30% year-over-year growth. We're excited to see how Shopping Actions helps us boost sales in the future, especially during back-to-school season."

—Dan Dudley, Co-owner and Marketing Director, K-12 School Supplies

+29% total orders*	+19% total profit*
+12% total revenue*	-10% cost-per-acquisition*

*Feb 2019 vs. July 2019

Google | GoDataFeed

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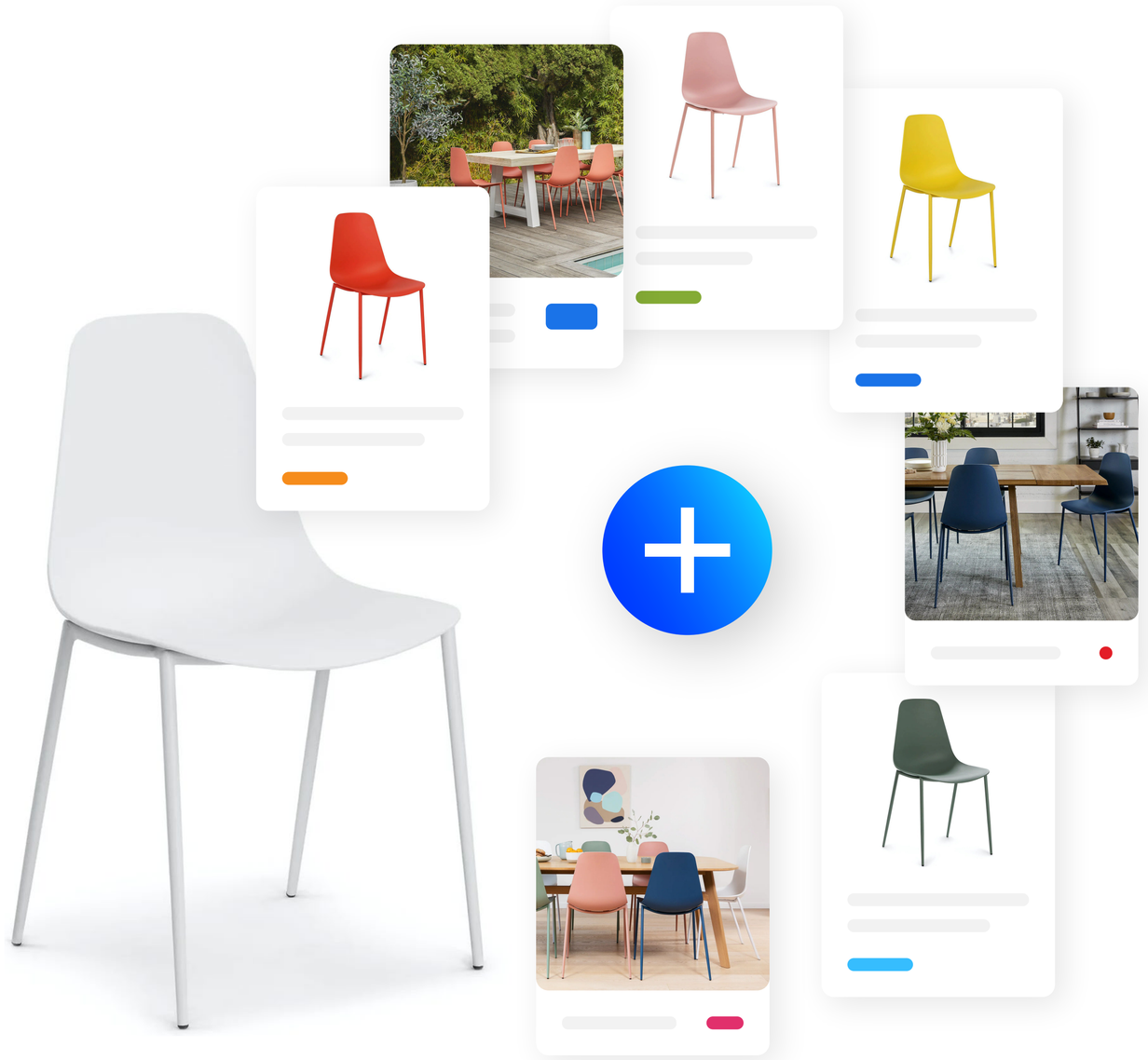
K-12 School Supplies

K-12 School Supplies increases total profit by 19%

After launching Shopping Actions, we're on track to see 30% year-over-year growth. We're excited to see how Shopping Actions helps us boost sales in the future, especially during back-to-school season.

—Dan Dudley, Co-owner and Marketing Director,

Google | GoDataFeed

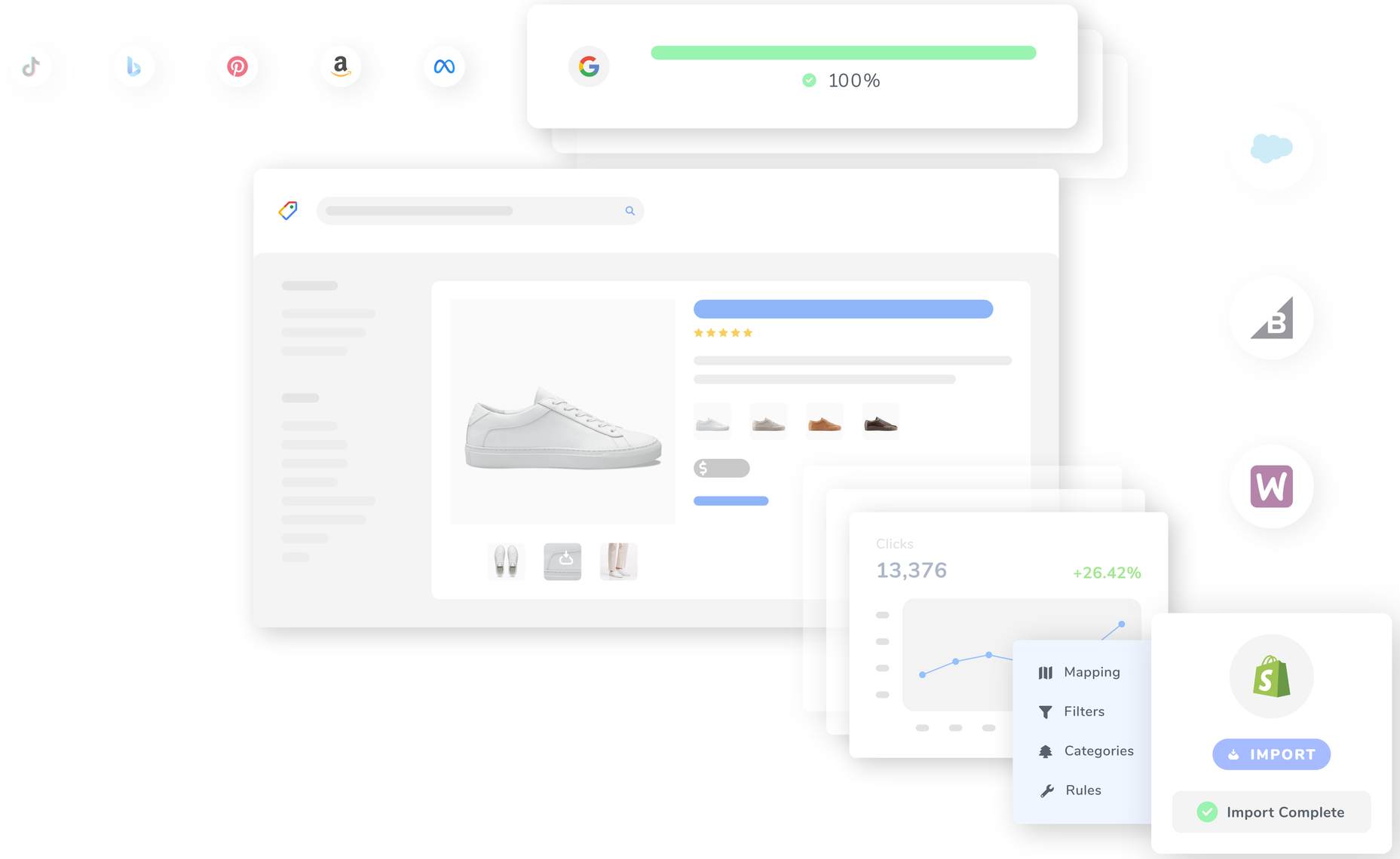


VARIATE_V4

MARKETING ASSET • 2020

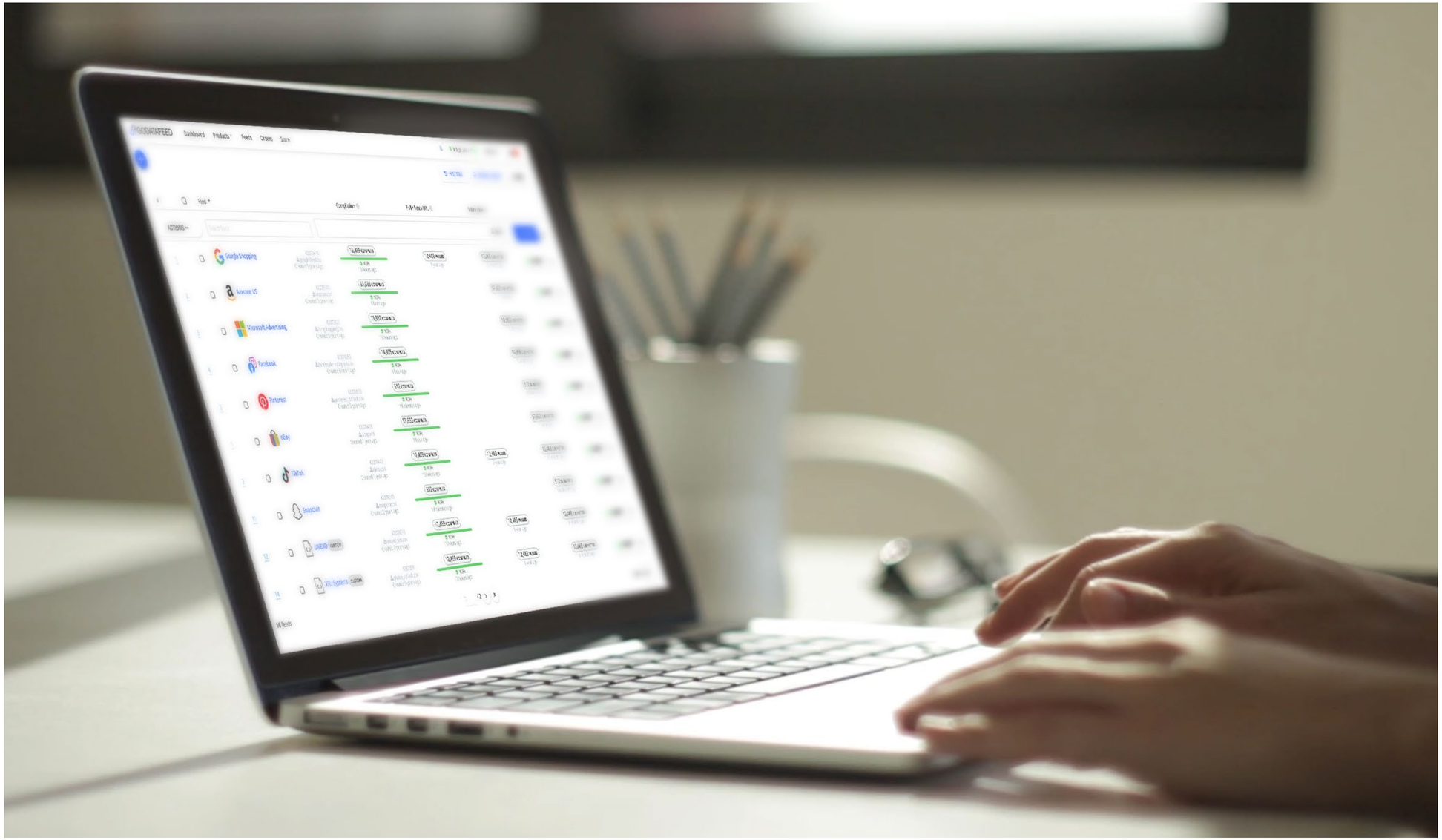
2020-ECOMMERCE-CHANNEL-MIX
INFOGRAPHIC • 2020

PROCESS_LITE
MARKETING ASSET • 2022



HERO_V4

HOMEPAGE HERO • 2020



100-MOCKUP
MARKETING ASSET • 2020

GREEN-LINE-DIGITAL/SWEATY-BETTY

CASE STUDY • 2020

2020 / SOLUTION SPOTLIGHT

GoDataFeed

How Athleticwear Brand Sweaty Betty Launched a 16-Feed Multinational Marketing Campaign in Record Time

GREEN LINE

Green Line Digital is a digital media agency that specializes in paid search, display, video, and social media management, analytics, and ecommerce feed management.

https://greenline.nyc/

Sweaty Betty

Sweaty Betty is a UK-based women's activewear brand that is on a mission to empower women through fitness and beyond.

https://www.sweatybetty.com/

4 CHANNELS
4 REGIONS –
16 FEEDS
2 WEEKS

75%
TIME SAVED

50%
CATALOG IMPROVEMENT

E DIGITAL, SWEATY BETTY

S

no time to waste when a brand like
Betty is on deadline to launch a multinational
gn. Green Line Digital needed to produce
ality product feeds and get them
running fast.

ble to easily add and enhance large amounts
uct data drastically removed the amount of
ent on lengthy modifications. The software's
o clone feed data and rules made the
ental task more manageable, which allowed
y a quarter of the time usually spent on

feeds in one week and go live over a 2-week

new product feeds created with GoDataFeed
affected over 50% of the client's catalog.
d. "It has enabled us to make quick
o through an account rep to make changes."

Our client was impressed by how seamless the setup was.

—Landon Perry, Paid Search Director, Green Line Digital

50%
CATALOG IMPROVEMENT

www.godatafeed.com

E DIGITAL, SWEATY BETTY

nching a
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At the
ds, each

ng
e regions
re was a
2 weeks
time for

market
ty's
experts at Green Line Digital stepped in to help,
uct feed needs required a robust solution
nizations and seamless integrations.

p and usability. The software's ability to clone
perfect solution for Green Line Digital's

Sweaty Betty's campaign by centralizing all
ard via FTP. A store was created for each of the
ta that was not originally part of Sweaty Betty's

ensure proper formatting,
s that were then
regions.

I was most impressed with the speed and simplicity of the platform. The UI is very user-friendly, making it easy to train our team.

—Landon Perry, Paid Search Director, Green Line Digital

www.godatafeed.com

PRODUCT-DATA-READINESS
INFOGRAPHIC • 2021

GODATAFEED

Levels of Product Data Readiness

Product data can range from noncompliant and broken, to complete and effective — and even the best core data needs to be primed for use on any given ecommerce marketing channel.

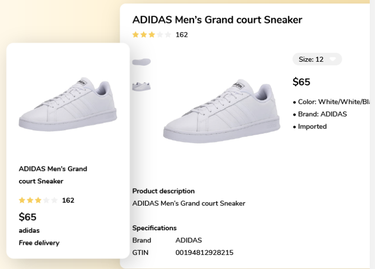
How a feed is configured determines everything from whether or not products go live to how they'll perform on the target channel.

Broken data

- NONCOMPLIANT DATA
- MISSING REQUIRED INFO
- AFFECTED PRODUCTS INELIGIBLE

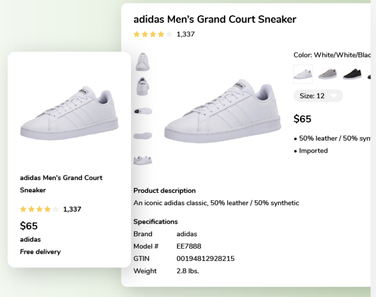
Working data

- BARELY WORKING DATA
- TROUBLED AND/OR INACCURATE INFO
- MISSING KEY OPTIONAL INFO
- ROOM FOR IMPROVEMENT



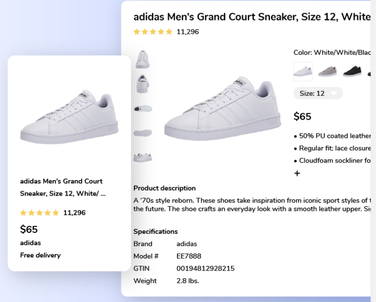
Accurate data

- DECENT WORKING DATA
- ACCURATE INFO
- MISSING KEY OPTIONAL INFO
- PRIMED FOR OPTIMIZATION



Optimized data

- STRONG COMPLETE DATA
- ROBUST REQUIRED + OPTIONAL INFO
- SEARCH OPTIMIZED
- PEAK CHANNEL PERFORMANCE
- IDEAL FOR STRATEGIC TESTING



Don't go it alone

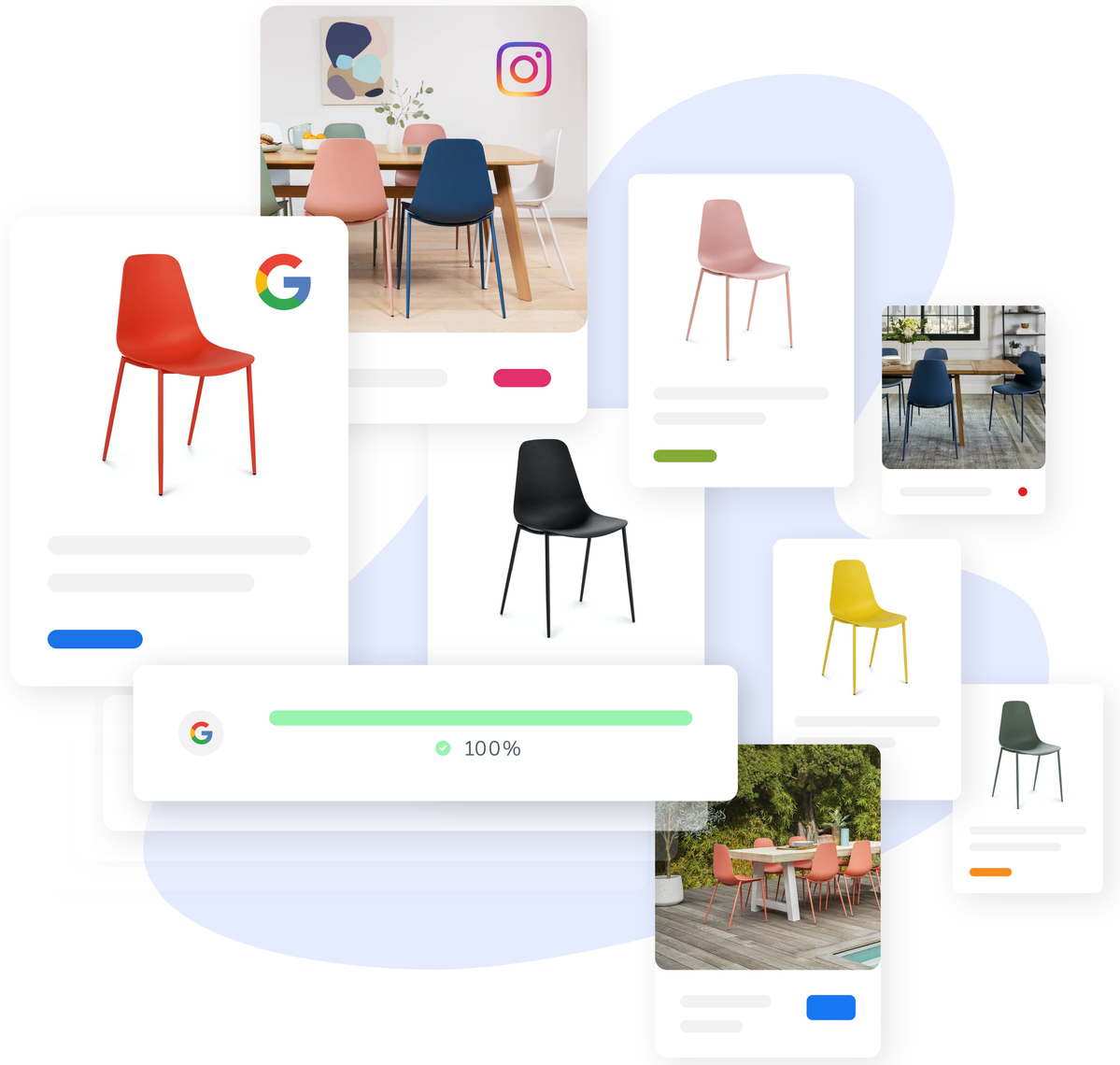
Setting up and managing feeds requires scaling technical knowledge, data handling mastery, channel insight, and a solid toolset to make the magic happen.

GoDataFeed lets you import data from multiple sources, effectively bulk optimize it, and automate feed distribution to all your target channels with ease.

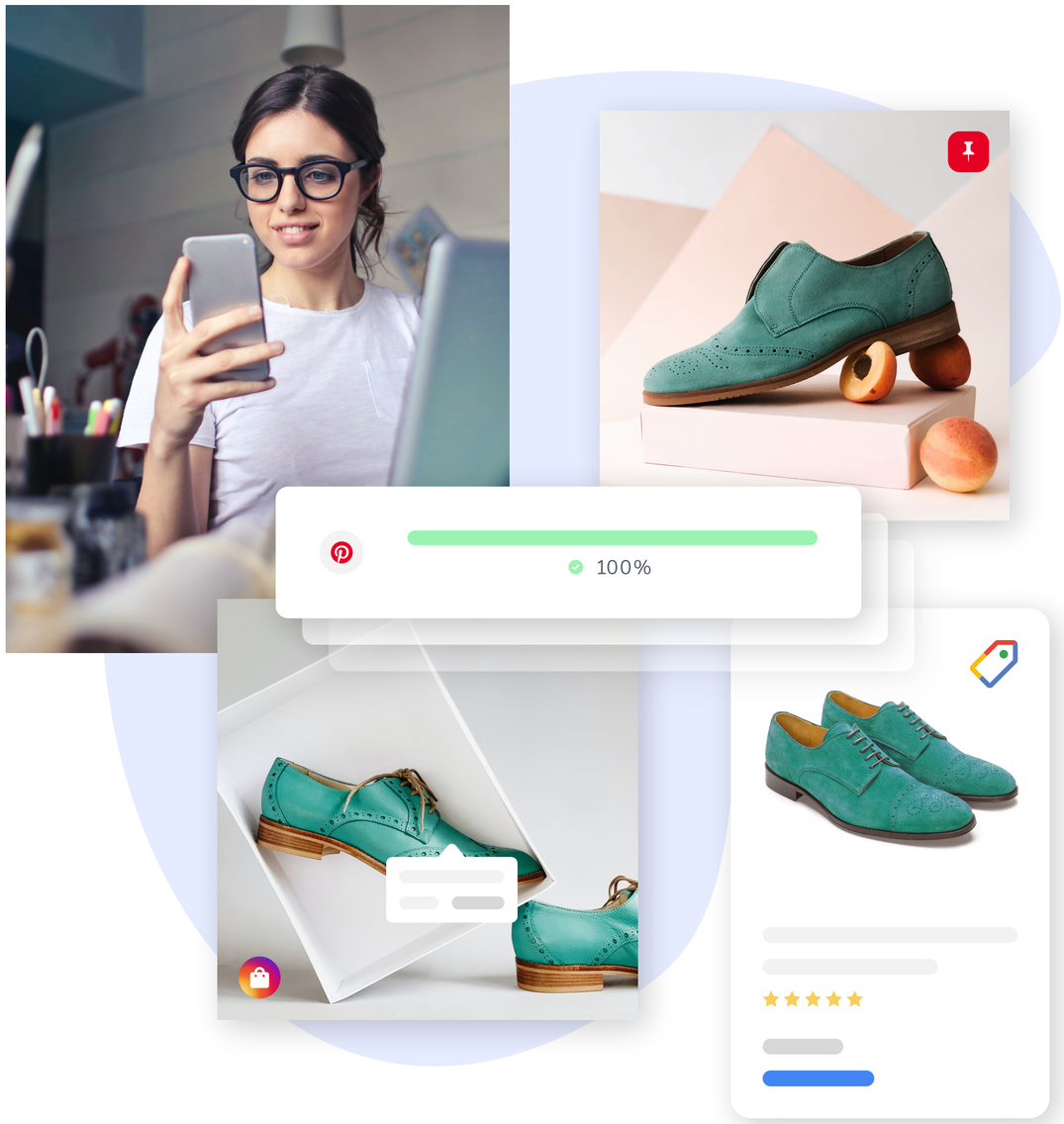
And if you find yourself needing some extra help, we can step in.

Learn more about Managed Services.

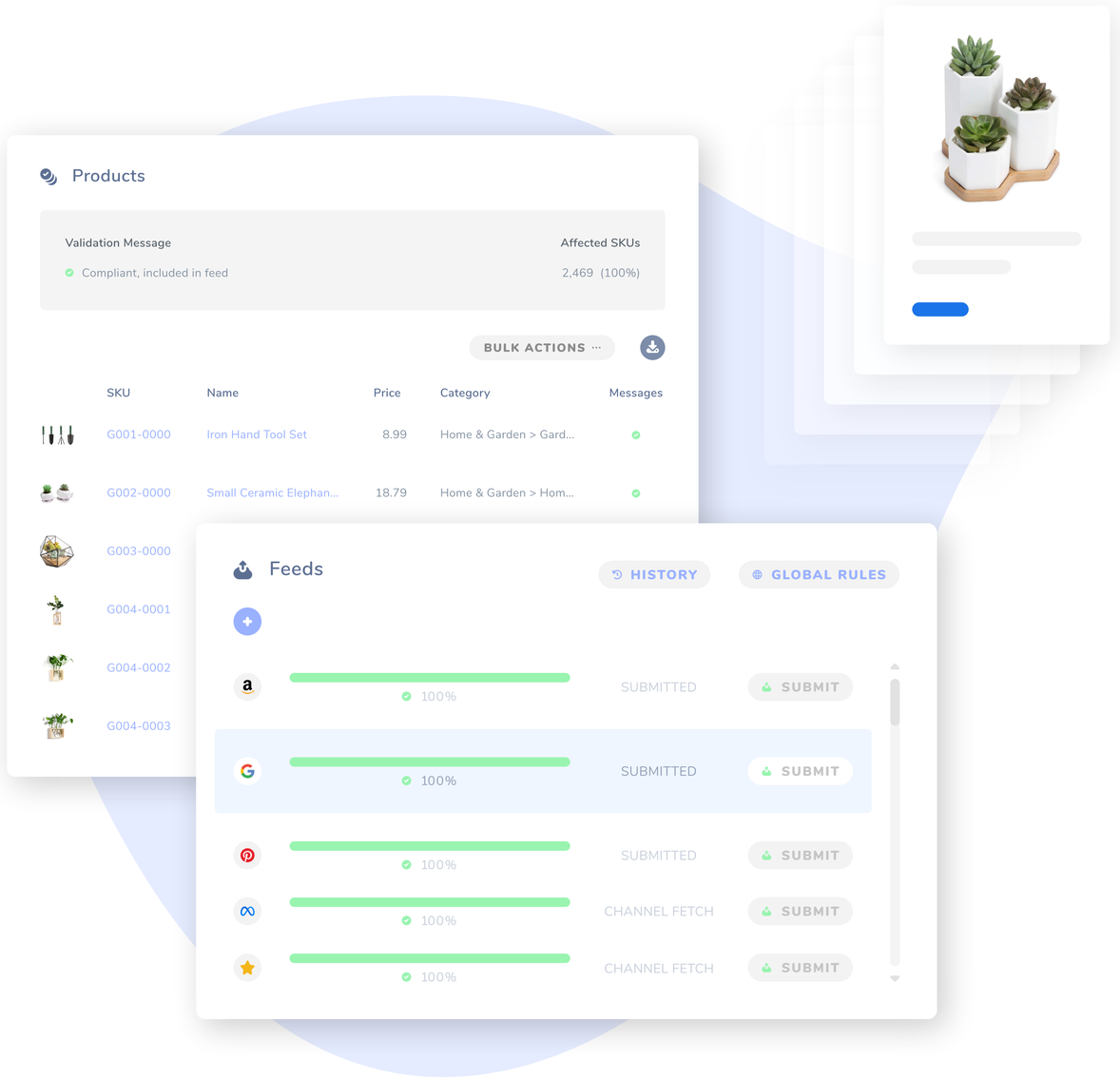
godatafeed.com Your products. *Everywhere.*



EXPAND
SITE ASSET • 2021

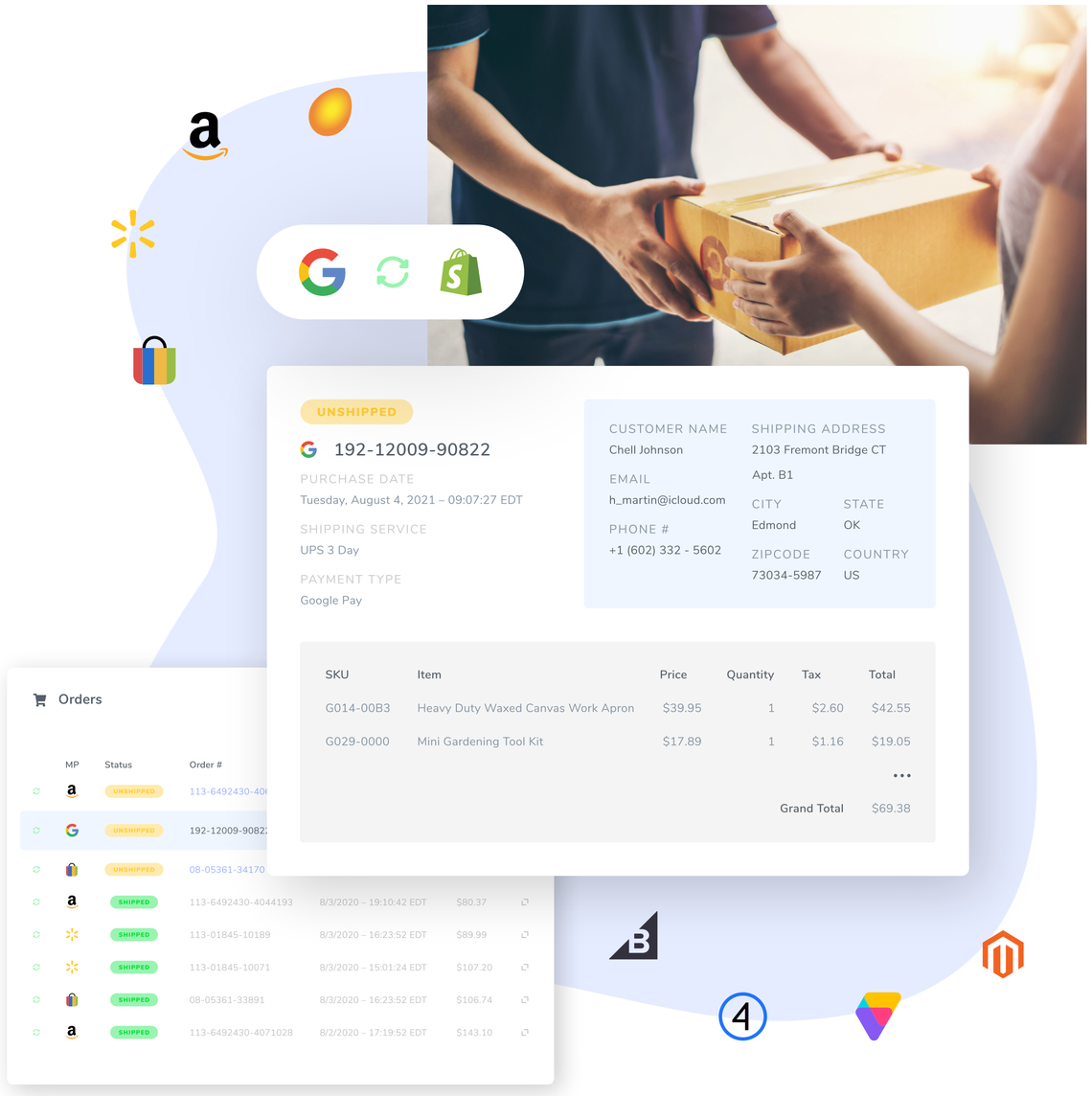


CONNECT
SITE ASSET • 2021



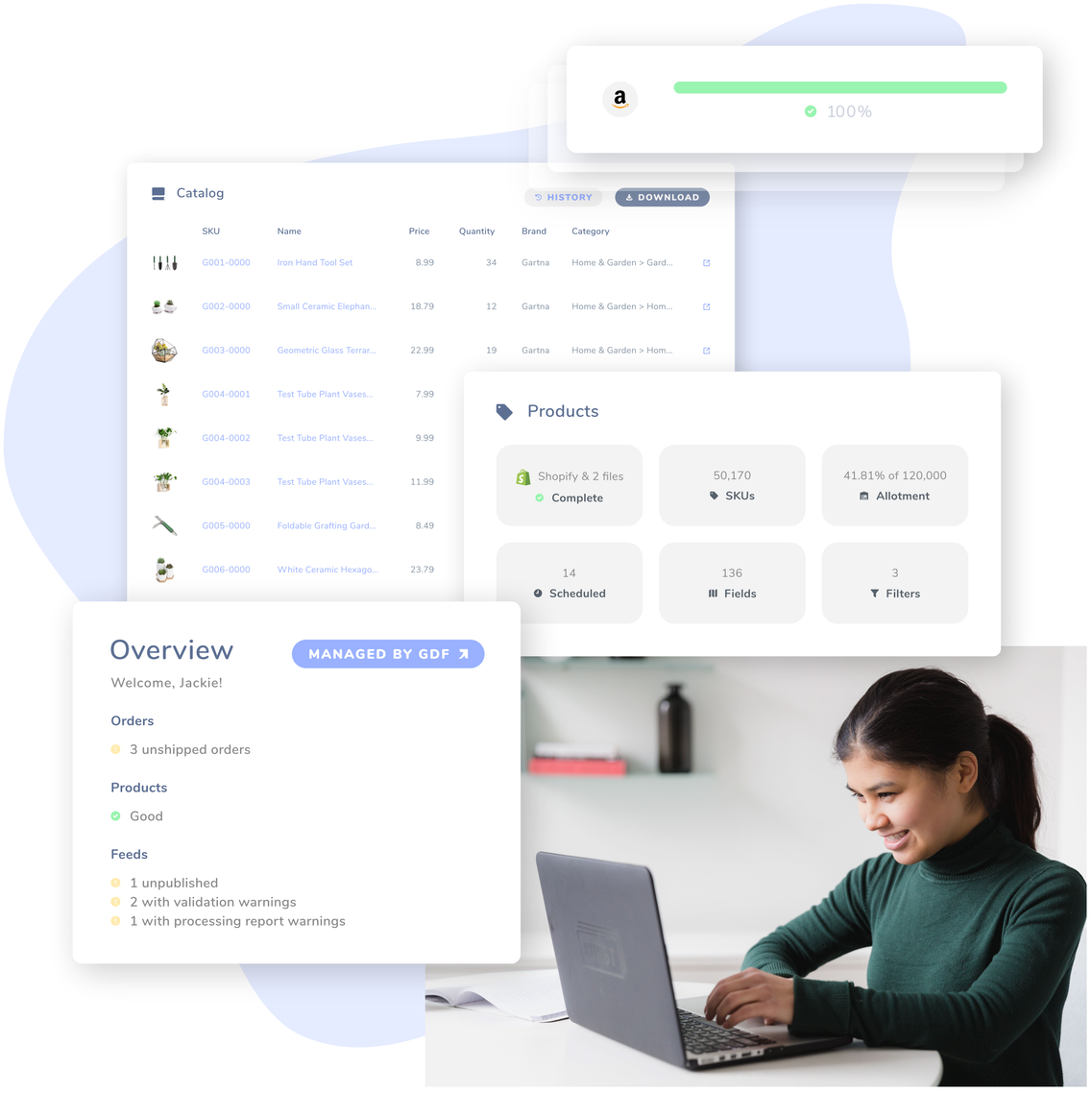
VALIDATE

SITE ASSET • 2021



ORDERS-SYNC

SITE ASSET • 2021



MANAGED-SERVICES

SITE ASSET • 2021

GODATAFEED

Managed Services

Effectively managing product feeds requires time and expertise.

GoDatafeed's Managed Services perfectly complement your team with a dedicated specialist who supports the data side of your campaign strategy.

FEED INTEGRATION

Full integration setup, support, monitoring, and maintenance to enable seamless strategies.

- Sync data sources to GoDataFeed
- Standardize + format catalog data
- Create + launch feeds
- Process status reporting
- Import/export scheduling

DATA OPTIMIZATION

Detailed data optimization results in refined product feeds that meet channel standards and drive results.

- Product filtering and segmentation
- Data clean-up
- Set up custom rules
- Product categorization + taxonomization
- Implement best practices

ERROR RESOLUTION

Proactive account oversight with dynamic support prevents and resolves issues as they occur.

- Catalog import + export monitoring
- Feed monitoring
- Proactive issue interpretation + resolution
- New product troubleshooting
- Data validation

CHANNEL STRATEGY

Leverage top industry experience with strategy insight and execution from expert feed specialists.

- Get strategic channel recommendations
- Get started on new channels
- Implement new requirements + best practices
- Data + content recommendations
- Performance reviews

Take your time back.

We integrate, manage, monitor, and troubleshoot your product feeds. It's like having an in-house product feed manager... *without the extra salary.*

Get a quote today.

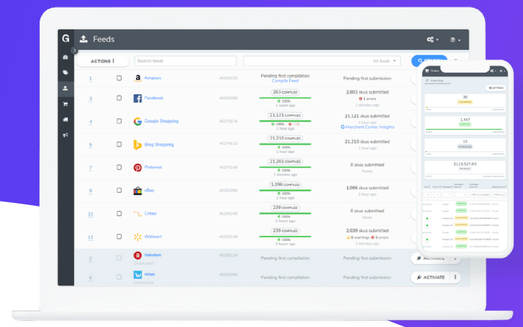
(866) 340 - 6619 | www.godatafeed.com | contact@godatafeed.com

MERCH-COMBO_V3

MERCH MOCKUP • 2021

GoDataFeed

PRODUCT FEED AUTOMATION
& OPTIMIZATION



GoDataFeed is a leading product feed management platform that helps brands, retailers and agencies connect their catalogs to ecommerce channels like Google, Amazon and Facebook.

Is your product feed keeping your shopping campaigns from reaching their full potential?

We power some of the Web's biggest (and smallest) ecommerce campaigns with flexible, dynamic product feeds. From agencies managing million-SKU campaigns, to local artisans with only a few products, GoDataFeed supports merchants of all sizes. Easily optimize listings, modify product attributes and merge catalogs — **all from one dashboard.**

GoDataFeed gives you full control over your product data.

- Connect to all of your channels
- 200+ built-in channel feed templates
- Smart categorization
- Identify and fix feed errors
- Modify and customize product attributes
- Combine catalog data from multiple sources
- Enrich ad copy for thousands of SKUs at once
- Automatically sync product and inventory updates

No lock-in contracts • US-based experts on support • Rated an IR Top 1000 product feed solution • Since 2007

Google Partner · Facebook Marketing Partner · Pinterest Partner · Walmart Integration Partner · eBay Listing Partner · pepperjam Partner

www.godatafeed.com **Your Products. Everywhere.**

ONE-PAGER_V2 • BRAND COLLATERAL • 2019