

Icons

[= width/height; 5% line]

There's a lot to product data and feeds. These concept icons summarize big ideas with compact icons.

[CORE]



Import your products from anywhere.



Build channel-tailored product feed.



Optimize product feed for best performance.



Submit product feed to target channel.

[EXT]



Unify multiple data sources.



Standardize data from multiple sources.



Your **product catalog** contains all product data.



A **product feed** is built from your catalog for channel use.



Map catalog data attributes for use on any channel.



Filters control which products go in a feed.



Categorize products for optimal presentation.



Rules enable logic-based bulk data optimizations.



Validate feeds to ensure they work before they're live.



Sync order updates with your inventory.

