

# GoDataFeed

## Starters Guide

### **What does GoDataFeed.com do?**

GoDataFeed is a Web-based data feed management tool that streamlines and optimizes your data feed management efforts. GoDataFeed offers an effective, affordable way to promote products on comparison shopping sites like Shopzilla, Pricegrabber, NexTag and more. With GoDataFeed, you can drive more quality traffic to your site by submitting optimized datafeeds to multiple shopping sites, with more than [60 Shopping Sites & Affiliate Networks](#) to choose from.

### **Why submit through GoDataFeed?**

Managing feeds for multiple shopping engines can be a labor-intensive, time-consuming process. Each shopping engine has different data feed and categorization requirements and manually preparing and submitting feeds to various marketing channels can be cost prohibitive and inefficient.

### **GoDataFeed's powerful datafeed management tool will help you:**

- **Automatically Submit** your Product Feeds to each Shopping Site
- **Optimize your Feed's** titles, descriptions, categories and more
- **Customize Feed Campaigns** to Include/Exclude specific items
- **Categorize your Products** in the right departments for each shopping site
- **Highlight Promotions** like Discounts or Free Shipping
- **Track your Best Performing** Shopping Engines & Products

### **Do I have to open and fund accounts with the Shopping Engines, or does GoDataFeed do that for me?**

GoDataFeed is a self-service, datafeed management software, which means that you are responsible for establishing, funding and managing their shopping site accounts. Your monthly GoDataFeed subscription includes access to the software and technical support.

### **Why is the first month only \$0.99?**

We believe in trying before you subscribe, which is why we encourage you to take advantage of our first month's, risk-free trial (only \$0.99) and get your first two shopping feed setups on us. We are confident our software and service will speak for itself.

### **Why is GoDataFeed less expensive than other datafeed management firms?**

We believe in empowering merchants to manage and optimize their own data feeds. Our user-friendly software includes everything you need to optimize and submit your shopping feeds, with built-in datafeed templates and feed validation tools, which allow you to quickly and accurately set up your own feeds one-time, without relying on costly data feed management firms. Even if you choose to delegate all of your feed setups to GoDataFeed's setup team, feed setups only involve a one-time setup charge of \$99 per feed setup.

### **How does the 30-day free trial work?**

If you cancel your risk-free trial within 30 days of signing up you will only be charged \$0.99. If you choose to cancel your account in the future you will never be charged again, but you are responsible for charges already incurred up until your cancellation. Refunds will not be issued after your initial 30 day trial and we do not prorate for partial months.

### **Is there a cost for technical support?**

GoDataFeed does not charge for online technical support. If you require feed setup assistance, you can request technical support by submitting a support ticket through your GoDataFeed Account panel. You can also refer to the step-by-step video help, knowledgebase or reference the first two setups that GoDataFeed performs for you during your risk-free trial.

### **How much does it cost to subscribe to GoDataFeed?**

#### **Starter Plan- \$50.00/store a month includes:**

- 3 free listing shopping sites (free only, not Cost-per-click or Cost-per-action)
- Up to 5,000 products
- Full access to video help & knowledgebase
- Free online technical support

#### **Unlimited - \$99.00/store a month includes:**

- Unlimited shopping sites
- Up to 5,000 products
- Full access to video help & knowledgebase
- Free online technical support

### **Can I change plans at any time?**

Yes. You can upgrade or downgrade your account at anytime.

### **Do I have to sign a long term contract?**

No. GoDataFeed is a pay-as-you-go service. There are no long term contracts or commitments on your part. You simply pay month-to-month. If you cancel, you'll be billed for the current month, but you won't be billed again.

### **I've subscribed to GoDataFeed—how do I start listing my products on comparison shopping sites?**

1. Subscribe to the [Shopping Sites](#) of your choice, and make sure to fund your pay-per-click accounts and place bids on your desired categories
2. To give your data feed marketing efforts a head-start, GoDataFeed will help you import your store and perform your first two shopping feed setups for FREE

#### **After the 2 free setups, you have two options** for the rest of your feeds:

1. Set them up yourself using our help video clips, knowledgebase and FREE support;
2. Delegate the setup process to us for a one-time \$99 per feed setup. Many busy merchants delegate feed setups to GoDataFeed because is a cost-effective, one-time process that helps them accurately promote their products within the first week

## **What is a Feed Setup?**

The process of setting up your feeds converts your product data to the feed template expected by each shopping site. The process includes:

1. Mapping your fields to the shopping sites' fields
2. Categorizing your products in the right departments for each shopping site
3. Defining custom rules, such as overriding the regular price with the sale price
4. Filter products - to include or exclude specific items
5. Scheduling your feeds- to daily, weekly or monthly

## **What if I want GoDataFeed to perform all my feed setups?**

Although we encourage merchants to setup and manage their own feeds, we do cater to busy merchants who would rather delegate the feed setup process entirely. GoDataFeed charges a one-time feed setup fee of \$99 per shopping site feed setup.

## **How do I import my store's products into GoDataFeed?**

You have several data import options, as listed below:

### **1. Source file imports via FTP or HTTP**

GoDataFeed can pick up your tab or comma delimited product source file (.txt or .csv) via FTP or HTTP from our -or- your servers. We can also import XML files generated according to GoDataFeed's XML schema.

### **To Produce a Source File**

1. Create the file based on GoDataFeed's recommended source file specifications, available on our [Features Page](#), under Merchant Resources;- OR- Use an existing feed file as your source file, if you already have a Google Base, Shopzilla, Yahoo Shopping or other sites we feed file, we can most likely use it as your source file.
2. Email the source file for approval to [support@godatafeed.com](mailto:support@godatafeed.com)

**2. Import data from a supported ecommerce platform** GoDataFeed Seamlessly Integrates with the platforms listed below, making it fast and easy to automatically import and update product data for submission to the comparison shopping sites:

- AmeriCommerce
- 3dCart
- X-Cart
- Magento
- Miva Merchant
- OsCommerce
- ProStores
- ShopSite
- StoresOnline
- Volusion
- Yahoo! Stores

## **What if I submit to a Comparison Shopping Engine that is not listed on your site?**

If there is a Shopping Engine you would like to submit to that is not in our list, you can request to add it at a one-time charge starting at \$100.00.

## **Which Comparison Shopping Sites should I submit my product data feeds to?**

We generally recommend all merchants list their products on:

- Free shopping sites, like Google Product Search, theFind and/or SortPrice
- We also recommend submitting product feeds to popular Pay-per-Click sites such as Yahoo! Shopping, PriceGrabber, Shopzilla, NexTag and/or Become
- Merchants interested in Pay-per-Action sites, should look into Microsoft's commission-based CashBack.
  
- Amazon (Seller Central, not Amazon Product Ads) requires GoDataFeed's Amazon Add-on module and costs a one-time integration fee of \$199 per Amazon template, and an additional \$50.00 to your monthly subscription rate. Please note, you must first be approved as an Amazon seller

Other elements to consider when choosing shopping sites include:

- Categorization- Do they provide categorization that best classifies what I am selling?
- Budget- What is the Cost-Per-Click for the categories I intend on mapping to? Do they have setup fees?
- Pricing- Perform searches for your products on different shopping engines and gauge the competitive landscape (which products appear, how are they priced, competitor's promotions, like free shipping or discounts)

## **Still Have Questions?**

If you have questions about GoDataFeed or the sign up process just contact us at [customerservice@godatafeed.com](mailto:customerservice@godatafeed.com), or call us at 954.745.7998.