

GoDatafeed

Shopping Channel Marketing Software

Reach Today's Shoppers, 70+ Shopping Channels



2012 Optimization Guide



**Thank You for Stopping
at our Booth #738**

Increase Sales & Visibility

Boost your Business with GoDataFeed's Shopping Channel Marketing Solution



Looking for a way to streamline, optimize and analyze your shopping channel campaigns?

With GoDataFeed, you can quickly import your store's product data, perform a one-time campaign setup and send optimized product feeds to multiple shopping channels- it's that simple. GoDataFeed saves you time and money by automating the entire datafeed management process, from importing your product data, to setting up and submitting your feeds, and tracking channel performance.

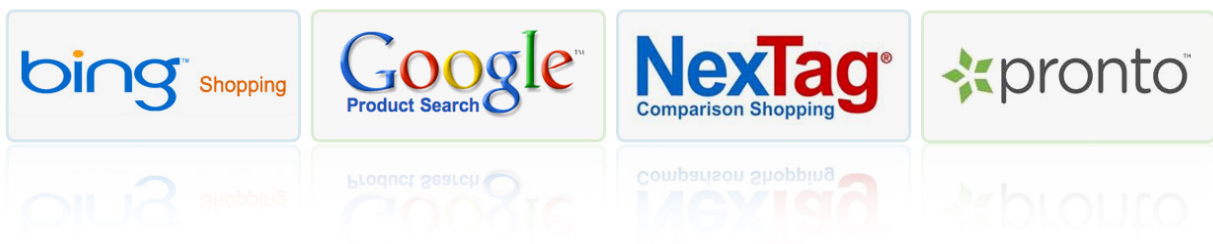
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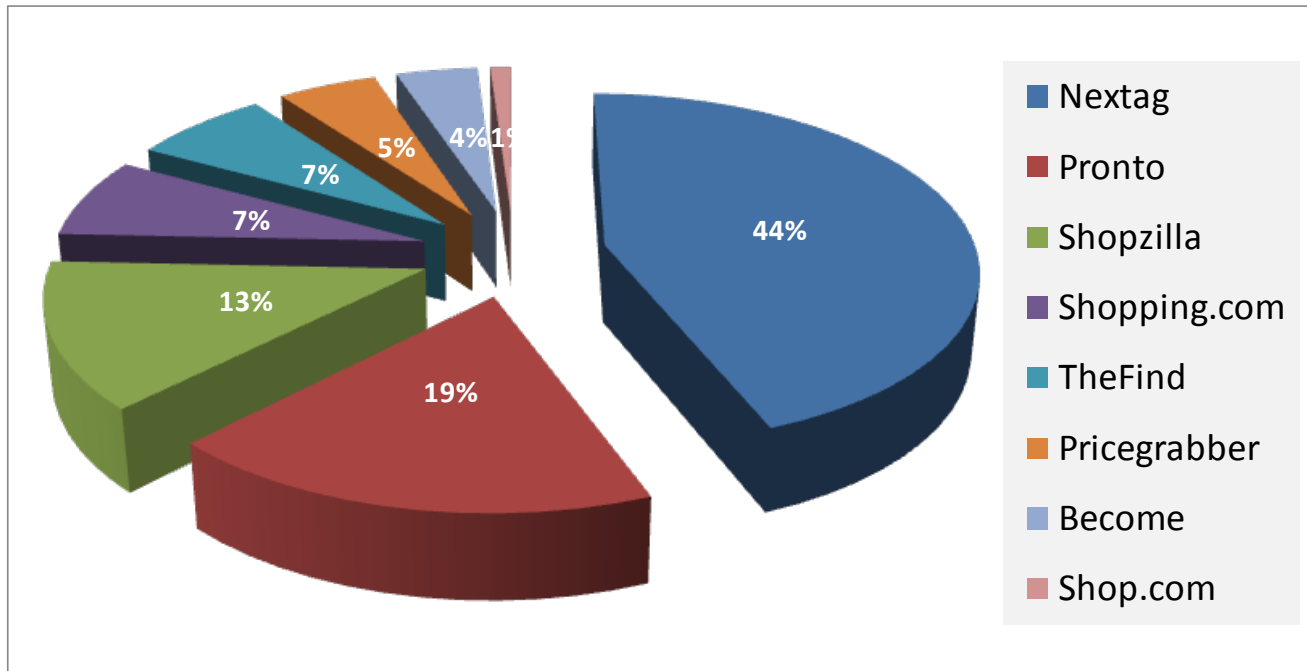
Why Comparison Shopping Channels?

With an increasing number of shoppers searching for deals on the internet, comparison shopping sites continue to gain momentum. For many online retailers, shopping channel marketing holds real advantages as a way to reach a large number of highly motivated shoppers, and is becoming a powerful marketing force- here's why:

- **Highly Qualified Leads** - Shopping channels allow shoppers to compare products, prices, product reviews and store ratings, so these leads are highly motivated buyers and ready to make a purchase
- **More Targeted Marketing Approach** - Shopping engines deliver more qualified traffic than traditional search engine Pay-Per-Click (PPC) or organic methods, since they attract more motivated shoppers
- **Shopping Channels are Affordable** - With shopping comparison shopping channels, merchants are only paying for traffic generated to their site and can control costs with product or category-level bidding and a maximum daily or monthly budget
- **Increase Conversions with Promotions** - Sale pricing, coupons and free shipping promotions help increase conversions and build customer loyalty and are becoming increasingly important to comparison shoppers
- **Results You Can Measure** - Merchants can see exactly which products are selling and which shopping channels are generating better traffic; they can also see which products are under-performing and remove them from their campaigns
- **Diversify Your Risk** - Increase your exposure by submitting to multiple shopping channels. Merchants can combine no-risk channels that are free and Pay-Per-Action, like Google's popular Google Product Search, or Amazon, along with pay-per-click shopping channels, like Shopzilla, Pronto and PriceGrabber



Top Shopping Channels



- Based on the number of Unique Visitors for 1/2011 to 12/2011
- Source: Compete.com
- Google Product Search & Bing Shopping; free shopping channels that are not included

GoDataFeed has been a terrific solution to help us market our wines on various comparison shopping sites, including specialty wine sites.

Christine Fabi, Marketing Director



Shopping Feed Optimization Tips & Tactics

- **Review/Optimize your Feeds** - are all your products valid and in the best category for each channel? Are you maximizing all your product attributes? Remember, each engine categorizes and indexes your products according to their specific taxonomy, so download your feeds for each engine, verify that your products are in the best categories and that you're populating all appropriate fields
- **Bid & Analyze your Top Categories** - consider bidding higher for your best-selling product categories on the Pay-Per-Click (PPC) engines and routinely review your analytics to exclude products that are gaining too many clicks without conversions
- **Check your Status on All Engines** - make sure your feeds are valid, error-free and live on all engines and that all your accounts are fully funded
- **Submit only Fresh Feeds** - make sure you are submitting all your feeds on a daily basis and filtering out any out-of-stock items
- **Promote Free Shipping, Promotions & Coupons** - include any free shipping, discounts or coupons through each channel's shipping, promo-text or coupon fields, where applicable
- **Exclude non-performing items** - avoid wasting your marketing budget by routinely reviewing your analytics to remove products that are gaining many clicks, but little or no conversions
- **Include the UPC, MPN or ISBN** - since many shopping channels are now highly suggesting or requiring it; including these universal identifiers will enhance your search rankings, improve your overall performance and allow shoppers to find your products more easily
- **Add High-Converting Search Terms** - review your top paid keywords and include them in relevant shopping channel's keyword fields, or sprinkle them in your titles or descriptions; this is most important for your holiday-related products and best-sellers
- **Improve your Image** - by checking out your Merchant Ratings on all relevant shopping channels
- **Integrate Google Adwords with Product Extensions** to enrich your existing Adwords account with the most relevant, query-driven products to show shoppers a price and an image (from your feed) directly on your Adwords ads
- **Socialize** and join about 50% of US retailers who are making the most of the Web's social networks by either increasing/improving their Facebook and Twitter pages/campaigns or using them for sales promotions

Expand your Presence

Be Where Your Shoppers Are, Diversify your Marketing Strategy

Now is the time to expand your marketing strategy to include popular channels including Nextag, Amazon Product Ads, Become or Pronto.com as well as marketplaces like Amazon, or Sears' new 'Sell on Sears,' platform. Plus, make sure you're taking advantage of free listing opportunities on shopping channels like Google Product Search, TheFind and Bing Shopping.

GoDataFeed supports a number of different comparison shopping channel models including marketplaces, pay-per-click channels, free listing channels and affiliate networks. Looking for ways to increase your conversions and enhance the shopping experience on your site? GoDataFeed also offers various ecommerce services to help you increase sales by making your website easier to find, navigate and shop on more securely.

Marketplaces

- **Amazon** when selling on the Web's largest Marketplace, make sure you're submitting only the freshest feeds and avoid submitting out-of-stock items to keep your Seller Performance and 'Order Defect Rate' in good standing
- **Sears** one of America's most trusted brands, new, has a new cost-per-action online marketplace to help you reach millions of Sears shoppers

Pay-per-Click

- **Nextag** A sure bet for many online retailers, Nextag is a solid choice for PPC campaigns, and is offering GoDataFeed Merchants an introductory \$50 [Sign-Up Offer](#)
- **Amazon Product Ads** Amazon's PPC 'sister' takes shoppers directly to your site and is gaining a 'high-conversion' reputation; plus they're offering a limited-time [\\$75 in Free Clicks](#) offer
- **Become** this up-and-coming engine just launched its new 'Pop & Save' program to provide merchants with more visibility for special offers, plus they're offering GoDataFeed Merchants with \$25 in free clicks to get started; [contact GoDataFeed](#) to get the introductory promo code
- **Pronto** If you're looking for more value for your online marketing dollar, listing your products with Pronto's fast-growing engine offers specialty-branded 'microsites' including ProntoStyle, ProntoTech.com, ProntoHome.com, ProntoKids and BabyPronto, that create a unique retail experience. To get 20% Off your first month's clicks, [contact GoDataFeed](#) for that promotional code
- **FindGift** a gift-specialty shopping channel, FindGift is a gift-giving engine that helps shoppers find unique gift ideas, making it a great place to list your gift-centric products

Free Listing Channels

- **Google Product Search** the Web's #1 shopping channel, make sure you're submitting the most optimized, attribute-rich feed possible and that your feeds are going out daily or weekly
- **Bing Shopping*** Since Bing released its Shopping Program, which helps merchants reach more than 83 million unique users for free, their team is constantly making improvements to intelligently match shoppers' queries with the most relevant search results. This free-listing engine is consistently ranked among the top in conversion rates. (* *Bing Shopping has temporarily paused on boarding of new merchants*)
- **TheFind** with more than 25 million visitors per month, TheFind is now the second largest shopping search site, just behind Google Product Search. We recommend joining their UpFront Program to enhance visibility and gain shopper confidence

Ecommerce Services

Looking for ways to increase your conversions and enhance the shopping experience on your site? GoDataFeed's ecommerce services will help you increase sales by making your website easier to find, return to and shop on more securely

- **buySAFE's** Convert more shoppers into buyers (up to 20%) buySAFE provides online merchants a unique brand building and website conversion solution that increases buyer peace of mind, brand loyalty and merchant profit margins. GoDataFeed merchants get a [20% signup discount](#)
- **ResellerRatings** Join the 1500 retailers, including top brands like B&H Photo, TigerDirect and 1800PetMeds who participate at ResellerRatings to get high quality consumer reviews for your online store. Plus, GoDataFeed merchants can get an extra 30 days during their 60-day trial. <http://www.resellerratings.com/merchant-solutions>
- **FetchBack** Using 'FIDO technology,' Fetchback's retargeting service is a 'search and rescue' dog for your lost visitors. Fetchback offers free consultations and will even put together an in-depth retargeting package for your review, including category and creative suggestions
- **Criteo** Offers full-service retargeting campaign design and deployment, including: personalized banner design, media buying, ad serving, campaign optimization, and real-time reporting.

Affiliate Networks

- **Share-A-Sale** An award-winning and affordable affiliate program, ShareASale enables your affiliates to better merchandise their sites to meet specific consumer demographics and help them drive shoppers deeper into your site; plus, they have an introductory sign-up offer for GoDataFeed Merchants, [contact GoDataFeed](#) to learn more
- **CommissionJunction** a leader in affiliate marketing, they help you expand your reach by publishing your products among its network of publishers
- **LinkShare** If you are an advertiser or a company that needs online marketing services, LinkShare offers state-of-the-art technology combined with years of experience and a dedication to superior customer service in Search Marketing, Lead generation and Affiliate Marketing

Ready to Sell More?

We'll help you get started

Just get started with your 30-day, [Risk Free Trial](#) and we will setup your first 2 shopping channel feeds at no cost. You simply choose the shopping channels you want to advertise on, establish and fund those accounts, and we will setup, optimize, categorize and submit your product feeds to those two channels for you. Want to learn more about GoDataFeed's process? View our [Instant Demo](#).

Empowering Retailers for Success

GoDataFeed provides a single point of integration to optimize, automate and track product feeds to all major comparison shopping channels, marketplaces and affiliate networks as well as ecommerce tools that help you enhance sales and increase conversions on your site. With GoDataFeed's robust shopping feed management and optimization tools, you can customize your feeds for each engine, create campaigns and track which engines and products are generating more sales.

With more than 60 shopping channels, marketplaces, affiliate networks and ecommerce services to choose from, GoDataFeed is a simple and affordable way to drive more qualified, targeted traffic to your Website. Plus, by streamlining your shopping channel management efforts, you ensure that you're always submitting valid feeds, that shoppers are able to find your products and that you're not wasting your marketing dollars on out-of-stock or unprofitable products.