

How Stardust Memorials Increased Multichannel Sales with GoDataFeed



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Jordan Lindberg
Founder, Stardust-Memorials.com

Background

In 2011, ecommerce entrepreneur Jordan Lindberg started Stardust Memorials, a website dedicated to selling cremation urns and other memorial products online.

“It was a cold startup,” said Lindberg. “Traditionally memorial products are purchased through a funeral home at much higher prices, but families are not required to purchase these items through them.”

Recognizing the limited alternatives families face in these tough situations, Lindberg saw an opportunity to provide an online source for memorial products that can save families hundreds of dollars. Three years after putting his ecommerce industry knowledge and connections to use, Stardust Memorials is a thriving business that relies on GoDataFeed to syndicate its products across Google Shopping, Amazon and Bing.

Service Makes the Difference

After spending Stardust's first couple of years in business using other data feed management tools, Lindberg found that they were either "a bit clunky", difficult to use, or lacked in features and customer service. Then, in August 2013 a friend referred him to GoDataFeed. Instantly, Lindberg was pleased with the service he experienced.

"I really liked the customer service platform," said Lindberg. "When we have a problem we just open a ticket, and I like how the system threads the issue together to keep track of everything."

Google Shopping and Custom Rules

Because Google Shopping is a sizable portion of Stardust Memorial's feed marketing efforts – and Google rewards clean feeds with great ad positioning – it was important for Lindberg to ensure that out of stock inventory did not appear in Product Listing Ads (PLA) feeds. GoDataFeed's custom rules engine made this possible.

"It was easy to create custom rules right down to the product level, and remapping information was picked right up from our ecommerce platform, 3Dcart," said Lindberg. "The interface itself makes it very easy to export and go through the data before submitting our feed."

Results

Stardust Memorials relies on comparison shopping channels and Amazon for approximately 35% of its sales. With GoDataFeed as its data feed management provider, Lindberg expects that this share will only grow as the tool is used to maximize channel conversions. Since January 2014, the conversion rate has steadily climbed an average of 11.7% per month.

"GoDataFeed's pricing model is a selling point – it's competitive, and the ROI potential is tremendous. We have certainly seen a higher return on investment since starting with GoDataFeed, and look forward to continuing the relationship," said Lindberg.