

Feed Management System:

In such tough economic times as these, online retailers cannot afford to merely manage their online stores. They are also pursuing opportunities such as shopping comparison engines. This is where our data feed management services can prove to be instrumental to your business. We offer the full-blown benefits of a complete suite of solutions for feed management, feed data validation, and feed content optimization.

Data feeds help you list your products in search engines, comparison shopping engines, and affiliate websites. Data feed management has become a process critical to many data-intensive applications that depend on reliable data delivery for supporting real-time data collection, correlation, and analysis.



About Feed Management System

The Feed Management System from Kaizen is designed to help you out with the management of all your data feed management issues. Since comparison sites have only a fixed number of common attributes, it can be a tedious job to assimilate information from these parameters. Our comparison shopping data feed management solution covers product data assimilation for all those parameters.

Data feeds are a critical aspect of your marketing strategy. Hence, we provide our clients an opportunity to source the best tools for managing their data feeds and thereby better sync their marketing efforts to their onsite systems and processes.

Feed Optimization Benefits:

- Internet users compare before they buy. They go to shopping comparison sites to compare products. Making comparable products available on shopping comparison sites leads to far better sales.
- Get ahead of the competition by showing up in shopping results [SERPs display shopping results before organic results]
- Customers can see ratings and reviews. A ComScore survey says a 5-star-rated product has 20-99% better chance at getting sold compared to a 4-star-rated product.
- Get reviews from sites such as epinions.com shown directly on Google Product Search. Increase your chances at closing far more deals.
- Optimized feed has a higher ranking in Google Product Search and other product search engines, thereby increasing your chances of getting more prospective buyers.

Over 80% of online shoppers are influenced by comparison shopping engines

The Scope of the Feed Management System

The Feed Management System is a robust application to help you source data feeds that can prove to be a major boost for your e-commerce store. It makes inputting data feeds into comparison shopping engines simple and automatic. It effectively handles the incoming data files, recognizes data feeds, and delivers them to comparison shopping engines (Google Product Search, PriceGrabber.com, Shopping.com and many more). Its salient features are as follows:

- Compatible with single/multiple e-commerce sites
- Manage practically unlimited feeds for your stores
- Import data from your website
- Fully or partially clone feed from another feed
- Import new updates at any time from your site
- Update data for single or multiple feeds from a single point
- Add/remove feed selection easily
- Manage fields for each feed
- Use a feed status indicator (indicates feed usability)
- Export feeds
- Automatically submit feeds (for feeds selected)
- Feed submission auto scheduler (for feeds selected)
- Benefit from the report options available

Kaizen's Feed Management System supports practically every comparison shopping engine:



Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

Contact

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