

# Criteo Feeds



Creating and maintaining a Criteo product feed can be challenging and time consuming with costly, unnecessary IT support time. **CrescoData has the solution.**

## Common Challenges

- ⊗ A need to involve IT to create a feed connection via API, file format or scrape of your website
- ⊗ Time consuming management and updating of the API connection
- ⊗ Dirty Data Feeds eg: Duplication or corrupt data and time it takes to fix it
- ⊗ Updating changes or rules - keeping up to date on latest changes e.g. currency conversion
- ⊗ Optimising for Criteo feed without automation in place e.g. images resized and reformatted.

## CrescoData Solution

**Managing Big Data is our specialty.** There is no need to change anything on your end, CrescoData takes care of the hard work and will create a high quality product data feed that is technically optimised for Criteo. Feed updates are also automated.

How does it work?



1.Import

2.Clean/Normalise

3.Transform

4.Optimise

5.Publish

## Extra Benefits

**Why the CrescoData platform for ongoing feed management?**

- ✓ Remove manual processes
- ✓ Automate product, price and stock updates
- ✓ Take the worry out of Criteo feed format changes
- ✓ Changes and enhancements can be made to the feed
- ✓ Feed errors messages are logged and be addressed quickly
- ✓ Save time, save money, improve results and increase performance.

**Join over 2,000 Merchants who have removed feed issues, saved time and money with improved feeds and conversions up to 3x previous performance.**

Contact us for a free consultation and quote - [sales@crescodata.com](mailto:sales@crescodata.com)

[www.crescodata.com](http://www.crescodata.com)