



Google Shopping Feeds

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

Common Challenges

- ❌ Feed is 'dirty' - contains missing or duplicate data
- ❌ Categories are not matched to correct Google's categories
- ❌ Feed is not optimised for Google Shopping
- ❌ Items may be out-of-stock if feed is not updated
- ❌ Keeping up to date on Google's feed format changes

CrescoData Solution

CrescoData's Commerce in the Cloud Solution creates a high quality product data feed, optimised for Google Shopping when listed in the Google Merchant Centre.

Features include:

- Automated Feed updates
- Images resized
- Feed reformatted into optimal Google format
- Data cleaned - missing/corrupted data fixed
- Content aligned into Product categories
- Data enriched + external data added
- Required fields automatically populated
- Shipping prices can be added

Extra Benefits

Why the CrescoData platform for ongoing feed management?

- ✓ Product updates, price changes
- ✓ Remove out-of-stock items
- ✓ Automatically adjust for Google Feed format changes
- ✓ Change/enhance the Google Shopping Feed
- ✓ Log and address Feed error messages quickly
- ✓ Adjust for regional content eg: keywords for different states
- ✓ Ensure Feed is Google compliant
- ✓ Minimise risk of account suspension

Google Shopping Feeds are part of CrescoData's Digital Ad Feeds service. Contact us for a free consultation and quote.

www.crescodata.com

