



# 11 things to consider when choosing feed management software

Feed management is a crowded playing field with new technologies emerging regularly. To help you find the solution best fit for your business needs, here are the key factors to consider during your search.



## 1. Speed

- Will the software increase efficiency?
- How quickly can you get your products to market?
- Can you automate manual processes?



## 7. Data security

- Does it have systems in place to avoid the compromise of your data?
- Can it segment feeds into different databases to avoid crossover?



## 2. Usability

- How easy is it to navigate the software?
- Does it require coding knowledge?
- How easy is it to validate your data?
- How simple will knowledge transfer be to new team members?
- Is the software modern and current?



## 8. Innovation

- Does it include Machine Learning and AI technology?
- Is the vendor working closely with partners to implement tools that will help drive performance?
- Has the vendor provided the means for you to capture new opportunities as they come?



## 3. Scalability

- Can the software handle the number of products in your inventory?
- How many channels does it support?
- Will it help drive continued growth?



## 9. Credibility & expertise

- Have they received industry awards?
- What are their certifications?
- How long have they been around?
- Who are their customers and what are they saying?
- Is the vendor a reliable partner in the ecosystem?



## 4. Import sources

- Can the software integrate with all of your data sources?
- Does it have a variety of API integrations already set in place?
- Can it import from sources that other tools can't?
- Does the solution provide a robust crawler as a last resort?



## 10. Customer support

- To what extent does the vendor help you make the transition?
- Do you get a dedicated account manager?
- Is there supporting, up-to-date material?
- Does the vendor provide round the clock customer support?
- Is local support available if needed?



## 5. Export destinations

- Which exports are available?
- What type of channels are they? (e.g. shopping, marketing, affiliates, offline retail, etc.)
- How international are the exports?
- Will they allow you to expand in the future?
- Can you export to B2B channels as well?



## 11. Value for money

- How much can you do with the software? How flexible and advanced is it?
- What is the pricing structure? Are you paying for each export or per SKU?



## 6. Data optimization potential

- What type of data manipulation is possible?
- Does the software recommend best practices to increase individual channel performance?
- Can you A/B test different feed variants to identify the best performer?
- Can you optimize ad images using the software?