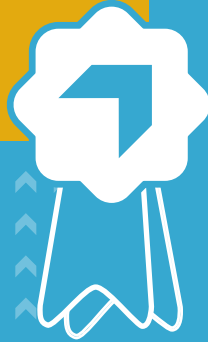# 7 advanced ways to optimize your product feed

Productsup

How confident are you that your product data feed is of the highest quality?

Unlock the hidden potential in your feed and boost your campaign performance!

Here are 7 advanced tactics for those of you who are serious about creating attention grabbing, high converting product ads:

Examples

01 Exclude both unavailable and unprofitable products

Monitoring individual product performance is a key optimization and money-saving strategy. KPI metrics and data tracking can tell you which products are underperforming across various channels. By identifying the poor performers and excluding them from your export, you'll avoid poor ROI and can strategically allocate a larger portion of your budget towards products that are selling. In many instances it is also advised to exclude products that are out of stock so as to avoid wasted clicks and costs.

Exclude if:
> no clicks
> no conversions
> high cost per click
> out of stock

02 Track keywords

Keyword tracking helps you to identify which terms and phrases shoppers have used to find your products. These terms can then be used to optimize your product titles and descriptions, making it more likely that your product will be found. You may also be surprised about the untapped markets that your product is relevant for.

✕ Montblanc Ballpoint Pen Black

✓ Montblanc Ballpoint Pen Black Corporate Gift

03 Provide extra information

A truly optimized feed goes above and beyond a channel's data requirements. Include rich product attributes that your competitors might not have, like additional images, customer reviews, custom labels or size types (i.e. petite, maternity, plus, etc.). This can put you ahead of competition and enrich your overall feed. The more information you provide a channel, especially Google, the more your ads will be triggered and the higher the chance of the right product being displayed in each instance. Additionally, the more convinced shoppers will be. Extra product information is a win/win.
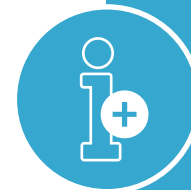
✕ ESPRIT Women's Shirt

✓ ESPRIT Women's Maternity Shirt Crew Neck 100% Cotton

04 Enrich your images

You should ensure your product images not only meet the size requirements per channel, but are also compelling. Add key, purchase-relevant product attributes to your images like logo, price, or material. Showing the product from multiple angles (think mosaic) and adding a promotional message like "free shipping" or "sale" can also help grab attention. To further boost conversion, add client reviews to the image.

$35
free shipping

05 Bring your product images to life with video

Video ads are fast becoming the norm on ecommerce ads and websites. Not only do they offer a more engaging content, but they also provide a more complete and inspiring picture of the product. The enhanced shopping experience will naturally increase interaction and sales.

> Enrich your multi-image ads with video content that tell the complete product story

> Create branded videos that showcase your best selling products

> Increase customer engagement and interaction with CTA's in the video

06 Adopt competitive pricing

Have you ever questioned if your pricing was right? No matter how optimized your feed is, if your prices are not competitive, you could a) lose sales and/or b) lose out on a higher margin. Keeping an eye on competition and adjusting your pricing strategy when necessary is crucial to success in ecommerce. Consider using a service like priceapi.com, that can give you an inside look at what others are charging for the same products you offer.

$47 $45
$48

$55 $49

100 sales   200★ sales

07 A/B test your feed

In the words of David Ogilvy, "never stop testing." Whenever you apply any change at all to your feed, you should always double check its effectiveness. A/B testing allows you to compare different versions of your product data structure or content to determine which performs better. A successful test can provide you with a deeper and more insightful understanding of your own data, allowing you to regularly optimize your feed and ultimately increase conversions.
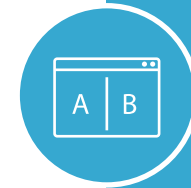
| A	B
Dr Martens Shoes Unisex Adult Vegan 1460	Vegan Shoes Unisex Adult Dr Martens 1460

By completing the above optimizations, your feed is ready to rock - the ecommerce world, that is.

Sound daunting? It's not.

Despite being advanced tactics, with the right tool, taking your feed from good to great is quick, easy and fun!

Advanced optimization of large ecommerce feeds is at the core of our very business. Productsup is at the forefront of innovation when it comes to feed management.

Our goal is to help businesses not only survive, but in fact **thrive** in this fast-changing, increasingly complex ecommerce arena.
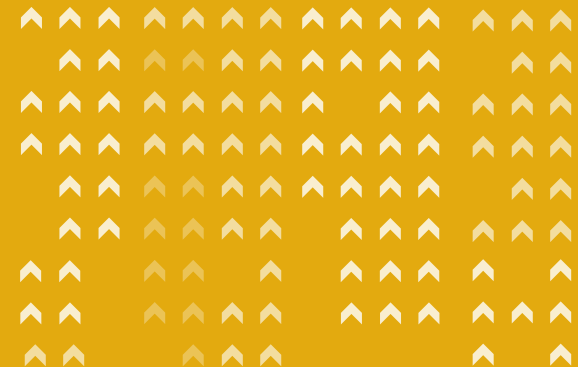
See the platform in action!

With Productsup's unique features and data-handling technology you can optimize your product feed in bulk, within seconds, and without the help of IT.

Request a free personal demo and we'll show you just how easy, and impressive, it is.

TRY PRODUCTSUP