



Channeling success

The 2022 **product
feed management** guide

 FREE GUIDE

Introduction



The commerce world will never be the same again after the tumultuous changes and hyper-accelerated digitization that occurred during the lockdowns around the globe from early 2020 on. Consumer behavior has changed. Commerce has changed. Marketplaces have changed. And, with social commerce, social media has also changed.

With change being the only constant at the moment, it's harder than ever to keep up with the latest developments and even harder to know how, when, and where to deliver your product feeds.

This guide will talk you through some of the most significant changes to product feed management, as well as the commerce and consumer trends that are driving these evolutions.

Commerce

The big picture

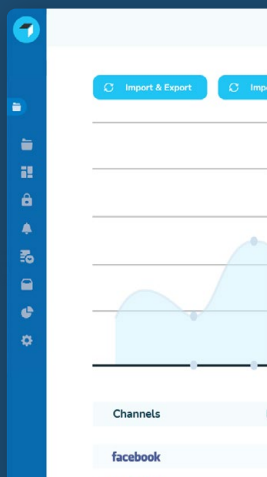
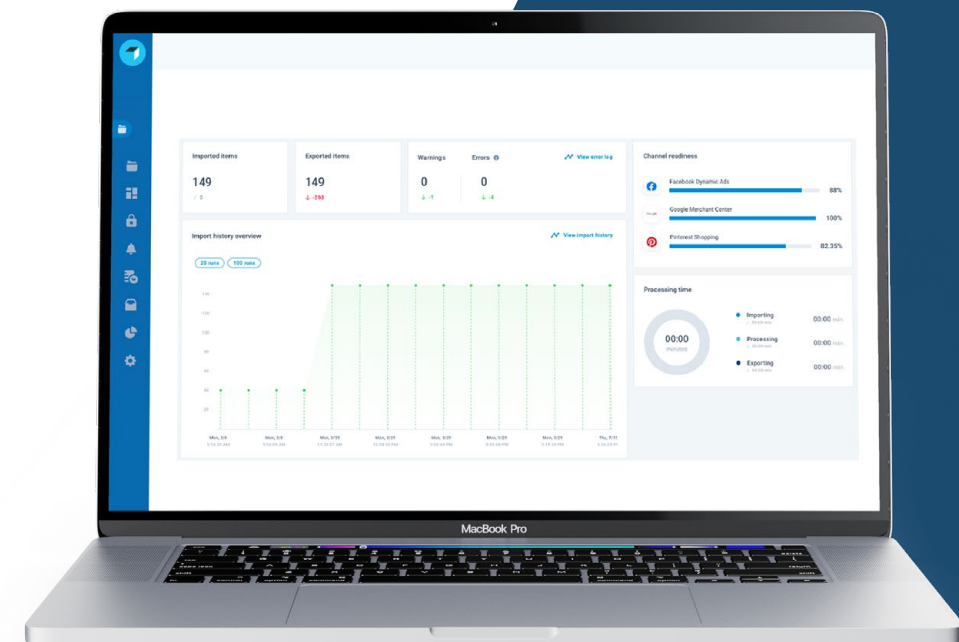
At the beginning of 2020, only [31% of consumers](#) shopped online. By the end of the year, the situation was completely different. A McKinsey report in August 2021 found that, even as consumers resumed shopping offline, online penetration was still [30% higher than pre-COVID-19](#). A digital trend that should have taken four or five years happened in the space of a few months.

As consumer spending benchmarks continue to rise, businesses feeding products into these commerce channels have been scrambling to keep up with demand as well as struggling to understand just how consumer behavior is changing. With worldwide spending expected to stabilize in 2022 after “[two years of unpredictable circumstances and unusual growth patterns](#),” businesses now have

an opportunity to carefully develop their strategies, update their technological solutions, and align their plans with the latest consumer behavior.

The challenge for businesses is to find consumers where they are and feed them the kind of product data that will influence their purchasing decisions. With so many channels, it's become increasingly difficult just to find potential buyers – never mind getting the right data for that channel in front of them.

The only solution is to meet consumers with consistent, high-quality data on as many touchpoints and from within as many channels as possible. This requires a revolution in how companies manage their feeds, as amending and optimizing feeds for individual channels is no longer effective.



3 commerce trends transforming feed management



The future is omnichannel

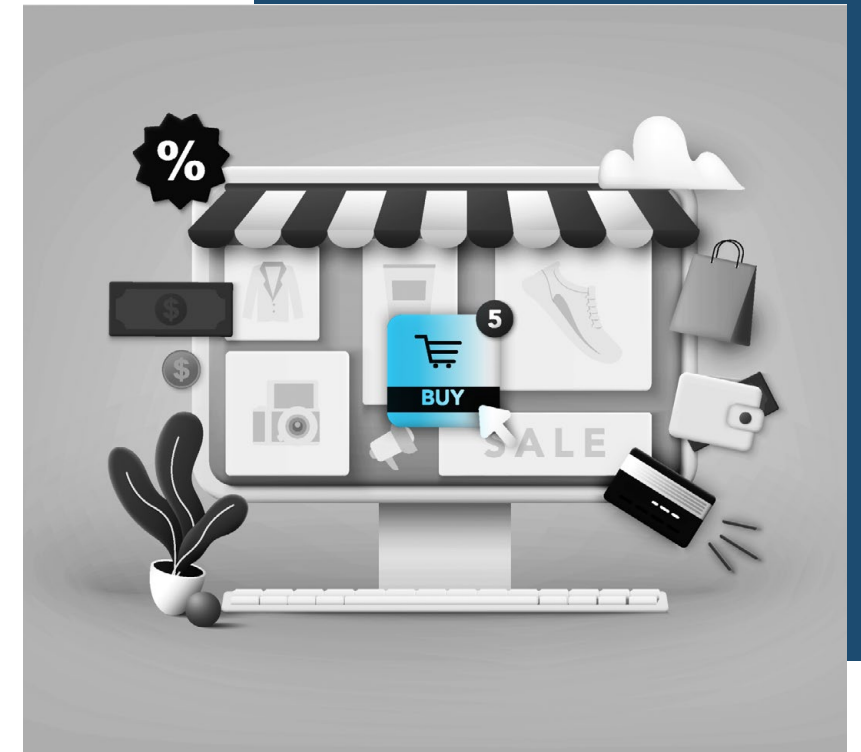
The lines between offline and online commerce are completely blurred. One of the big surprises of the pandemic was the speed at which traditionally offline retailers adopted hybrid commerce models to maintain their market positions.

On the flip side, online brands expanded into brick-and-mortar. Companies born in the cloud assumed that their online experience would give them an advantage over on-street natives, but new marketplaces and other booming channels, such as social commerce, have proved it's anyone's game. Consumers have already embraced hybrid shopping as an extension

of both ecommerce and traditional retail – it's time for businesses to capitalize on this.

With about 60 to 70 percent of consumers across categories researching and shopping both in stores and online, omnichannel shopping is clearly ascendant.
- [McKinsey](#)

As marketing teams and feed managers, seizing these opportunities will mean exporting significantly diverse types of product data. It will also mean an exponential increase in the number of feeds they have to create and monitor. Last but not least, it means that they have to create consistent, high-quality customer experiences across every touchpoint. Without smart, automated



feed management solutions, this would require manual optimization of multiple feeds that may or may not be getting to the right consumers, where they are.

Campaigns using three or more channels experience a 287% higher purchase rate versus single-channel campaigns. - [Omnisend](#)

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Sustainable shopping is fast becoming a norm

Another positive surprise of the digitization boom of the past years has been the increase in consumer demands for sustainable products. Consumers now have the means to follow products – and not just their materials or origins – throughout their whole lifecycle. Carbon neutral claims or claims about fair trade can be fact-checked in seconds. Greenwashing, thankfully, is becoming a thing of the past. More and more, consumers want to trust the companies they're buying from and feel good about it at the same time.

While commerce anarchy is increasing the risk of feeds displaying false or misleading information about a product's sustainability, there is a more pervasive long-term risk to brands if they don't acknowledge changing consumer desire for products that were manufactured, packaged, and delivered in a sustainable manner. The revolution in sustainable shopping is no longer limited to the materials themselves, but consumers have extended it to the manufacturing, logistics, and sales processes.

Many shoppers are no longer interested in buying organic if the product was grown in Argentina, packaged in Thailand, and for sale in London.

Buyers have been empowered by digitization to shop around and find the best deal, best product, or the company that best fits their values and aspirations. Trust has become the ultimate buzzword and goal for companies seeking to build customer relationships for one sale or more. To create trust in a brand or even to simply close a sale, feed managers must gather and export enriched, high-quality, and honest product data to quickly reach buyers. They also have to quickly integrate consumer reactions and feedback into their feeds.

Product-to-consumer (P2C) management strategies are crucial for the integration of transparent product lifecycle experiences for buyers keen to shop sustainably. The integration of 3D commerce – AI-powered consumer feedback feed optimizations – is also essential to any strategy which aims at leveraging transparency to engage and win over potential buyers.



About two-thirds of online consumers in Metro China, France, and the UK — and just over half of US online adults — are concerned about the impact of climate change on society. One-third of US online consumers indicate that concerns about climate change affect their purchase decisions.

- [Forrester](#)

Online consumers also profess to be willing to pay more for sustainable or environmentally friendly products, including in the UK and US (about one-third), France (almost half), and Metro China (close to three-quarters). - [Forrester](#)

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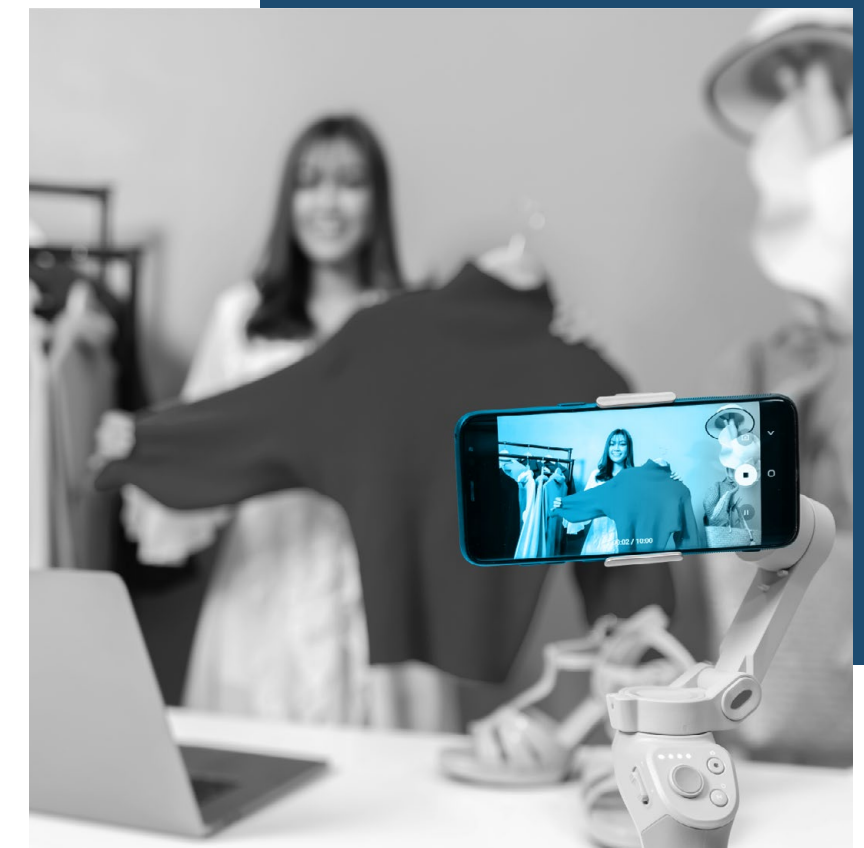
Social commerce is the next hyperscale opportunity

All of the major social media channels have already established, or are establishing, social commerce spaces. The benefits for consumers are obvious – they buy from the spaces they trust most and the process is convenient. The challenges for sellers, however, are huge. Feed managers have to create

feeds for each social commerce channel, which involves understanding a vast array of discrete requirements, formats, and conditions.

TikTok is growing fast and may soon overtake Google Shopping as its ad monetization is proving to be a huge success. While feed managers are working hard to develop high-quality video content for TikTok, they also need to create static images for Snapchat and dynamic ads for Facebook simultaneously. And these are just three channels. Businesses are burning increasing amounts of their time and resources optimizing – and just keeping up with – each social commerce channel's evolution. With total social commerce sales expected to hit [\\$1.25 trillion](#) by 2025, now is the time to find centralized solutions for feeds being exported to all channels.

It goes without saying that social media channels are continually adding and enhancing features to make it easier for customers to discover and buy the products they want. Each new feature is another headache for an account or feed manager struggling



with mono-channel optimization.

Although some of the channels offer sellers their own storefronts – giving feed managers a sense of stability – unpredictable consumer behavior and social media agnosticism means sellers can't just rely on one platform. They need to create cohesive consistent messaging across all storefronts, news feeds, For You feeds or wherever else your product data or ads could be displayed.



Agile feed management

for an agile future

To capitalize on these commerce trends, businesses are well-advised to reevaluate their P2C strategy and underpin their future marketing efforts with a scalable and centralized feed management solution that will save time and resources in the short term, as well as create the foundation for long-term sustainable success.

Easy

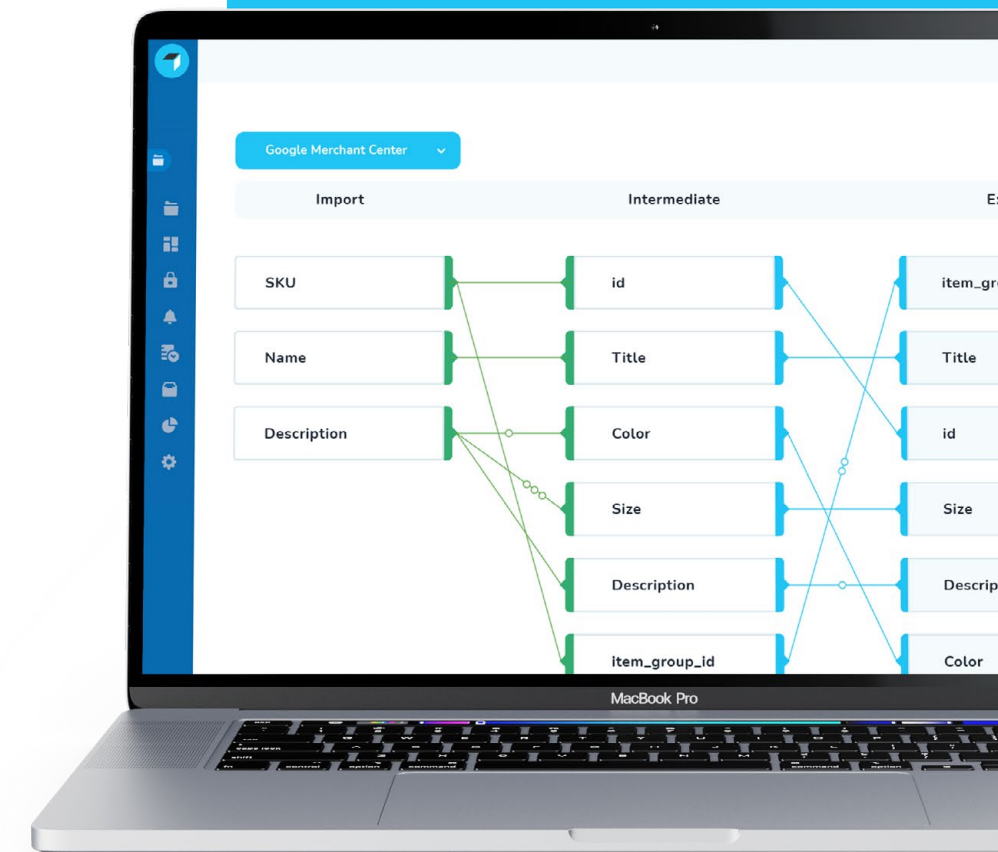
All channel templates are available in drag-and-drop dashboards which visualize and enable easy channel adoption without IT involvement.

Efficient

Import your product data from any source or format. Several clicks is all it takes to prepare it for the channels you are targeting, and then export the data with automated syndication.

Empowering

Reassert control over your product experiences and campaign planning with automated AI optimization, error notifications, immediate channel updates, and performance-based ROI management.



General tips

for first-class feed management in 2022

Enrich titles with key product information

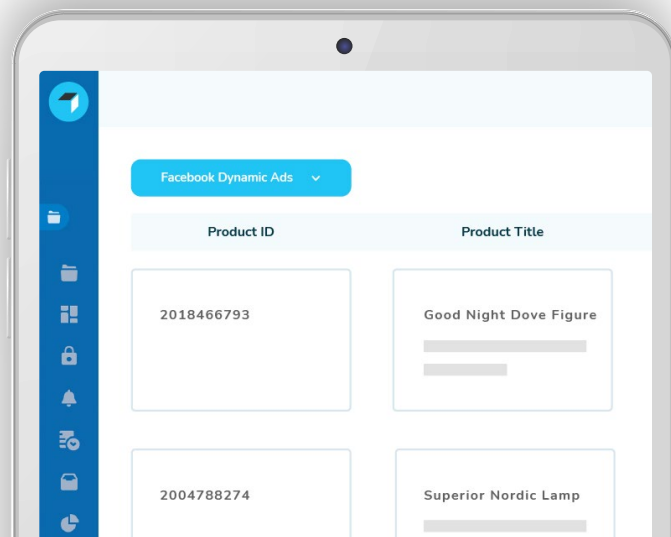
If a channel doesn't provide product attribute lists, your titles should either include brand, size, color, or more detailed attributes, like "organic", "petite" and "stainless steel". Including additional information in your titles should generate more leads and improve the consumer shopping experience.

Catalog updates

Feed runs should only update the product data that has changed. Sending full catalog updates is slow and increases the chances of error. It can also affect reporting continuity for certain placements and channels. The Productsup stream API has many advantages over the feed management APIs used by most other service providers. For example, with a single product update, you can make close-to-real-time updates on your channels. As your stock changes, you can update "single calls" and get the data to consumers quickly. The stream API is horizontally scalable, which means it will grow with your business – whether you are selling 100,000 or 100,000,000 products.

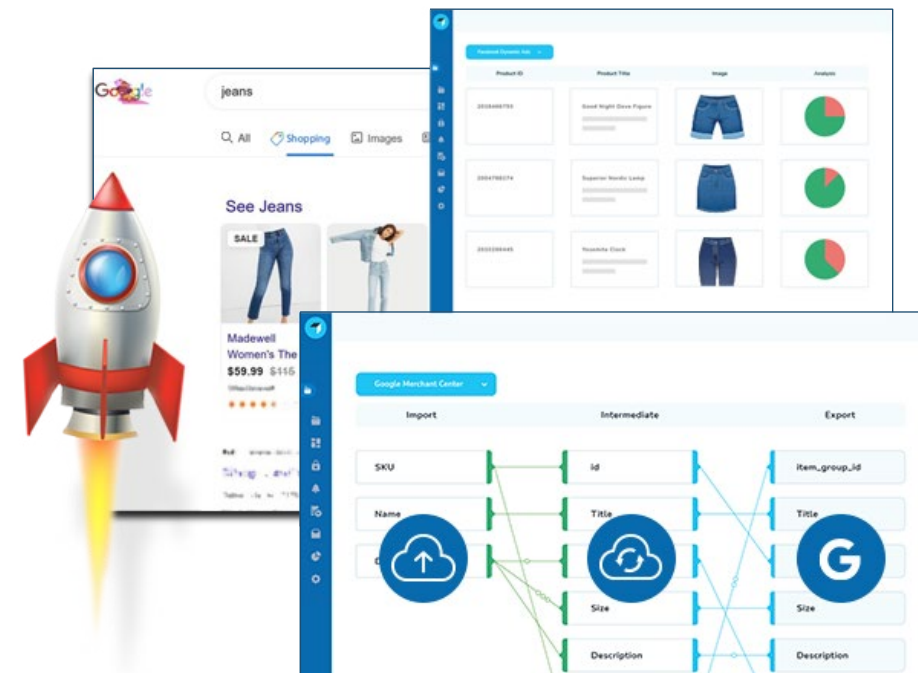
Keep within character limits

Although the requirements can fluctuate between channels, try to keep your product titles and descriptions within the defined character limits. Exceeding character limits on Google can result in product disapproval. An agile feed management solution can flag and offer easy editing for titles and descriptions. The Productsup Channel Readiness feature will flag character limit infringements, so you will know your feeds won't be rejected.



Omnichannel labeling

Add omnichannel relevant information for Google's local and regional inventory ads. Think about each channel and where your customer is in their journey. You can start with reviewing 'excluded_destination' labels for SKU level decisions on where you want your products to be seen. You may have previously submitted the following values as product destinations: Shopping Actions, Surfaces across Google, and Local surfaces across Google. These values will still be accepted, but they recommend you update your products to include the new values for these destinations: Buy_on_Google_listings, Free_listings, and Free_local_listings.



Complete all required fields

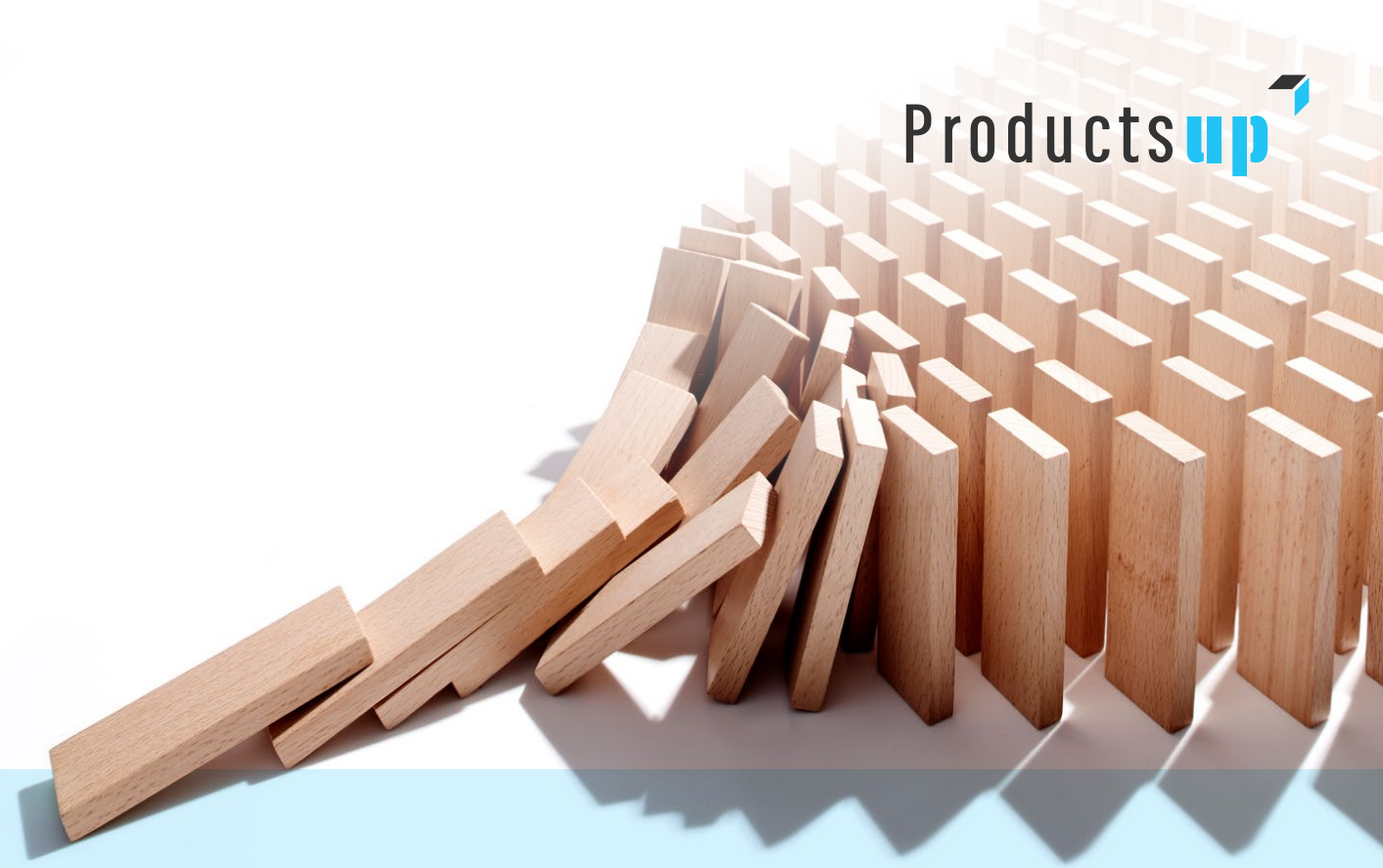
Ensure all required fields are completed. There shouldn't be any blank fields for product-relevant attributes like color, size, and brand. Also, check for channel-specific requirements – for example, Google Shopping requires Global Trade Item Numbers (GTINs).

These are just some of the basics. Our feed management solutions teams can talk you through many more examples. Or you can book a platform demo and see for yourself. Just because feed management has become incredibly complex doesn't mean your solution has to be. Working closely with marketplaces and social commerce players, the Productsup feed management platform flags and visualizes any channel-specific or general channel requirements which have been missed.

The dashboards then offer easy-to-implement editing options, best practices, and error messages that help guide you through the feed management process in real-time.

3 steps

to overall commerce success in 2022



1 Know your buyers on all channels!

With the proliferation of channels and ad formats consuming so much time, it's easy to forget that nearly all marketing is now performance-based. Granular segmentation is essential for successful campaigns. You need to know your audience on each channel and have the ability to quickly tweak each campaign according to real-time consumer feedback – 3D commerce.

2 Go omnichannel and grow!

Create a P2C management strategy and prepare to sell on all channels where your customers may be. Selling products to someone two streets or 2,000 miles away involves the same feed management solutions. Diversify your channel reach and experiment with different types of channels, ad formats, and target segments. A P2C platform will give you the freedom to go omnichannel at scale, without having to employ dedicated teams for each new channel or region.

3 Stop optimizing individual channels!

Omnichannel success begins with the automation of as many manual tasks as possible. Free up your team to concentrate on enriching your product data, finding new channels or markets, and experimenting with ad and data formats. Ecommerce starts with your product content feeds. A centralized P2C platform enables you to think beyond individual channels and regions and realize your commerce potential.

Productsup: The most comprehensive P2C management platform

Our P2C platform will:

- Automate most basic feed management tasks
- Utilize A/B Testing and ROI Strategy functions to identify better promotional opportunities
- Dramatically reduce the time needed to prepare feeds
- Create new channel-specific export feeds in seconds
- Provide actionable insights based on real-time customer feedback
- Expand your product experiences to over 2,500 channels
- Provide fast support, built-in optimizations, and ready-to-use templates
- Enable you to go beyond feed management and realize your P2C strategy



“Productsup opens up a completely new world of opportunities for building custom solutions for any advertising channel.” - Eva Thesing
Performance Marketing Analyst at Virgin Australia

Over 900 major brands are already using Productsup to maximize their reach and take advantage of retail complexity. Household names like IKEA, Walmart, Sephora, and Superdry already trust and use our solutions to advertise and sell on more than 2,500 channels.



Productsup³

Empowering commerce

Get in touch today!

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