

Customisation & Distribution Portal.

Online retailers who are tapping into a growing number of channels may find it challenging to keep up with the unique requirements of each channel. Publishers, on the other hand, struggle for more information that will enable them to better monetise their offerings.

As an expert in generating and distributing high-quality product information, we understand the importance of product data optimisation. The Easyfeed portal from Goldenfeeds enables online publishers to effortlessly generate and customise a brand's product information and deliver it daily to their audiences with network tracking built in. The self-service SaaS (Software-as-a-Service) solution is a favourite among publishers, enabling them to increase conversions through product relevancy, effective promotion and up-to-date information.

Enriched product information that drives sales.

Easyfeed allows a brand's publishers such as shopping sites, dedicated portals and even specialised apps, to access detail-rich product information that is not part of a typical product feed, including:

- Value-added product attributes such as materials, specifications, etc.
- Influential data such as social recommendations (user ratings, number of reviews, likes, Pins, etc.)
- Fresh promotional data
- Notices of top converting products (or best sellers)

Tailored product information for effective promotion.

Tailored product information helps publishers drive sales by promoting targeted content, such as:

- "On Sale" information that draws in savvy consumers
- "New Arrivals" information that attracts trendy shoppers

Content can be easily adjusted based on a specific category, price, brand name, keywords and more. Additionally, product information can be formatted according to a publisher's requirements without IT involvement: fields can be resized, reordered or removed, naming can be changed, and more. Multiple feeds can be generated for a single brand and seamlessly uploaded to a publisher's FTP.

Maximised information relevancy for increased conversion.

Large and diversified product offerings can be challenging for many publishers to manage. For example, targeted portals often face difficulties in processing large product feeds with many categories that are ultimately irrelevant to them. Large publishers, on the other hand, may want to only incorporate select products known to drive sales. When it comes to relevant product information, we have the expertise to help you navigate. Easyfeed allows publishers to optimise a brand's product information according to their own consumer profiles and specific requirements by only including the relevant portions of the product information. Generating a product feed that includes select categories, specific price ranges and specific brands, for example, allows publishers to present the most relevant content that will truly convert.

Accelerated revenue using social ranking and best sellers.

Publishers are always looking for ways to promote products that generate more revenue. Social rankings, such as ratings and likes, are more likely to drive consumers to a purchase decision, based on the input of fellow consumers, while best sellers indications provide insights into the top converting items. Easyfeed allows publishers to receive this valuable information on a daily basis. Publishers can effortlessly capitalise on best sellers in each of their brand's categories as well as highly recommended products

Goldenfeeds generates, maintains and distributes high-quality product data for clients to increase top and bottom-line revenue. Our unique solutions allow online retailers to bypass technical hurdles and ensure the best brand experience in their marketing channels.

Goldenfeeds service was launched at 2011 as part of the Fornova Technology Group (www.fornova.com).

We have strategic agreements in place with the top affiliate networks in both the USA and the UK.

The company's R&D center is located in Israel, with offices in New York, Amsterdam, Vinnitsa and London.

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