How to Grow your Business with Product Feeds
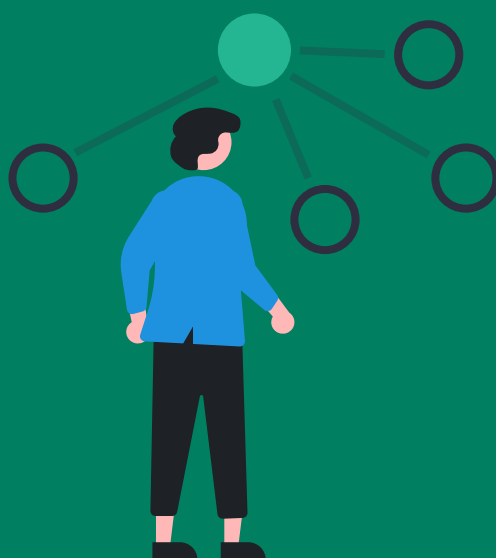
If you want to expand your ecommerce store, you have stumbled across the term "data feed" or "product data feed."

Each online marketplace has a slightly different shopping feed. A shopping or product feed is basically a CSV, TXT or XML file that contains your product information. This feed is used by online marketplaces to list your product on their platform. Listing your product with these feeds on marketplaces like Facebook, Amazon, Google, and other product advisors can help you increase your sales.

Some common channels you can incorporate into your selling strategy are:

- Google Shopping
- Bing Shopping
- Facebook/Instagram
- Amazon
- Pinterest
- ShareASale
- Connexity
- Yahoo Shopping
- Commission Junction
- WholesaleCentral

A product data feed for each platform is the key to business growth online. But what does that look like in practice?

What is a product data feed?

Shopping ads work. But how do you get shopping ads from your product feed spreadsheet?

Data feeds are simple. First, you upload your spreadsheet into your desired marketplace or through a third-party service. The online marketplace will analyze your spreadsheet and create a listing based on your product information. They will then show your product when a user makes a relevant search.

Let's look at this example:

Let's say a user is looking for a green t-shirt for men on Google, either as a regular search or they refine their search to the Shopping results. Google scans its advertisers' site looking for keywords that match the user's query. And if your store has a product labelled "green t-shirt for men," it's likely to appear in the top results.

If you've ever used Google AdWords, you may be used to working with keywords. The main difference with shopping data feeds is that you don't determine which keywords work. Google does.

For your products to reach the top of the shopping feed, you'll want to make sure your product descriptions are as complete as possible.

And that's just for Google. Each feed has its own nuance and recommendations. If you only have a handful of products, it's easy to use a spreadsheet to prep your different shopping data feeds. But the more you sell, the more complex your product listing and advertisements become.

As you scale, you'll want an automated data feed for shopping campaigns to help you save time and headaches.

A step-by-step guide to data feeds

Each feed is a little bit different. And it makes sense. Think about how different
Facebook, Amazon, and Pinterest look and feel as a user. While most of the information is the same, it is presented in a different way.

And that's how you need to approach individual data feeds.

You'll see overlaps in information, but each feed will have a slightly different spin on how that information is presented.

To make things easier, we'll go over some requirements they have in common:

1. Product Titles

Your title is the most important part of your ad. To craft a stellar and relevant product title, think about what your customer would be looking for when describing your product. You will likely have a very narrow word count range, so you need to make sure every word counts.

Try to include attributes like color, brand, size, style, model, gender, age-range, and any other descriptor that is relevant.

2. Product Categories

Most shopping sites divide products into various categories and subcategories. For example, you might from women's appeal to dresses, blouses, and so on.

3. Product Image

Similar to your product title, your product image will be shown to potential buyers. So it needs to stand out. However, most sites also have rules about what you can include in the product photo. Usually, you should not have watermarks, text, or logos. Most high-quality photos are taken against a white or slightly off-white background with different views of the product once the user clicks to the channel page.

4. Product Description

Finally, you'll need a short but precise product description. You don't need to write a lot, but you should include keywords you couldn't fit into the title and all relevant product information. Data feeds are smarter than you think and will be able to understand spammy or keyword-stuffed behavior.

5. Custom labels

Finally, you have the chance to add custom labels for individual products that you want to differentiate from similar products in that category. This approach helps you maximize the results for products that benefit from additional, specific keywords. For example, you can add whether an item is seasonal, on clearance, or the year it was released.

How do you optimize your data feed?

Over time, you'll want to do more than sell more stuff. You may also want to sell in more marketplaces, and each marketplace needs its own optimized product feed.

To start optimizing your data feeds, you'll want to have as much product information as possible. There are a number of required and optional attributes, which describe the product. Requirements differ per country.

It's smart to fill out as much information as possible.

To give you an idea, here are a selection of required attributes:

- ID
- Title
- Description
- Image_Link
- Availability
- Price
- Brand
- GTIN
- MPN (if GTIN not available)
- Condition
- Multipack
- Is_Bundle
- Age_Group
- Color
- Gender
- Material
- Pattern
- Size
- Item_Group_ID
- Shipping
- Tax

And here are some popular optional attributes:

- Additional image (optional)
- Mobile (optional)
- Availability_Date (optional)
- Expiration_Date (optional)
- Sale_Price (Optional)
- Sale_Price_Effective_Date (optional)
- Unit_Pricing_Measure (optional)
- Installment (optional)
- Loyalty Points (optional)
- Product_Type (optional)
- Energy_Efficiency_Class (optional)
- Min_Energy_Efficiency_Class (optional)
- Max_Energy Efficiency_Class (optional)
- Age_group (optional)
- Size_Type (optional)
- Size_System (optional)
- Excluded_Destination (optional)
- Included_Destination (optional)
- Custom_Label (optional)
- Shipping_Label (optional)
- Shipping_Length (optional)
- Shipping Width (optional)

- Shipping_Height (optional)
- Max_Handling_Time (optional)
- Minimum_Handling_Time (optional)
- Tax_Category (optional)

Not all of these fields may apply to your specific products. It's good practice to include as many as possible.

Understand your quality score

Google uses a quality score to evaluate your individual product feeds and organizes them under each product ID. This score is generated in part by how closely your product and its landing page matches customer search queries based on similar keywords.

Generally, a high-quality score will result in higher-performing ads.

Your product title, description, unique product identifiers, and product category pull the most weight in determining how relevant your product is—and, therefore, how high your quality score is.

Automate your product data management

As your store scales and you offer more products, creating customized data feeds for each item becomes more and more difficult. For business owners, it's more efficient and cost-effective to shift to an automated platform that centralizes all your data feeds.

Review your progress regularly

Analytics and performance reports on ads based on your product feeds are there to help you tweak and optimize your feeds. Based on your results, you can decide what items are selling well, which you need to cut, and whether you need to revisit your product feed information.

You'll want to monitor a number of KPIs, some of the most prominent ones including:

- Impressions
- Clicks
- Conversions
- Click-through rate (CTR)
- Cost Per Order

How to Pick a Data Feed Tool for Your eCommerce Biz

Looking to boost your bottom line with a shopping data feed tool, but not sure which solution is best for you? We've got a checklist for that.

You know by now that selling on multiple marketplaces is better than locking yourself into one. In fact, even just expanding to two online marketplaces can boost your revenue by 190%.

But is it reasonable for the regular ecommerce merchant or business owner? Managing shopping data feeds can be a hassle. The more products you have, the more you have to manage. You need to optimize each product for each marketplace. And then you need to monitor the success of each ad campaign.

And old-fashioned spreadsheet shopping feeds aren't going to cut it.

Shopping data feed tools: The benefits of automation

When it comes down to it, creating shopping data feeds on a spreadsheet is a time suck. That's why most merchants turn to shopping data feed tools.

For those who are new to the game, a shopping or product feed is a CSV, TXT, TSV, or XML file that contains all of your product information. If you want to be found on Amazon, Google, or any other platform, you will use a shopping data feed.

There are dozens of platforms, and most of them have slightly different optimization requirements. This means you'll have to tailor-make each feed for each platform.

And that easily eats up your time.

Automation tools can be a game-changer. Not only will these shopping feed solutions speed up the process, but using one can provide insights to help you scale your business.

Of course, this leads sellers to another problem. Which tool to use?

In this guide, we'll go down a checklist of what you should consider when picking the perfect shopping data feed tool.

Your shopping data feed tool checklist

Let's be real: As a seller, you do have some constraints. Your budget, goals, product type, and time all come into play when looking at data feed tools. You might not need access to every channel out there. If you're selling automotive parts, Pinterest may not be the platform for you. But Amazon could work pretty well.

So, should you pay more for platforms you won't need?

In this checklist, we'll review all the major factors you should review before picking a shopping feed tool.

1. Affordability

First things first: What's your budget? It's best to have a clear view of how much you can invest in your tool beforehand, so you can go ahead and remove any that are above your price point. And prices differ widely depending on the tool. To give you an idea, the range is somewhere between $29 to $1,000 per month!

However, shopping data feed tools should also save you money. You'll want to factor in how much your ROI might improve once you take on a tool.

That said, here are some factors that may influence price:

- Tool brand name recognition
- Your monthly sales volume
- Features available
- Number of campaigns available
- Amount of users
- Whether the tool is self-service or managed by the platform
- Levels of support

Keep in mind that some platforms offer flat monthly pricing, while others offer modular pricing. In other words, you may have the option to pay only for what you use.

2. Functionality

Next, you want to make sure that your shopping feed tool will actually do what you want it to do. Feature charts can give you an idea, but it's much better to try out a live demo or free trial.

Some key features and functionalities you should have are:

- Integration with your store or multi-store
- Various shopping cart feed types
- Ability to manage downloads, including merging feeds, scheduling downloads, and removing duplicates
- The ability to create feeds for individual channels. This includes automatic error correction, auto-mapping, templates, the ability to add custom or missing fields, regular expressions, order sync, images, custom feeds, copying feeds, and whatever else you need.
- The ability to easily remove unprofitable channels and products
- Channels that you want are supported

Before researching tools, you may want to make a list of what you are already doing. This will help you decide which features would be nice to have and which are truly required for your business.

3. Analytics

How will you grow? Quality analytics are important for understanding how effective your tool is and how you can improve. You'll want a shopping feed tool that offers insight into:

- Individual product statistics
- Cost data, such as feedback on cost-per-click (CPC), cost-per-action (CPA), and return on ad spend (ROAS)
- Bid management

4. Support

Finally, how easy is it to contact support? Do reviews suggest that the platform has a lot of problems? Ideally, your shopping feed tool should offer a number of customer service options, including:

- 24/7 monitoring
- Live support
- Email and phone support options
- Notifications for failed actions, such as downloads and uploads

You'll also want the bare minimum for security features:

- Password protection
- Encryption for output feeds

Next steps

Is there more than one tool that can do the job? Yes. But which one is right for your business?

After you've reviewed affordability, functionality, analytics and support capabilities, you will be in a better position to choose a tool that will work for you. Once you pick the right tool, you can begin optimizing your individual data feeds for success.

How to Optimize Your Google Shopping Feeds

High shopping feed ad costs? You might need to optimize your product data feed. In this guide, we'll go over how you can set-up and optimize all the various components of your Google Shopping Feed to improve your Quality Score and drive sales.

And to boost your Quality Score, you're going want to revisit your Google Shopping Feed.

How Google shopping feeds work

Your shopping feed is basically a spreadsheet of product information and details. These details are fed into Google's algorithm, which will determine when to show your product information in a user search. For example, if a user searches for "Green iphone X cases 2020", and you have a product feed with that information, your product might show up.

When you are setting up your Google shopping feed, you should keep in mind that whatever data you add to your products will affect its Quality Score. The Quality Score determines who sees your ad.

The Quality Score is made up of the following components:

- Ad Relevance: How closely related your listing is to the shopper's search query will determine its relevance. This part takes data from the following:
  - o Product Title
  - o Product Description
  - o Unique Product Identifiers such as GTIN (Global Trade Item Number), brand name, or MPN (Master Promissory Note)
  - o Google product category
  - o Any other unique product identifiers

- Click through rate (CTR): This is a ratio based on how likely your ads will get clicked when shown to a user.
- Landing page experience: How useful your landing page is to shoppers who click on your ads.

1. Setting up your campaign

1.1 Keyword Research

If you've ever worked with Google AdWords or SEO, you may know a little bit about keywords. Basically, keywords are what Google uses to identify sites or ads a user may want to see. For example, if you have an ad that is labelled "Green T-Shirts for Men" and a user searches for "Green T-Shirts for men," your ad is more likely to show up.

There are a number of free and paid programs to help you discover keywords. But the first thing you should do is search for your product in Google first and get a look at the competition.

1.2 Product Segmentation

When setting up a campaign, it's critical that you look at your products and divide them up by price, margins, inventory, seasonality, category, and other similarities. Grouping like products together will allow you to better optimize your custom labels and optimize your overall campaign structure.

1.3 Bring in the sales team

Before setting up your campaign, don't forget to get feedback from your sales team for input on targeting leads and improving the sales cycle. This will help you set clear goals and understand how to tweak your feeds later on.

Pro-tip: Don't just use keywords that match your product. Include negative keywords, too. Negative keywords tell Google which keywords are not relevant to your product. For example, if you are selling a "men's green XL polo shirt" you may not want it showing up under "men's green shirt," which is more broad and may cost more.

2. Essential Google product data information

Google's Merchant Center lists the requirements for all of their product data labels. But it can be challenged to read. The attributes are grouped by type, not by requirement. That makes it easy to miss one.

Below we have listed the most important required attributes you'll need on your product feed:

2.1 ID

The ID is a unique value for a given product. Ideally, you should use a product's SKU, but you can also use a store generated ID. Each id should only use valid Unicode characters for a max of 50 characters. You should also use the same ID for a product across countries and languages.

2.2 Title

Your product title is one of the first things your customer will see. It should include a main keyword and describe your product. It should also match the title of your landing page. There are a few other notes to ensure that your title is optimized:

- Don't include promotional language like "free" or "30% off"
- Don't use all capital letters
- Don't use unnecessary foreign characters
- Include product identifiers like color, size, and so on.
- If sold with a contract or payment plan, this should be included in the title
- Your title should be no more than 150 characters

An example would be: Blue palazzo pants for women XL.

2.3 Description

Your description doesn't need to be long, but you have 5000 characters if you need them. The important thing is that your description is precise, accurate, and includes relevant keywords.

Like with your title, you should not include items like:

- Promotional language like "free shipping"
- Capital letters
- Unnecessary foreign characters
- Links to your store, sales information about competitors, other products, etc.
- Formatting such as line breaks, lists, italics, or bold text

2.4 Google_product_category

Your Google-defined category is one of the more important attributes. But there are some specific requirements:

- You must include only 1 category
- You must include either the full category path or the numerical ID for that specific category.

You can see the full list of Google categories here.

2.5 Product_type

This attribute gives you up to 750 characters to further define your product. For example, you may use:

Home > Men > Shirt > T-shirt

2.6 link

You should always use your verified domain name for a link. So if your website is http://www.awesomeappearl.com, your link should be from this website. And always use the full address, starting with either http:// or https://.

Finally, you should never link to a page that includes advertising gimmicks like pop-ups or welcome gates that require someone to buy a subscription or sign up before accessing your product.

2.7 image_link

You will need an image link that clearly shows the product. You can use a non-animated GIF, JPEG, PNG, BMP, or TIFF file. But there are quite a few more specifications:

- Non-apparel product images should be 100 x 100 pixels
- Apparel images should be at least 250 x 250 pixels
- Images should not be larger than 64 megapixels or a file larger than 16 MB
- Don't zoom in on the image or submit a thumbnail
- Don't include promotional texts, watermarks, or borders
- Don't submit a generic image unless your item is in Hardware (632) or Vehicles & Parts (888)
- In the paint category, you can use a single color image

2.8 Condition

With this attribute, you need to specify whether your product is new, refurbished, or used.

2.9 Availability

This attribute is simple. It basically just states whether your product is in stock, out of stock, or if it's on preorder.

2.10 Price

Here, you must write in the product's price and currency. This price must match the one listed on our landing page. Any user of the country you're selling to should be able to buy the product at this price without buying a membership. In the US and Canada, you should also exclude the tax from the price.

2.11 sale_price

Once you've met the requirements for the price attribute, you can add a discounted or sale price. Like with the price attribute, it must match the landing page.

If you want a sale to start and stop at a specific time, you can use the sale_price_effective_date attribute.

2.12 Brand, GTIN, MPN

These three identifiers are required and give your product unique identifiers:

- **Brand** – This is required except for movies, books, and musical recording brands. If there is no brand name, you must submit the manufacturer or supplier name.
- **GTIN** – If your product has been assigned a GTIN, you must include it. When you enter the number, you should exclude dashes and spaces. The GTIN should not be a coupon (GS1 prefix ranges 98 - 99) or restricted (GS1 prefix ranges 02, 04, 2).
- **MPN** – If your product does not have a GTIN, you should submit the MPN assigned by the manufacturer.

2.13 identifier_exists

A product's category type determines which GTIN, MPN, or brand is required. If your product does not have a GTIN, or an MPN and brand, your answer will be "no." This attribute has the default value of "yes."

Pro-tip: The ideal length for your description is 500 words.

3. Additional product attributes

The more information you have about your product, the better. These common product attributes can give Google and your customer more information on your product:

3.1 item_group_id

This ID is used for a group of products that come in different variations. For example, the same style shirt may come in black, white, and red. Or you might have two different versions of the same shoe depending on whether it is for a girl or a boy.

Attributes include:

- Color
- Size
- Pattern material
- Age group
- Gender

If you plan to sell your products in Brazil, France, Germany, Japan, and in the US, this label is mandatory.

3.2 color

There are a few rules when listing product colors:

- Don't write references like "see image"
- Don't combine several colors into one word (GreenBluePink). Use a / to separate them, with no spaces between the color and the slash.
- Don't use any word that isn't a color.
- Only use words like white or black. Don't use hex codes (#fffff) or other numbers.

3.3 gender

This is required for all apparel items and gender-specific products. You can use the values of male, female, or unisex when describing gender.

3.4 size

If your size has multiple dimensions you should combine them into one value. For example, if it is a size "8/Petite" dress. You can also designate "one size" fits all items.

3.5 age_group

There are five values you can use for an age group:

- Newborn (up to 3 months old)
- Infant (Between 3-12 months)
- Toddler (between 1-5 years old)
- Kids (between 5-13 years old)
- Adult (teens and up)

3.6 adult

If your products contain nudity or sexually suggestive content, you are required to set this value to "yes".

3.7 custom_label_0-4

This particular attribute allows you to assign unique labels to help you organize bidding campaigns. In other words, your customers won't see this label. It's only for your convenience. Some common custom labels are:

- Seasonal
- Clearance
- Holiday
- Sale

3.8 additional_image_link

You can include up to 10 additional images (and we recommend it!). These images must meet the original image_link requirements, but you can show the product in use or use graphics and illustrations.

3.9 mobile_link

This attribute allows you to add a mobile-optimized landing page with a different URL. It must meet all the same requirements as a regular link attribute and you can use up to 2,000 characters.

3.10 cost_of_goods_sold

If you submit the COGS for your product, this attribute allows you to gain insight into your gross margin and revenue generated by your ads. To use this attribute, you must:

- Use ISO 4217 codes
- Use '.' Rather than ',' for decimal points

3.11 expiration_date

Use this attribute when you want to stop a product from showing on a particular date. You can only use a date less than 30 days in the future. The general time format is: YYYY-MM-DDThh:mm:ss

3.12 unit_pricing_measure

You can also show the measure or dimension of your product without packaging. For example, if a bottle of shampoo is 16 oz.

Pro-Tip: Check and see which items are displaying for each keyword most often. If you are getting a low click-through rate on a specific product, it may not be optimized for that specific user search. Try to use more broad keywords or tack on a sale price to test it.

4. Shopping policies

Google has a number of policies that can result in account suspension. This can not only halt sales but can also complicate your relationships with both suppliers and customers. Here's what you need to know to avoid a suspension or account termination:

4.1 Prohibited items and activities

Various items are heavily restricted or entirely banned from Google. This includes products like alcohol, adult content, tobacco, counterfeits, copyrighted content, weapons, and drugs (including certain supplements and over-the-counter medication).

You can find a [detailed list of prohibited items](#) and practices at the Google Merchant Center.

4.2 Landing page specifications

To avoid errors in regards to your [landing page](#), you should:

- Ensure that your landing page link is working
- Always use a specific product landing page rather than your homepage
- Remove welcome gates or popups

4.3 Setting shipping options

You can set your shipping rates in your Google Merchant Center account or on your product feed. The first option may feel more intuitive. Using your product feed isn't a bad option, but incorrect values can easily produce errors and cause problems in the overall workflow.

Regardless of which method you use, you should be thorough and clear when explaining your shipping costs and time estimates.

Pro-Tip: Have a specific domain for each country you plan to sell in. This makes it easier for Google and yourself to keep track of country-specific products and policies. And it reduces the chance of errors based on geography.

5. Bidding to Win

After you've got your product feed down, you'll need to fine-tune your bidding strategy. For a successful bid, you'll want to strike a balance between your budget and impressions. It's easy to miss the mark and overspend or underspend if you don't do the research beforehand.

Items like a product's price, profit, performance, and seasonality can affect your decision making.

5.1 Bid range formula

Ideally, you'll want to create a bid range. That means you'll want to determine your minimum and maximum bids. The following formula is one way to figure out your ideal range:

1. Product price – total cost = profit
2. Profit x product price x conversation rate = Maximum Bid
3. Maximum bid x 0.5 = Minimum Bid

5.2 Custom bidding strategies

There are a few factors that can come into play when creating a solid bidding strategy:

- Competition: The more competitive a category or product area is, the higher the bid
- Brand: You can base your bids on products with the same brand name
- Category and Product Type: You can set specific bids to products in your same category

5.3 Understand your customer's shopping behavior

For small and big budgets alike, it's often more beneficial to tailor your ad times to specific time frames. To do this, you'll need to know more about your customers. When and where do they shop? If you can pin down specific times of day, you can stretch your budget.

Pro tip: Try testing your images, product descriptions, or titles to find the best lowest-cost ad. This is called A/B testing. To A/B test an ad, change one thing about it, such as the image or a word in the title, and see if your cost goes up or down. Then compare the best result with another small change.

6. Understanding analytics

Finally, once you've got your product feed going, you'll want to monitor the results of your ads. On a daily or weekly basis, you'll want to check in on KPIs like impressions, clicks, and conversions. These will allow you to access not only what is working, but what isn't.

On a more long-term basis, you'll want to keep a close eye on conversion rate, average order value, cost per order, and cost per acquisition.

7. Advanced optimization

After you've been reviewing your analytics for at least 3 months, you can begin reviewing and changing your ads. You may want to update the images, title, description, or landing pages for low-performing products. Or you may decide to remove a product altogether.

Pro tip: You'll want to keep track of daily, monthly, and quarterly trends in impressions, clicks, and conversions.

8. Common bugs and fixes

Feed errors are a nuisance. Sometimes a single error can prevent your entire database from updating! Here are some of the top bugs and how to fix them:

8.1 Rejection from Google Policies

You may have read Google's extensive prohibited products and practices list, but did you know that the rules can change per country? To avoid getting rejected by Google, make sure you also review country-specific restrictions wherever you plan to sell.

Even if your product isn't on the restricted list, some labels are required in certain countries. Not using them can raise red flags for Google.

8.2 Problems with price and availability

When you want to advertise a sale price, do not change the actual price of the item! There are specific attributes for sale price, including labels for the start and end date.

8.3 No/Wrong Google Category

If your product does not have a category, you will get an error. It's often easier to use Google's category code, which you can find on this list.

8.4 No/Wrong Unique Identifiers

Unique Identifiers like brand, GTIN, and MPN are required. In the US, this is called a UPC and EAN in Europe. Not including this product descriptor is a sure way to get an error.

8.5 Targeting several countries with the same domain

Data feeds are highly localized. This means that you can't use a US domain if you want to sell in Germany, Japan, or any other country. It is often more efficient to have a specific domain per country.

Pro tip: Don't hesitate to contact Google Support for assistance. Users report that most issues are resolved within 1-3 days.

Simplifying the product feed process

Creating an optimized and Google-approved product campaign is a labor-intensive process. Not only do you need to create and update your product feeds, but you'll also need to test and monitor them.

As your store grows, it's often better to automate the process. An automated Google data feed means that you can easily and efficiently update your feeds, and often these programs come with better analytic functions.

6 Post–Pandemic eCommerce Trends to Follow

COVID fundamentally changed online shopping for thousands of sellers and buyers. So what can ecommerce shops plan for in the coming decade?

While the way ecommerce and traditional merchants have done business has changed over the past decade, COVID has accelerated some of the more prominent digital trends.

In this guide, we'll go over six of the latest trends regarding ecommerce activity and how you can boost your sales with new trends.

Multichannel marketplaces are the new norm

"The sooner we drop the 'e' out of 'e-commerce' and just call it commerce, the better." - Bob Willett, former President of [Best Buy International.](#)

Multichannel marketing is when a seller or business owner uses more than one channel to communicate and convert customers. And it works. Customers who shop across multiple channels are worth acquiring, as they have a [30% more lifetime value](#) than those that just use one channel.

And it's easy to see the opportunity to reach customers through multichannel marketing. 82% of shoppers use their smartphones when making a purchase in-store. No matter where your store is, it's likely your customer is looking for information online.

If you've never used this approach to marketing before, it is often overwhelming when you realize what can be included under multichannel marketing. From using content to video and social media, there are several ways to reach your consumer. And each has its own integrations, objectives, templates, and best practices.

But whether you are starting out or experienced in multichannel marketing, one of the best tools to use is the multichannel shopping feed.

For example, let's say you sell on Shopify. But what if your products also came up on Google searches? On Amazon? Shopzilla or Commission Junction? Multichannel data feeds allow you to showcase your product on multiple marketplaces quickly and efficiently. That means more revenue streams and potentially more financial stability.

How to win with multichannel marketplaces

To succeed in a multi-channel marketplace, you'll want to optimize your product data feeds. Each platform has a specific layout and format for inputting key information like:

- Product IDS
- Product titles and descriptions
- Images
- Category
- Price
- Technical information

Each platform has its own metrics and optimization requirements. Of course, this can feel impossible to manage if you are creating and uploading spreadsheets manually. Shopping feed management tools can help.

To save time and resources, consider moving to a feed automation tool to manage and analyze your product information. Not only will you be able to easily access multiple marketplaces faster, but you'll also have access to more advanced analytics.

Dominate customer service BOPIS (buying online pickup in-store) and other omnichannel strategies

"Marketing should not be completely automatic. You need some personal touches. Which is why I use voice notes to reach my clients. I would say 80% of our funnel is automated, the other 20% is human." - James Taylor, Founder of [PowLeads.](#)

You may have heard the term omnichannel used more in the context of marketing. But what it's really about is centering customer service at every point of your sales funnel, from marketing to designing the shopping cart.

For example, an omnichannel approach can allow customers to buy on your website but choose to pick up in-store.

And one of the most popular omnichannel strategies for ecommerce merchants with a physical store is offering a buying online pickup in-store (BOPIS) option. Also called click-and-collect or curbside pickup, the shopper buys the product from their desktop or mobile app. You fulfill the order. Then the shopper picks it up at a physical location.

Customers love it because it ensures you have the product and they can avoid shipping fees. At the same time, you can better gauge inventory, spend less on shipping, and you get more quality time with your customers.

While this is a major advantage for merchants with a local presence, it isn't the only omnichannel method available for ecommerce businesses.

Founder of online funnel building software Powleads, James Taylor, believes that a major factor in a successful omnichannel setup is the combination of automation with human interaction. While options for 1:1 communication are often limited for online sellers, it is still possible to personalize emails, chatbots, landing pages, and other marketing channels based on your target market.

How to win with omnichannel strategies

If you're planning on implementing BOPIS, you really just need a website with an order form, a local store, and a method for real-time inventory analysis.

But what other omnichannel techniques can you include in your efforts? Some ideas include:

- Social media contest for in-store or customized prices
- Loyalty programs connected to online and physical store purchases
- A QR code for a mobile-friendly menu (perfect for restaurants looking for contactless solutions)
- Having in-store iPads for updated product information
- Create personalized ads for certain locations even if you don't have a physical store
- Customize and personalize your email newsletter for hyper-specific audiences
- Make it easy for customers to buy on all of your channels, whether it's in-store, or on different online marketplaces
- Try using voice messages for your chatbots, so customers feel like there is another person at the other end of the line.
- Segment your current customer lists as accurately as possible so you can create customized marketing materials for each segment.

Sustainability as a local advantage

"There is accumulating evidence that consumers are impacted by the perceived sustainability of [a] brand, and further, that consumers are willing to pay a premium for products from a sustainable brand over a non-sustainable competitor brand." - Dr. Matt Johnson, professor at Hult International Business School and founder Pop Neuro.

Even if you factor in BOPIS, local businesses often translate into more local purchases and [fewer environmental impacts,](#) such as less transport mileage and pollution.

As we progress into 2021 and beyond, shoppers are bound to be more conscious of sustainable and local offerings. And customers are already up for [paying more](#) for sustainable products.

So what is there to lose?

How to win with local and sustainable approaches

There are many ways that you can incorporate sustainable and local approaches into your business. You can source materials or labor from local sources, use sustainable or recycled materials, or consider donating proceeds to an eco-friendly organization.

Some other initiatives you can take in your business to highlight your sustainable approaches are:

- Using green or efficient energy options
- Going paperless
- Developing a local and sustainable supplier purchase list
- Partnering with other small businesses
- Set a baseline for physical store facilities
- Consider sustainable shipping and packaging facilities or BOPIS options

Digital payments are the future

"78% of consumers have changed the way they pay for things to reduce contact." - [PYMNTS](#)

COVID has brought digital, contactless payments to the forefront of retail and ecommerce. Digital payments are taking over and usage is set to [double](#) by 2023. The United States is second only to China when it comes to the use of digital payments.

If the term "digital payments" sounds a bit abstract, don't worry. You've probably either used or are using some form of digital payment app. Stripe, PayPal, Square, Google Pay, and Shopify are all popular examples of digital payment platforms.

Basically, a digital payment platform is any platform that allows customers to pay without using cash or a physical credit card. If you've been in the ecommerce game for a while, this is nothing new. But the payment options you may want to support are likely to expand as more payment applications and companies pop up.

Some additional popular providers and payment apps include:

- Amazon Pay
- X-Payments
- Bitcoin
- GoCardless
- WebMoney
- Zelle
- Circle Pay
- Facebook Payments

How to win with digital payments

It's easy to get started with using digital payments. The biggest challenge will be choosing the right vendor. We suggest canvassing your current customer base to see what platforms they are already familiar with. Then check your suggestions and see how the pricing of each platform would affect your revenue stream.

Most platforms have a small transaction fee, but others, like Shopify, offer tiered monthly payments that can lower your transaction fee. This may be a good option for businesses who are experts at using digital payments quite often.

So how can you get started making more with digital payments? Here's our checklist:

1. Choose a vendor
2. Sign up and verify your account
3. Put a link to your new payment method on your website
4. If using programs like Square, get a physical processor as well for your store
5. Let customers know about it!

And it's that simple. Once your customers know, you will start receiving digital payments.

Mobile commerce is growing

"The first thing businesses need to do is optimize for mobile. That's where the majority of shopping is taking place." - Chavy Helfgott, D2C Brand Strategist and Copywriter

Mobile Commerce is when a shopper completes a purchase on their smartphone. More and more consumers aren't just researching items on their phone. They are also completing the purchase process, and buying items from a store even while they are at the physical location.

By 2021, 54% of ecommerce sales will be linked to mobile shopping.

The reason this sector is growing is simple: It's convenient for customers. Now not only can customers receive and use coupons, loyalty points, and complete payments on their phone, now they can also shop on the go.

How to win with mobile commerce

A great way to start winning with mobile commerce is to integrate the mobile experience with your omnichannel marketing approach.

Some strategies you can use are:

- Ensuring your website is mobile-friendly
- Design your website or app so that it loads quickly and is intuitive
- Use geo-location to reward customers about local deals through SMS or other online notifications
- Use QR codes for menus, special deals, your online catalog and more
- Accept mobile payments
- Make it easy for mobile shoppers to leave feedback or contact support

Are you ready for the next decade of ecommerce?

Overall, small businesses and ecommerce stores can look forward to offering more mobile support and expanding your shop to other outlets using modern shopping data feed technology or multiple payment methods.

FeedFactory can help you expand to omnichannel, fast. Get started today for free.

Sell beyond Shopify. Fast.

Expanding to multiple sales channels is vital to scaling your eCommerce business, but getting started can be overwhelming. FeedFactory makes it easy for Shopify sellers to go multichannel fast.

Grow sales quickly by sending products to Google Shopping, Bing, Facebook Marketplace, or Share-a-Sale (more channels coming soon!).

FeedFactory