

Expand Your Brand.



GOLDENFEEDS

Capitalise on high quality product information.

Do you leave money on the table?

A feed of high quality and well-maintained product information is essential to increase conversions and sales. Unfortunately, many feeds are poorly structured and infrequently updated, as in-house solutions often cannot keep up with the pace at which information changes. Missing information as well as inaccurate pricing and product availability are just a few of the issues that plague brands and ultimately impact revenue performance.

Quality data that accelerates revenue.

Goldenfeeds generates high-quality product information through an automated solution that scans your brand's website and extracts the most detailed and up-to-date product data available. Goldenfeeds uses this accurate and up-to-date product information to eliminate the key component in shopping cart abandonment: missing or misleading product information.

Goldenfeeds delivers comprehensive product information containing all-inclusive product attributes, as well as the uniquely extracted specification tables that drive consumer knowledge-based decisions. Assembling accurate category trees and keywords elevates a brand's products during consumer search, and up-to-date promotional text as well as social recommendations (likes, user ratings, # of reviews, etc.) and best sellers information further boost conversion opportunities.

GoldenFeeds further increases your revenue with the Easyfeed service, enabling channels to effortlessly customise enriched product information to maximise relevancy. A flexible selection of categories, price range and specific brands allow publishers to present the most relevant content for maximum conversion.



Local and international distribution expands your brand.

Online retailers and brands are using a growing number of channel strategies, such as search engines, comparison shopping sites, publishers, retargeting and more, to drive revenue. **Goldenfeeds increases a brand's reach** by optimising, distributing and managing product information across all of its marketing channels. We work with you to understand your needs and bidding strategies, and optimise your data accordingly, whether it is search engine marketing, affiliate marketing or channel marketing.

Growing your business globally? As online retailers and brands offer their products throughout a variety of channels worldwide, We generate and distribute high-quality product information to more than 27 countries, in many languages and currencies.

Seamless setup and operation saves resources.

We believe that capitalising on high-quality product data should be simple. That's why our solution has been built for instant setup requiring no IT support. An automated daily scan extracts updated product data, followed by our thorough optimisation process and delivery to all marketing channels. IT teams can free up time to focus on their core business.

An automated alarm mechanism tracks product data and flags any site changes, saving brands costly downtime and guaranteeing the utmost in product information quality. Furthermore, our ongoing management saves precious channel resources.

Consistent shopping experience.

As online retailers and brands are continuously expanding into new marketing channels, it becomes increasingly difficult to maintain a consistent user experience. Eliminating inaccurate product information across channels prevents damage to your brand and creates better brand / publisher relationships. Goldenfeeds guarantees that interaction with your brand will always be relevant, accurate, and true to the brand itself to ensure the best experience for shoppers.

About Goldenfeeds.

Goldenfeeds is the global leader in product data services. Worldwide customers from the top 500 retailers in the US and Europe trust Goldenfeeds to improve their performance and accelerate top and bottom line revenues. Goldenfeeds is a division of Fornova, a global provider of B2B e-commerce solutions that improve competitiveness and maximise sales in increasingly competitive markets, such as retail & travel. Goldenfeeds has offices in New York City, London and Israel.