

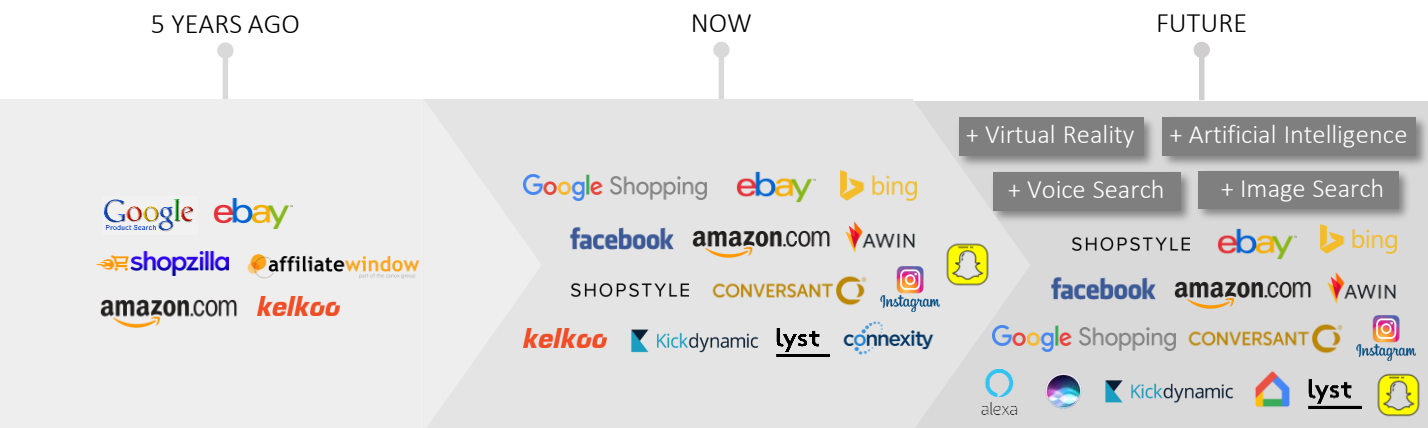
## Product Data is the Lifeblood of eCommerce

Offsite product discovery (e.g. Google Product Listing Ads (PLA), Facebook Dynamic Product Ads (DPA), Amazon Ads) is a vital source of retail revenue, growing by more than 23% in 2017, with product ads converting 30% higher than conventional advertising.

This route to market is set to continue to grow in importance and product data is vital to succeed. To stand out in this increasingly crowded part of the market, retailers and brands must ensure their product data is up to date, complete and relevant.

- Google PLA Ad Spend up **40% YoY**
- Facebook DPA Ad Spend up **48% YoY**

Source: Merkle, Digital Marketing Report



## Product Data Management

Product data is critical to the success of product-level advertising, including visibility, relevancy and click rates. Continual management of product data ensures that products are distributed to where they will be found by consumers, in the best possible format.

Within the Intelligent Reach Data Management module, retailers and brands can unify product data by combining sources from across the business to deliver complete, accurate and attribute rich data feeds. Once ingested, product data can be visualised and easily validated, with error fixing and attribute augmentation applied. The result is improved product data quality, increasing product visibility and reduced CPC.

### Contact Us

We optimise the product discovery journey through augmented product data & scientific testing, helping clients to achieve amazing results.

Find out more at [team@intelligentreach.com](mailto:team@intelligentreach.com).

## What's Been Stopping You?

Retailers and brands find it difficult to run successful product ad campaigns at scale, for multiple reasons:

- Inability to produce and manage data

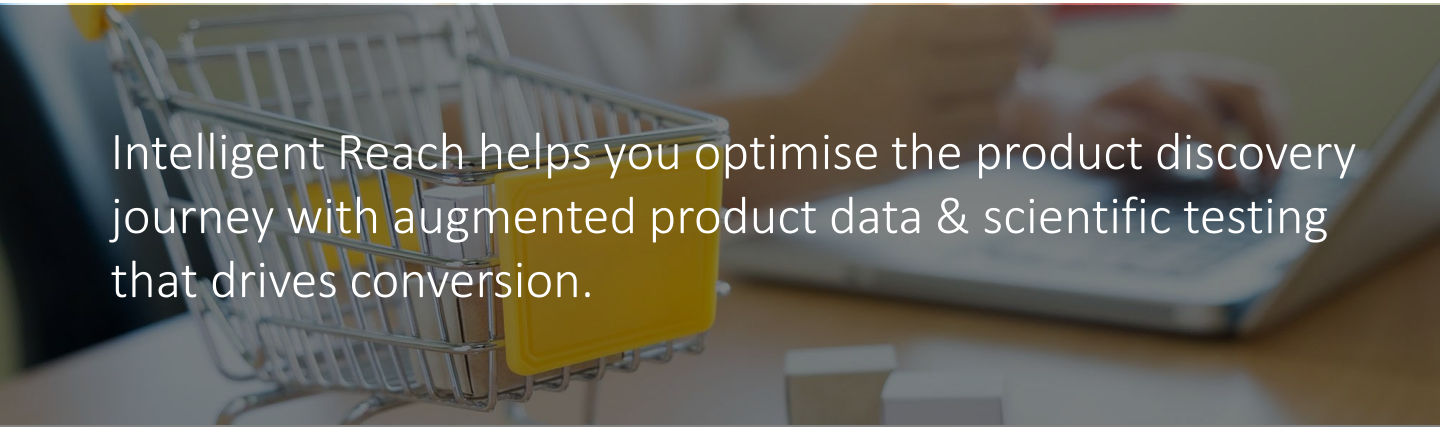
Performing across multiple channels requires optimised and detailed product data formatted for the channel. Without a quick way to create, validate and continually optimise, however, your products will be invisible, data underperforms and ads fail to convert. Product information that is irrelevant to consumers' searches or does not contain the kind of detail that makes them click, leads to lost ROI and lost customer conversion.

- Lack of marketing agility

Huge volumes of data are difficult, time-consuming and at times impossible to manage effectively without the technology to identify errors at scale, resulting in poor quality product data and frequently occurring unresolved stock errors. Reliance on IT often makes it impossible to scale quickly, impacting time-to-market and preventing IT teams from focusing on core priorities.

- Inability to optimise data, continuously

Increasing numbers of channels and their requirements, coupled with the inability to manage complicated and extensive data feeds, make it impossible to continually optimise and scale data. This slows down the process of adapting to channel changes, ultimately resulting in low product visibility as well as lost ROI and revenue.



Intelligent Reach helps you optimise the product discovery journey with augmented product data & scientific testing that drives conversion.

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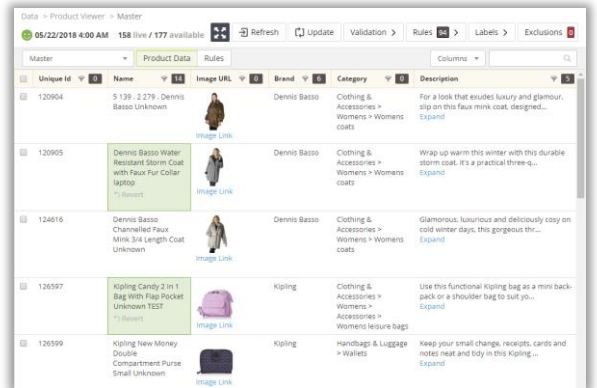
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## Our Data Management Features

### Visualise, filter & edit your products

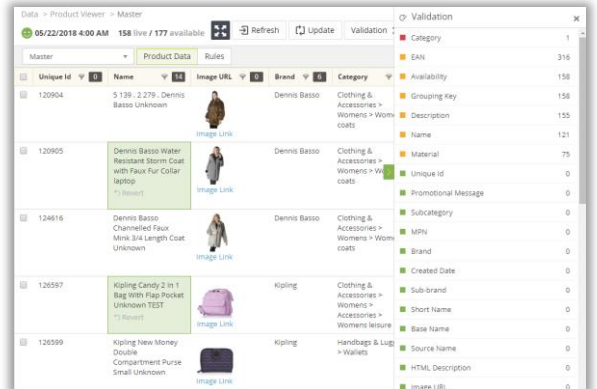
Pull from different sources, extract data from your website or synchronise it from your ecommerce platform and visualise all your products in a single place. The Product Viewer can be switched to view any feed you have, be that source or partner feed. Data can be filtered using Excel style filtering options allowing the data to be displayed and edited, exactly as you need.








| Unique ID | Name  | Image URL   | Brand        | Category  | Description   |
|-----------|---|---|--------------|---|---|
| 120904    | 5 139 - 2 279 - Dennis Basso Unknown                                |  | Dennis Basso | Clothing & Accessories > Womens > Womens coats        | For a look that exudes luxury and glamour, slip on this faux mink coat, designed... |
| 120905    | Dennis Basso Water Resistant Storm Coat with Faux Fur Collar laptop |  | Dennis Basso | Clothing & Accessories > Womens > Womens coats        | Wrap up warm this winter with this durable storm coat. It's a practical three...    |
| 124616    | Dennis Basso Channelled Faux Mink 3/4 Length Coat Unknown           |  | Dennis Basso | Clothing & Accessories > Womens > Womens coats        | Glamorous, luxurious and deliciously cosy on cold winter days, this gorgeous th...  |
| 126597    | Kipling Candy 2 in 1 Bag With Flap Pocket Unknown TEST              |  | Kipling      | Clothing & Accessories > Womens > Womens leisure bags | Use this functional Kipling bag as a mini backpack or a shoulder bag to suit yo...  |
| 126599    | Kipling New Money Double Compartment Purse Small Unknown            |  | Kipling      | Handbags & Luggage > Wallets                          | Keep your small change, receipts, cards and notes neat and tidy in this Kipling...  |

### Check the health of your master feed

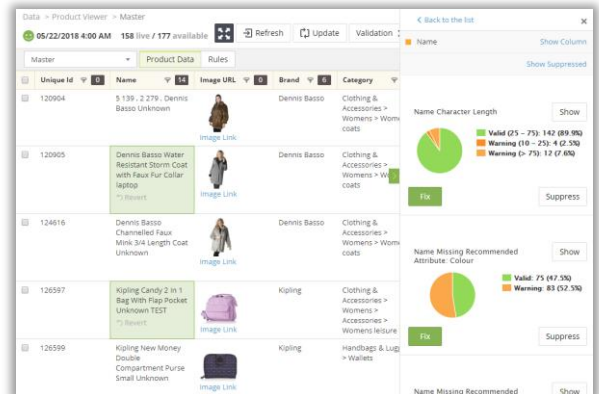
Be confident about the status of your product data at all times by having access to a single screen which displays a summary of the errors or warnings on your products. Our platform runs hundreds of validation queries daily to make sure you don't miss anything, or waste time looking.



| Unique ID | Name  | Image URL   | Brand        | Category   | Availability | Validation |
|-----------|---|---|--------------|--|--------------|------------|
| 120904    | 5 139 - 2 279 - Dennis Basso Unknown                                |   | Dennis Basso | Clothing & Accessories > Womens > Womens coats   | Category     | 1          |
| 120905    | Dennis Basso Water Resistant Storm Coat with Faux Fur Collar laptop |  | Dennis Basso | Clothing & Accessories > Womens > Womens coats   | EAN          | 316        |
| 124616    | Dennis Basso Channelled Faux Mink 3/4 Length Coat Unknown           |  | Dennis Basso | Clothing & Accessories > Womens > Womens coats   | Grouping Key | 158        |
| 126597    | Kipling Candy 2 in 1 Bag With Flap Pocket Unknown TEST              |  | Kipling      | Clothing & Accessories > Womens > Womens leisure | Description  | 155        |
| 126599    | Kipling New Money Double Compartment Purse Small Unknown            |  | Kipling      | Handbags & Luggage > Wallets                     | Name         | 121        |

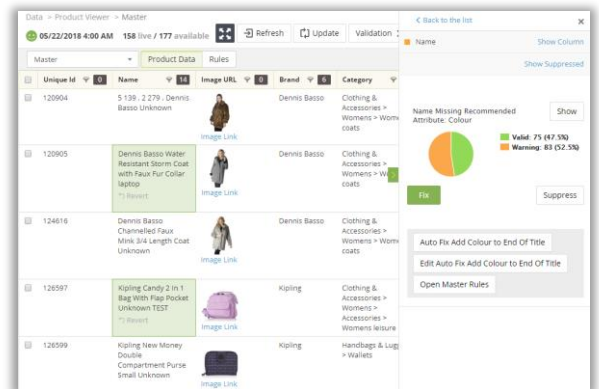
### Get channel partner specific validations

Every data point that passes through our platform is subject to a given set of validations for every channel. This could be anything from monitoring the format of a link or price, validation of the EAN provided, level of completion within core fields or even an assessment of utilisation of character counts within a product title.



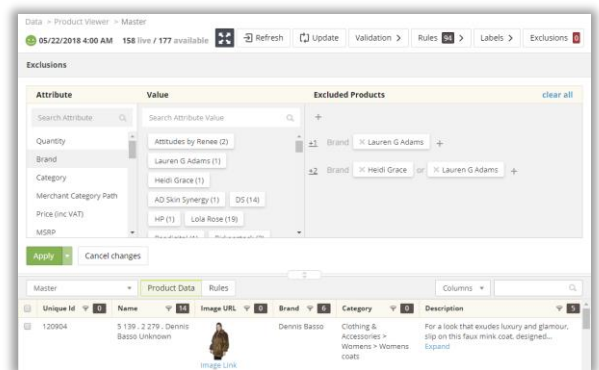
## ■ Automatically fix product data issues

Fix the most common data issues with one click. If any errors or warnings surface and the issue can be fixed by using other sources of data, then the autofix function will fix it quickly using the in-built rules library. You can also quickly see these affected products in the product viewer.



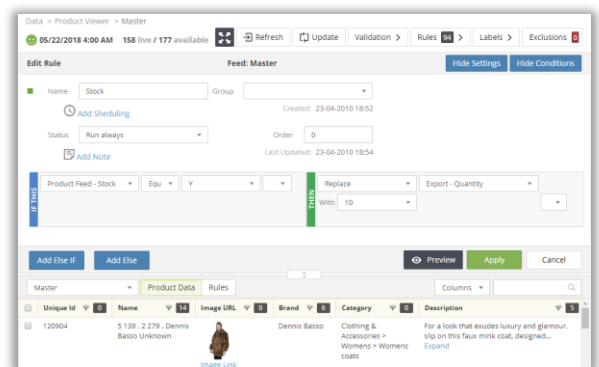
## ■ Set up exclusions

There will always be instances where exclusions from the feed will need to be made. These could be marketing or brand restrictions, even restrictions based on optimisation factors such as price or margin. All of these can be viewed and managed from within the product viewer.



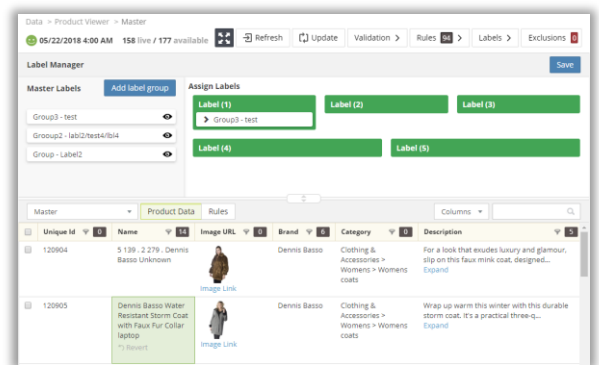
## ■ Set up rules

There are a huge number of use cases for a rules engine; anything from the creation of promotions and custom labels, to the application of tracking parameters. The rules engine makes this incredibly simple, built up with a series of 'if' statements and auto-complete entries; coupled to an unrivalled level of granularity in terms of the actions that can be applied.



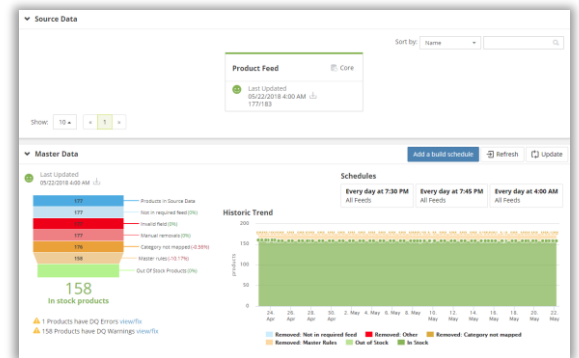
## ■ Manage Product Labels

The Label Manager enables self management of labels on channels such as Google Shopping, so you can easily see what is currently in place, scheduled and what products sit where.



## ■ Data Visualiser

The data visualiser allows you to observe the entire product data journey from all elements of the source data and our master feed processing, through to every individual partner feed. This allows you to monitor any product drop out, the structure of the product data and ensure this is correct and up to date.



## ■ Distribute your product data

Ensure products are seen everywhere that relevant consumers look. Orchestrate one feed to many for hundreds of partners and territories. The Intelligent Reach platform has over 1400 pre-integrated digital commerce partners available for our customers to quickly and easily send product information to. Our platform covers all areas of the ecosystem, from Google Shopping to Ebay, retargeting display solutions like Criteo, on-site optimisation technologies such as Rich Relevance, or Social shopping platforms such as Facebook or Polyvore.



...and many others.

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## How This Helps You



### Complete marketing agility

When your marketing and ecommerce teams can create, manage and optimise product feeds at scale for multiple different partners, time-to-market is reduced as well as cost, without having to go to a developer. The module puts power back into the hands of marketing and ecommerce teams, freeing up IT to focus on core projects.



### One centralised interface

Managing all your product data from across your business on one centralised interface allows you to visualise and amend issues at scale in a short amount of time, resulting in high quality, attribute rich product data. This in turn drives better customer experience, clicks and higher conversions.



### Continuous product data optimisation

The ability to continually manage and optimise your product data feeds at scale not only ensures that it's accurate and performing well but also makes it simple to adapt to changes across all channels/marketplaces. This means higher performing ads and enhanced ranking visibility which enhances customer clicks and revenue.

30%

TRAFFIC UPLIFT\*

49%

REVENUE INCREASE\*

34%

ROAS INCREASE\*

\*On average, in the first 6 months

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