Fashion

WITTCHEN

> "Each publisher requires a product file with a specific structure. With the standardized XML that Feedink.com provides - we increase the effectiveness of our campaigns on publishers' websites and advertising systems.

Michał Pańko , Wittchen

Challenge

- ✓ Database management per market (4 markets)
- ✓ Combining data from multiple sources
- ✓ Pulling additional data from product pages

Solution

- ✓ Cooperation with the client and the agency regarding data standardization and optimization
- ✓ Implementation of hybrid crawling to add missing data from the product side
- ✓ Separate tracking for each channel using agency systems