



Fashion

YesSport

“With Feedink.com we have the possibility to manage all feeds from one system. For stores operating on multiple markets, this is a very important convenience. Combining data from multiple sources helps us create product exclusion lists, which translate into feed optimization and improved advertising effects.

Jacek Ciołkowski , YesSport

Challenge

- ✓ Import of data from IAI Shop system based on IOF Gateway file structure
- ✓ Handling product files in 10 markets for two customer brands

Solution

- ✓ Preparation of dedicated data import
- ✓ Support for more than 150 product files with dedicated settings to exclude specific products by features
- ✓ Product category tree mapping to the structure required by the partners