

Product Feed Management Software Category



Product Feed Management Software Category

Product Feed Management software enables you to optimize and administer your product feeds so you can improve the outcomes of your web-based sales initiatives. The solution helps to enhance the feed quality and data sources, and allows you to meet the needs of each sales channel and regularly update the feed. It facilitates data feed management for several sales channels.

Online merchants need to list their products on numerous channels that have different parameters for publication. In addition, data updating is a time-intensive procedure. The solution is to invest in a product feed management platform that helps you efficiently generate, export, and manage information flow on trading systems.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ▢ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▢ Customer reference rating score
- ▢ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▢ Total # of profile views on FeaturedCustomers platform
- ▢ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ▢ Social media followers including LinkedIn, Twitter, & Facebook
- ▢ Vendor momentum based on web traffic and search trends
- ▢ Organic SEO key term rankings
- ▢ Company presence including # of press mentions

COMPANY SCORE

- ▢ Total # of employees (based on social media and public resources)
- ▢ Year-over-year change in # of employees over past 12 months
- ▢ Glassdoor ranking
- ▢ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2022 Customer Success Awards

Check out this list of the highest rated Product Feed Management Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



channable

channeladvisor



feedonomics

Productsup



TOP PERFORMERS



DataFeedWatch



GODATAFEED



OperationROI
A Tactical Approach To Ecommerce Marketing

Sales&Orders



RISING STARS

feedoptimise



Highstreet.io



IntelligentReach



WakeupData

* Companies listed in alphabetical order





ABOUT CHANNABLE



Channable is the ultimate tool for feed management and SEA automation. Online based product data feed tool powerful enough to create, optimize, and export your feeds to over 2500 comparison websites, affiliate platforms, and marketplaces. Channable's SEA tool offers the chance to easily automate Google Ads (Google AdWords) and Microsoft Advertising (Bing Ads) with rules and dynamic variable fields, for ultimate quality scores and performance. Channable is simple, quick, and effective.

80

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The flexibility and ease-of-use of Channable's feed manager is unparalleled and really helps us with maximizing our results from product feeds.”



ERIK BUIS
TEAMLEAD DIGITAL MARKETING, BEVER

“With Channable's feed manager we finally have product feeds under control! With 2 online shops, 19 feeds, and more than 20,000 products it is a challenge to get this right. Good customer service and the very user friendly back end has made this possible.”



WIM KONING
LEAD IT SPECIALIST, TEAKEA

“Channable gives us the ability to create simple rules and dynamic ads based on our feeds. Very user-friendly SEA tool!”



LINDA VAN LAKWIJK
ONLINE MARKETER, ZOOVER

“If customers have a large assortment of products, I would definitely recommend Channable. Their tool automatically ensures that you can pick up long-tail keywords, and it saves a lot of work in the setup. In addition, it is an easy tool if you understand Google Ads, and Channable's support is incredibly friendly and useful, resulting in quick solutions and service.”



MAIK NIEUWBOER
SEA MARKETER, RITUALS

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ABOUT CHANNELADVISOR



ChannelAdvisor (NYSE: ECOM) is a leading e-commerce cloud platform whose mission is to connect and optimize the world's commerce. For nearly two decades, ChannelAdvisor has helped retailers and branded manufacturers worldwide improve their online performance by expanding sales channels, connecting with consumers around the world, optimizing their operations for peak performance and providing actionable analytics to improve competitiveness. Thousands of customers depend on ChannelAdvisor to securely power their sales and optimize fulfillment on channels such as Amazon, eBay, Google, Facebook, Walmart and hundreds more.



421

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“After we implemented ChannelAdvisor's Marketplaces solution, we immediately started getting better feedback from our eBay customers. Being able to efficiently manage our inventory levels and push more products and new brands out to our customers increased our sales in just a few days.”



STEVE HAMILTON
OWNER, SD WHEEL CORP

“ChannelAdvisor has been excellent at creating ad structures, getting images into the feed and handling the technical aspects of Facebook dynamic product ads through its Data Transformation Engine.”



JOHN TSOKOS
DIRECTOR OF EMERGING CHANNELS, PURE FORMULAS

“ChannelAdvisor streamlines our e-commerce efforts by automating the data feeds for every shopping engine and by providing detailed reports. I can evaluate the overall ROI for 15 search engines at once as well as the granular details on each engine. The efficiency of the software and the reporting capabilities of ChannelAdvisor's solution make it the most cost-effective solution for us.”



STEFANIE KUSTRA
MARKETPLACES MANAGER, GOURMETGIFTBASKETS.COM

“It was a great fit for us. ChannelAdvisor improves our feeds, enriches them and give us tools and insight that we didn't have before. ChannelAdvisor provides a great set of bidding algorithms and reporting so that we have true visibility into our digital marketing performance.”



MICHAEL BRADY
CHIEF INFORMATION OFFICER, SHOP.COM

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Brookstone

SAMSUNG

PartyCity

Plow&Hearth

Clarks



ABOUT FEEDONOMICS



Feedonomics is the #1 Full Service Product Feed Platform. Feedonomics combines best-in-class technology and service to list your products everywhere people shop online, including Google Shopping, Amazon, and Facebook. Feedonomics services many of the world's most prolific advertising agencies and brands, including over 30% of the top 1,000 internet retailers. Experience full-service feed set-up, optimization, and 24/7 support from your dedicated FeedFillment™ team, or get trained to use the full power of the Feedonomics platform.

54

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Using Feedonomics to clean up, enhance and optimize client data feeds has been one of the most important factors to help our team scale clients' marketing campaigns. We manage millions of SKUs in the platform and have thousands of rules set up to optimize our clients' data.”



MIKE WOJCIECHOWSKI
SENIOR DIRECTOR, TINUITI

“As a large agency working with clients whose feeds vary in size and complexity, we need a feed management platform that is powerful, scalable, and flexible. Feedonomics offers all of this and more! Our account managers love the degree of customization that Feedonomics allows us to apply to feeds, and the intuitive, user-friendly nature of the platform makes training new team members easy. Our relationship with Feedonomics is truly a partnership where we're able to collaboratively brainstorm creative new ways to use or expand their toolset. If there's a feed challenge that arises for our clients we're confident that, together with Feedonomics, we can devise a solution.”



TODD BOWMAN
SENIOR DIRECTOR, AMAZON AND ERETAIL, MERKLE

“The Feedonomics team had been able to transform our data to meet all of our requirements, including setting up secure SFTP connections. We have dramatically improved our ability to leverage our clean data feeds in many more ways. Now, we are better than our data!”



MARV AHLSTROM
SEARCH MANAGER, HD SUPPLY

“The relationship with Feedonomics has been instrumental in our ability to automate and restructure feeds to ad platforms and other third-party technology.”



SEAN KNOTTS
SENIOR MANAGER ECOMMERCE, SONOS

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ABOUT PRODUCTSUP



Productsup is the leading software for managing and optimizing your product data feed. Productsup provides an intuitive SaaS for product content integration, optimization and distribution in commerce. Productsup has revolutionized the way that product data is managed. They give marketers the technology they need to be in control, save time, and improve results.

85

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Creating channel specific feed is now easier than ever. At Trendyol, we use more than 50 feeds in various formats like xml, csv, ftp, and API as channel feeds, as well as for internal operations. With Productsup our feed production times dropped from several hours to just a few minutes giving us full flexibility!”



UTKU GÜLBAYRAK
DIGITAL MARKETING EXECUTIVE, TRENDYOL

“Data feed management has become easier using Productsup. Productsup lets us import product feeds from different sources, standardize the feeds using data flow and data edit, and export them into a single, compatible file that iPrice can use. This makes data feed management fast, neat, and time-saving.”



RIZAL PRASETYA
SENIOR AFFILIATES MANAGER, IPRISE GROUP

“The creation of product feeds for on-site search providers with Productsup is really simple. We are free of an initial, fixed specification of the feed, as all raw data are already available on the Productsup Platform from our other exports. This allows for a simple rollback if necessary – and we can also expand the data feed. This simplifies tedious iterations of validating data with the development department and partners, and accelerates the integration significantly.”



ALEXANDER GROSS
MARKETING TECHNOLOGIST, NORISK

“Productsup is a great solution when dealing with really big data feeds and complex import logics. The visualization of the interface is very easy to comprehend, so that even employees outside of our data management team can understand the logic and implement new partners easily. The monitoring function can be adjusted easily and for each partner, so that we are able to inform our partners about possible feed issues faster than they notice them. We were able to implement even more import logics than in our legacy system, and in less processing time.”



MARKUS WITTASSEK
HEAD OF CONTENT & DATA MANAGEMENT, MOEBEL.DE

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55

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT DATAFEEDWATCH



DataFeedWatch enables Merchants and Agencies to optimize their data feeds and campaign results for Google and 1,000+ other shopping channels in more than 50 countries. DataFeedWatch puts the power of data feed optimization in the hands of the marketer: It is easy-to-use, non-technical, and very affordable.

Featured Testimonials

“With feeds being uploaded to 200 channels on a daily basis, we need to be very efficient when it comes to optimization. DataFeedWatch is very intuitive and making changes is often done in less than a minute. For more complicated issues like regular expression, we rely on their support; live chat is available from early morning till midnight and will resolve most of our questions right away. Optimizing data feeds should be done by the same people that optimize our PPC-campaigns. With DataFeedWatch that is an easy task to take on.”



ARJEN HOEK
MANAGER PERFORMANCE MARKETING, NEXTAIL

“This is a great app. The only one I've found that really works. I have a lot of products that are restricted on Amazon and Google. With this app, removing the products from the data feed is easy. Reasonably priced.”



SUSAN'S GREEN MARKETPLACE

“Just great. Fantastic data-feed app with a great blend of ease-of-use with ability to customize. We were up and running with multiple data feeds in no time, and the only time in my career I have seen a 100% error-free Google data feed!”



KRISTIAN CHRONISTER
CHIEF EXECUTIVE OFFICER, PEARLS.COM

“Consider DataFeedWatch to automatically pull data from your store to generate your feed.”



SHOPIFY

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PEARLS.COM

Novicell

NORDIC
DIGITAL

nx nextail

lightspeed



ABOUT GODATAFEED.COM



GoDataFeed helps online retailers get their products everywhere by syndicating their product listings to a choice of over 100 shopping engines including Google Shopping, Amazon, Shopzilla, eBay, Rakuten, NexTag, Facebook and many more. With GoDataFeed merchants can not only automate their product feeds to the shopping engines eliminating hours of time and hassle but also optimize their data for maximum visibility, and analyze performance of campaigns by channel and product.

63

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Since signing up with GoDataFeed our feed management has become centralized, automated and pain-free which not only saves time but has had a positive result on our bottom line. I know our feeds are current and receive notification if there are any problems or if changes are required. The fact that GoDataFeed will also setup and modify feeds at a very reasonable rate is just a bonus.”



BRYAN J. LEWIS
OWNER, PTOUCHDIRECT.COM

“Thanks to GoDataFeed, we've been able to focus exclusively on the optimization of products listed on the shopping portals. We can monitor the sales from each engine through their comprehensive analytics and really zero in on what specific items are selling best, and in which engines. This enables us to identify and pinpoint which product lines to feature in any given shopping engine, and make changes quickly as market trends change.”



JOE TEDD
DIRECTOR OF SEARCH & AFFILIATE MARKETING, DIAMONDHARMONY.COM

“GoDataFeed has made it so easy to manage our comparison shopping feeds. This has been such a time saver for us at an affordable cost. GoDataFeed has always supplied our company with amazing customer service and I would highly recommend them to anyone looking for an easy way to automate their product feeds.”



TRISHA JONES
OWNER, STELLA MATERNITY

“GoDataFeed has been tremendously helpful in automating our data feeds to various portals, which previously took us hours to complete. As a result we can now more quickly feed our products to dozens of shopping portals, increasing traffic and conversions on our site.”



DONNA WING
FOUNDER, NATURESBASIN.COM

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51

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT OPERATIONROI



OperationROI is an e-commerce marketing management agency that specializes in developing successful e-commerce websites. They leverage various marketing channels such as shopping networks, marketplaces, paid search, affiliate programs, as well as, social media, email marketing, and content development, with one goal in mind: maximize ROI. They're results-obsessed and will do everything possible to build a long-term relationship to help your company thrive online.

Featured Testimonials

“Before we started with OperationROI, our company was spending many hours trying to get our Google and Bing feeds to work properly and were seeing very little return on our investment of both time and money. Since we started working with OperationROI, they have saved us so much time and money and we have started to see a real return on our advertising budget. They have also recommended and seamlessly setup new advertising and shopping feeds and actively managing and optimizing all our feeds to ensure we are achieving the best possible return. They have been a pleasure to work with and we look forward to continuing to work with them in the future.”



SHULIE WALDMAN
PRESIDENT, PALM BEACH PERFUMES

“I hired OperationROI to help grow sales of our digital software after Amazon made some bizarre changes which dramatically dropped our sales. The team dug in and got us “up and earning” again quickly on Seller Central, then kicked in the afterburners with some choice ad spending and a move to all-digital sales over on Vendor Central. Their inside knowledge of the platform is excellent, as was their ability to maximize all aspects of its use relevant to our business. The weekly meetings, reports, and near-instantaneous responses kept me in the know and enabled us to tweak anything if needed – very much appreciate their overall service.”



KEVIN LA RUE
VICE PRESIDENT, SKYLUM

“After working with OperationROI for nearly a year, I can recommend them with confidence. Unlike other agencies that have managed our Amazon campaigns, OperationROI actually got results. They not only improved our ppc campaigns, but suggested great ways to optimize our listings which helped increase our organic sales as well. I cannot thank the team at OperationROI enough, as they have truly exceed our expectations.”



VISION MOBILE USA

“They did an unbelievable job with our shopping feed. We never anticipated the huge increase in sales in such a short time. I highly recommend OperationROI.”



GREG THOMPSON
DIRECTOR OF SALES & OPERATIONS, FASTFLOORS

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44

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SALES & ORDERS

Sales & Orders

Sales & Orders helping thousands of ecommerce business owners succeed and grow through their suite of powerful tools, backed by a team of world-class ecommerce marketing experts. Attract more shoppers to your online store and increase sales across today's most lucrative online retail marketing channels like Google, Microsoft Bing, Facebook & Instagram, and more!

Featured Testimonials

“Using Sales & Orders as a data feed source for our digital ad campaigns has increased ROI while reducing time in managing accounts. The interface allows for ways to manage shopping campaigns that I never thought would be possible.”



ROBERT TAPIA
DIRECTOR OF SEO/SEM/DIGITAL MARKETING, VISIONCOURSE MEDIA

“Sales & Orders has been instrumental in helping us drive successful ad campaigns for our ecommerce clients. We have peace of mind knowing that our clients feeds are being monitored by real experts. They've been proactive about resolving issues and have helped us optimize our feeds in a way that has directly improved Google Shopping campaign performance.”



PATRICK GILBERT
EXECUTIVE DIRECTOR, ADVENTURE MEDIA GROUP

“Working with Sales & Orders has been an incredibly important part of our business. Their support and knowledge of Google and Bing Shopping Feeds is second to none. Since working with Sales & Orders we've been able to increase our shopping campaigns spend over 500% while maintaining a strong profitability.”



AARON WALLACE
DIRECTOR DIGITAL MARKETING, INSPIRE UPLIFT

“I spent a long time looking for a cost-effective solution to help us with our Google Shopping Ads before coming across Sales & Orders. My original plan was to use Sales & Orders software as a DIY solution [for a] couple of months to get us set up. However, it has been so successful with Rich managing it for us, we have continued to use the managed option.”



ROBIN BURTON
OWNER, WOWOOO

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ABOUT FEEDOPTIMISE



Feedoptimise provides their clients with a wide range of data feed based marketing services. They specialise in - custom web data extraction, data feeds services, affiliate networks feed services, real-time campaign performance tracking, price comparison submission, social networks integrations, drop-shipping engine submission and more. Their team combines their years of experience and knowledge in the feed market sector with the latest software technology and as such they can help you make the most of your online marketing activity. With your chosen plan in place and at their affordable rates they aim to help you make the most of your marketing budget and drive lots of success and sales!

12

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Highly recommend for Feed Optimisation. Great analytics, quick response and great service - it is a pleasure to deal with this company.”



PAUL MEDHURST
DIRECTOR, WHISKHAMBERS

“Feedoptimise works hard to stay ahead of the competition with our shopping ads, so using a software package such as Feedoptimise has allowed us to make every pound work harder. The way we are able to build out our product portfolio using all the variants and their images make the product on the show to the customer much more appealing. I recommended them to numerous people, which is the ultimate mark of trust for a product.”



GARETH JONES
KIT OUT MY OFFICE

“I can't recommend them highly enough. Feedoptimise has been great since we started with them - platform is powerful, very well designed and easy to use.”



ANDREW SHOWMAN
DIRECTOR, UK DIGITAL CAMERAS

“Ultimate Platform for Feed Optimisation. Not only would I recommend Feedoptimise to other retailers (of any size), I would suggest it be mandatory!”



GLENDON LLOYD
DIRECTOR, TSZUJI

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ABOUT HIGHSTREET.IO



Highstreet.io is a managed service specializing in product data optimization and product feed development. They handle the technical details of synchronizing product information and inventory from brands and retailers to market their products online around the globe.

22

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We were facing two main challenges. The first was to reduce the resources we needed to devote to feed management in order to ramp up our digital marketing activities and the second was to improve the quality of our feeds to increase campaign performance. By leveraging Highstreet.io's feed management expertise we were able to achieve both.”



NICOLA ANTONELLI
WEB PROJECT MANAGER, LUISAVIAROMA

“Highstreet.io's ability to produce high quality feeds very quickly and at a low cost has allowed us to accelerate the implementation of our marketing strategies.”



FABRICE DRUELLE
HEAD OF ECOMMERCE, ANTLER

“Our main concern was with finding a reliable solution and, together with accuracy of delivery, that's exactly what Highstreet.io provided. I would consider Highstreet.io an excellent feed management solution for online retailers short on time or technical competence.”



STEFANO SUSI
HEAD OF BUSINESS INTELLIGENCE, DIFFUSIONE TESSILE

“Excellent service and technical/digital expertise. Thanks to Highstreet.io we executed a real Omnichannel strategy. They were able to optimize our shopping feed for Google and Bing and help us implement Google LIAs. We're in the process of updating GMB and Facebook locations automatically with the help of Highstreet.io.”



ANNA GNALI
DIGITAL MARKETING MANAGER, TIMBERLAND

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CALZEDONIA





ABOUT INTELLIGENT REACH



Intelligent Reach is a cloud-based ecommerce software provider helping retailers and brands ensure product information for online shoppers is high quality, relevant, in the right format and performing well with all partners, in all countries. Their platform has been constantly developed with one mantra – if you need to do something manually more than three times, it needs to be automated. As the number of retailers self-managing using the platform has increased, they have invested more time making sure their platform and tools are easy-to-use.

39

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Working with Intelligent Reach provides us with a platform for managing and optimising our product feeds, with specific expertise that we don't have in-house, helps us improve our product ads across multiple channels and provides us with a regular service that is also available to us when I am not in the office.”



LAURENCE TAYLOR
ACQUISITION MANAGER, PUBLIC DESIRE

“I love that we have the ability to share and set up feeds quickly, as well as identify and fix mistakes in existing product data and assign labels for better management in each platform.”



KATE DAVIES-HINDE
DIGITAL MARKETING AND ACQUISITION MANAGER, PETS AT HOME

“This software makes it so easy to control all marketplace channels through one platform. It's easy to make changes to products/product feed via setting up rules and exclusions and the presence of performance reports gives us better insight into product performance.”



DHRUV ARORA
E-COMMERCE SPECIALIST, ASICS

“Our main goals are to continually optimise each feed to ensure we have the highest quality of product data visible to all customers at all times. We chose Intelligent Reach as it had a great platform which looked easy to use and made total sense to us from the very first time seeing it.”



EMILY JOSEPH
SENIOR DIGITAL MARKETING MANAGER, LIBERTY

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M&S
EST. 1884

HOUSE OF FRASER
SINCE 1849

FATFACE
UNITED KINGDOM

asics

CLARINS



ABOUT WAKEUPDATA



WakeupData exists to empower people to be more efficient. By automating and reducing repetitive tasks, simplifying complex concepts and offering guidance to overcome challenges we enable eCommerce managers and owners, PPC professionals in large organisations and agencies to be more efficient and deliver better ROI through their Product Feed marketing activities. WakeupData is currently the most versatile and powerful Product Feed Management Platform available.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We recommend WakeupData to clients who wish to integrate data feeds with different platforms. WakeupData's ability to act fast, deliver high-end solutions and provide great support are some of the most important reasons we choose to work with them.”



RUTH MARBÆK BARRIT
HEAD OF PPC, IPROSPECT

“We decided to use WakeupData to enhance our shopping feed. We weren't unsatisfied with our basic shopping feed, but WakeupData offered a good price for the setup. Today we're happy that we chose WakeupData as our feed booster. Maintenance is easy and the results speak for themselves. We would recommend WakeupData to anyone who wants to get more out of their shopping feeds.”



JANE VESTERGAARD
FOUNDER, LEGEAKADEMIET

“I would definitely recommend WakeUpData - they are very competent in feed optimization and handling data. We are already using WakeupData's skills to make our feeds and bids more accurate, to increase our CTR and ROAS.”



HANS-HENNING NEILSEN
E-COMMERCE MANAGER, QUICKPARTS

“I chose to offer your solutions because of the unique opportunities it provides for feed optimizations and feed driven marketing. I started Adgora around 2 years ago, and from working with feed management tasks involving a lot of Excel and Google Sheets - I realized I could handle many of the tasks directly from WakeupData's feed marketing platform, as it was easier and better to manage.”



JACOB NISSEN
ADGORA

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