2020 SUMMER CUSTOMER SUCCESS REPORT

PRODUCT FEED MANAGEMENT CATEGORY
PRODUCT FEED MANAGEMENT OVERVIEW

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.

For digital marketers and online merchants, feed management software resolves the following concerns: It offers a single system for them to track, update, and enrich their product data concurrently across all sales channels. It permits the production of individualized product feeds adjusted to specific requirements and strategies unique to particular distribution channels and platforms. It provides a centralized place to analyze product performance and monitor specific campaigns, promotions, and sales.
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** is affected by:

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

**Market Presence Score** is affected by:

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

**Company Score** is affected by:

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

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**Customer Success Report 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.
2020 Customer Success Awards
Check out this list of the highest rated Product Feed Management software based on the FeaturedCustomers Customer Success Report.

MARKET LEADERS

channelable  channeladvisor  feedonomics  Productsup

TOP PERFORMERS

DataFeedWatch  GoDataFeed  neto  OperationROI

RIDING STARS

feedoptimise  Highstreet.io  WakeupData
OVERALL BEST
OF PRODUCT FEED MANAGEMENT

BEST IN CATEGORY

channeladvisor®
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.

“ChannelAdvisor helps us manage sales, channels, and keeps products listed. SkuVault is what allows us to then take those orders that we get from different marketplaces and pick them in the warehouse, get them shipped out in a timely manner, and keep them organized in terms of fulfillment. The integration with ChannelAdvisor is super nice.”

Jeff Cayley
Founder & CEO, Worldwide Cyclery

“We recently did the Amazon integration, which was a very smooth and seamless transition. One of the big deal-makers for us was what ChannelAdvisor offered. There are really robust integration options, plus our orders import and update directly and our inventory talks to ChannelAdvisor.”

Davin Johnson
Manager, DJ’s Boardshop

“To manage thousands of SKUs on 20 different platforms is impossible. ChannelAdvisor allows us to use one SKU. [We] make one change on one product and have it affect all 20 marketplaces at once, which is phenomenal.”

Bill Kingston
Digital Marketing Manager, Crazy Dog T-Shirts

“It’s extraordinarily beneficial to have a unified system in place to manage our entire product catalog across multiple channels. Anytime an item is ordered and goes out of stock, it’s taken down from both Amazon and eBay almost immediately.”

Alex Cranmer
Vice President, International Military Antiques
2020 MARKET LEADERS

channable

feedonomics

Productsup
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.

“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

“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..."

Maik Nieuwboer
SEA Marketer, Rituals

“In the beginning, it's hard to get your head around the logic and the hierarchy of rules. But now we're comfortable. Channable gives you all the functionality within a feed environment. From a cloud-based SaaS perspective, I'd recommend Channable. It's easy to manage and well worth having a central feed management platform than having..."

Justin Walmsley
Digital Marketing Manager, Cotswold Outdoor

“With Channable we have transformed our feed quickly by creating multiple fields that have helped us when structuring campaigns, using for example the product category. Thanks to Channable’s rules we have been able to build a solid structure not only for PPC but also in many other channels creating feeds with specific needs for each of them.”

Marina
Digital Media eCommerce, Lidl’s PPC
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.

“After working with a range of feed management platforms, nothing compares to Feedonomics and the technology we get access to. Making sure clients have the best shopping feed possible is important to us. Plus their customer service is top notch.”

Duane Brown
Founder & Head of Strategy, Take Some Risk

“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…

Todd Bowman
Senior Director, Amazon and eRetail, Merkle

“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

“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
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.

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Customer references from happy Productsup users

“The ability to visualize our data and quickly analyze values within each column is incredibly helpful for feed optimization. You just know exactly what you are working with!”
Eva Novakova
Technical Manager SEA, K-New Media

“Using the Productsup platform enables us to enhance and optimize thousands of products within seconds. Therefore we can react instantly to specific search queries and search spikes to maximize ROI and revenue for our clients.”
Matthias Weth
Co-Founder, Catbird Seat

“Productsup has helped us expand our clients’ shopping campaigns faster and more efficient than any other platform. The feed export management and data edit functionalities have not only saved time but also improved performance and ROI on all campaigns, leading to bigger budgets across our clients’ accounts.”
Adrian Huth
Sr. Paid Media Strategist, Internet Marketing Inc.

“I could talk about Productsup all day. The platform helped us build a DMP for product data and feed ROI optimization. It made data provisioning to site search vendors flexible and took the load off our clients’ databases.”
Christopher Gutknecht
Head of Online Marketing, norisk
TOP PERFORMERS
2020 TOP PERFORMERS

DataFeedWatch

GoDataFeed

Neto

OperationROI
A Tactical Approach To Ecommerce Marketing
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.

38 Customer references from happy DataFeedWatch users

VIEW ALL REFERENCES

“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

“I have my products listed on Google right now with the help of DataFeedWatch - when Google merchant center shows [an] error in my data feed, it is also very easy to modify your data feed with [a] few clicks. Good job!”

Lixmee

“Best shopping feed app for Shopify. It downloads all the fields including the Google Fields, so if you setup your mapping for the Custom Labels you can now use it. 5 stars any way, since it is heads and shoulder above anyone else.”

Encased

“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
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.

“Product feeds are not simple tasks but GoDataFeed makes it easier with smart mapping strategies, a great rule system, and intelligent support.”

Jay D.
Marketing & Business Strategy, Creative Action Network

“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…”

Joe Tedd
Director of Search & Affiliate Marketing, DiamondHarmony.com

“In the highly competitive world of internet retail it is more important than ever to sell on many channels. Once the feed specs are mapped and customized for each channel, GoDataFeed handles the field validation and feed submissions automatically. It gives me peace of mind knowing that our product data is being represented accurately on many…”

Todd Shimkus
Web Director, Tahoe Mountain Sports

“GoDataFeed simplified our feed formatting and submission process, allowing us to update and submit feeds in less than an hour. Since implementing GoDataFeed, we’ve been able to increase the number of feed updates a week, helping us to grow online revenue from Shopping Engines by over 30%!?”

Jessica Cameron Ruud
Internet Marketing Specialist, IDZone
ABOUT NETO

Neto is the only Australian retail management platform that provides a complete solution for ecommerce, POS, Inventory & Fulfilment. Their integrated back-end technology enables exceptional and consistent customer experiences via any channel be it in-store, online or through a marketplace, future proofing retailers in an increasingly competitive market.

"I have complete peace of mind knowing that I can log in and isolate what items were sold where, who made the sale, how much stock is left, and what discounts were applied and why.”

Jose
Casa de Vinos

"The site is great and I was really happy with the design process. Better still, we’ve had lots of positive feedback from our customers about the improved site functionality and new features like letting them shop by Lookbook.”

Elouise Danby
Bamboo Body

“What a great product. Super flexible, easy to tailor to your industry, feature rich, scalable and easy to learn. Rom and the support team got our Peter Augustus Craft Butcher e-commerce platform up and running quickly and efficiently. Their support desk is prompt and very knowledgeable.”

Paul Spain

“When you load a product to the site it is mirrored on eBay. That’s really great because it takes that additional workload away from us.”

Jon Burrell
General Manager, Tentworld
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.

"I have worked with a couple of dozen website management companies over the past 6 years and am very happy that we are partnered with OperationROI. The team at OperationROI has maintained constant communication and excellent reporting allowing us to constantly grow the online business. I highly recommend OperationROI and will refer family...

John Haas
Owner & General Manager, Office Chairs Outlet

"The team at OperationROI has maintained constant communication and excellent reporting, allowing us to grow our online business. They are committed in cutting costs and generating profitable revenue for us. In the 7 months they've been managing our pay-per-click and shopping feed accounts, we have seen ROI increase 4 fold! We are extremely...

Marc Stockman
President, Rockwell Nutrition

"We found OperationROI to be truly in tune with our goals of the organization. Their drive to find return on investment while managing our product feeds was refreshing as we found that they treated our costs like it was their own. Great feedback and reporting while always accessible by phone if need be. Great job OperationROI!!"

Tim Osborn
Owner, Red Dot Paintball

"On behalf of everyone at Eniva Health, we want to extend a sincere thank you to OperationROI! Our Amazon revenues have consistently increased under the professional guidance from OperationROI. Literally this month, we crossed the ‘1000 units sold’ mark for the first time! The team at OperationROI is incredibly responsive and provides the...

Andy Baechler
Chief Executive Officer, Eniva Health
2020 RISING STARS

feedoptimise

Highstreet.io

WakeupData
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!

"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

"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...
Gareth Jones
Kit Out My Office

"Highly recommend for Feed Optimisation. Great analytics, quick response and great service - it is a pleasure to deal with this company."
Paul Medhurst
Director, Whiskhampers

"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

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Customer references from happy Feedoptimise users

VIEW ALL REFERENCES
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.

"It was immediately evident that the Highstreet.io platform was very powerful and flexible. Initially we weren’t sure if those advantages would affect the usability as we needed to be able to manage feeds in house. After using the dashboard we were surprised at how easy it is to generate and optimize our product feeds on the Highstreet.io…"

Davide Turatti
Digital Marketing Manager, Pixartprinting

"We are now able to relate products to out of stock results, customize search results depending on what customer was searching for, change the sort order and access quality analytics to understand what people were looking for on their website. The decision to integrate Algolia with Magento, using Highstreet.io was an easy one."

Jay Chinthrajah
V.P. of Engineering, M.M.LaFleur

"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

"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
ABOUT WAKEUPDATA

WakeupData is born to simplify the work of thousands of people, whether you are an online business owner trying to increase your sales, a marketer trying to come up with a new way to market products or a PPC manager trying to help your clients to get the CPC down. They've designed WakeupData to give you back the most precious currency: TIME. That is their North Star.

"When we use this tool it allows us to work with complex data sources in a structured way so that we can make the most of our clients' marketing budgets. An optimized product feed is strongly instrumental in optimizing the results of their advertising - and we have seen this to good effect for our e-commerce customers."

Kvantum

"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

"Wakeupdata's feed transformation solution allowed us to transform the client's feed into not only a usable format for us that we can use to fetch data into our dynamic banners, but to also filter out models and information from the feed we didn't want there."

Joni Helminen
Senior Manager, OMD Finland

"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