

We don't just list your products, we make your product content better.

Product Content Optimization (PCO) is more than just mapping your data to multiple e-commerce destinations. Quality product data ensures a better customer experience, more efficient advertising and, ultimately, leads to more sales. The major challenge many organizations face, though, is exactly where to begin. Advertising and marketing efforts are increasingly dependent on quality content, delivered on-demand. In fact, two of every three clicks we see on Google are on Product Listing Ads (PLAs) which are feed-generated and key drivers of sales.

If you aren't syndicating quality product content, you may run the risk of missing out on conversions.

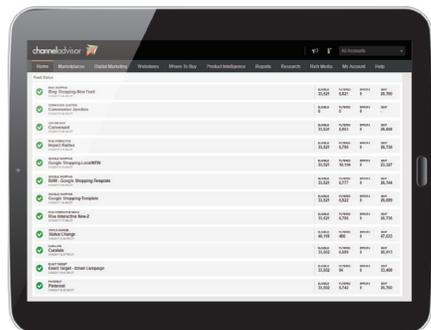
TRANSFORM YOUR PRODUCT CONTENT TO QUALITY CONTENT

Our new **Product Content Optimization** technology transforms and enhances the quality of your product content. Our strategic approach also automates content distribution by creating a process tailored to your unique syndication needs. Then, using our efficient, repeatable algorithm your enriched product data is accurately syndicated across multiple retailers, ad networks and other destinations, such as Amazon, Google, Facebook, Instagram and more.

At ChannelAdvisor two of every three non-branded search clicks we see on Google are for PLAs. Those PLAs can be a key driver of sales on Google.

- Link Walls,
VP of Product Management,
ChannelAdvisor

QUALITY PRODUCT CONTENT – DELIVERED



- **Become more productive** and free up your internal teams to tackle other projects.
- Optimize the quality of your assortment and **boost your ROAS**.
- Avoid costly delays to display and ensure your feed fields are always destination compliant.
- Dramatically **reduce time-to-delivery** of your most important feeds by letting our team manage quality and syndication.
- **Enhance your marketing efforts** by creating quality content for product-based advertising like Google Shopping and Facebook and Instagram dynamic ads.
- **Get results** and tie your quality content syndication efforts on major channels, such as Amazon and other retailers, back to actionable insights with our analytics dashboard.

THE CHANNELADVISOR ADVANTAGE

Face it, small feed delivery organizations don't often optimize the quality of your product content. They just push out feeds. Agencies rarely understand the value of quality product data, or the language of your industry. Almost any web platform can crank out a passable Google Shopping feed. We've been in the e-commerce business for over sixteen years and are recognized by many in the industry as one of the leaders and experts in the e-commerce space. ChannelAdvisor Product Content Optimization is designed from the ground up to handle and transform your product data into a quality product content feed.

WHAT'S NEXT

If you need help getting your Product Content Optimization project started, or would like to learn more about how ChannelAdvisor can help you transform and optimize your product content for retail and advertising destinations online, and enable you to, give us a call at 866-264-8594 or email info@channeladvisor.com.