# Product Feed Management

We will optimize, manage, track and distribute your products to multiple comparison shopping engines.

1. Product Feed Optimization & Setup
   1. Categorization
   2. Error checking
   3. Automated posting
   4. Feed content recommendations
2. Basic Distribution Package (Free Engine Distribution)
   1. Google Merchant Center Management
   2. Bing Shopping (Shopping.com)
   3. Google AdWords product extension integration
      1. Product Ad Extensions Enabled
      2. Google product ads supported (BETA product)
   4. Monthly performance report
      1. Google analytics reporting
3. Enhanced Distribution Package (SEM incorporation)
   1. Google Merchant Center Management
   2. Google Adwords Product Ads integration
      1. Enhance Feed for Listing Ads through SEM Campaigns
      2. Additional Promotion language required
      3. Enhanced performance tracking
4. CPC Engine Distribution & Management
5. [Feed optimization](https://www.singlefeed.com/whatwedo/optimization.php) for the comparison engines
6. Category mapping for supported platforms
7. Licensing of management platform to report, manage & optimize
8. Click costs will be billed directly to Client
9. Supported Platforms
   1. Amazon Product Ads, Become.com, Bing Shopping, buySAFE, Gifts.com, Google Product Search, like.com, NexTag, PowerReviews, PriceGrabber, Pronto, Shop.com, Shopzilla, Shopping.com, Smarter.com, SortPrice, TheFind, and/or Yahoo Shopping
10. Reporting and Analysis
    1. Monthly Reports
       1. Clicks generated by each (or all) engine(s)
       2. Orders generated by each (or all) engine(s)
       3. Revenue generated by each (or all) engine(s)
       4. Conversion rates for each (or all) engine(s)
       5. Average order value
       6. Costs (from engines that provide cost data)
       7. Engine-by-engine comparisons
       8. Product-by-product comparisons

Warrantees and Responsibilities

1. Client is responsible for delivering a complete and accurate export of product data containing requested information in the proper formats
2. Based on performance, costs and fixed CPC models we might not recommend advertising on every available platform.
3. Client acknowledges that changes may occur to the pricing models of various CPC engines
4. Client acknowledges that comparison shopping engines do not have the same budget controls as paid search and may be subjects to fluctuation in traffic based on demand.
5. Client acknowledges that tags need to be placed on product landing pages and sales confirmation pages in order to enable tracking.

**Pricing & Costs**

* Setup Costs & Initial Feed Optimization
  + $2,000
* Ongoing Costs
  + Technology licensing and base management fee
    - $850 per month
  + Revenue Share
    - 8% of Revenue Generated Directly from Managed CSE’s

**Next Steps**

* Upon verbal approval Zimmerman will send an IATB for the calendar year with the above billing terms
  + Setup fees will be invoiced upon receipt
  + Ongoing monthly fees will be billed in arrears based on actual revenue as reported in the tracking platform