

Expand your brand.



GOLDENFEEDS

Goldenfeeds service at a glance.

Goldenfeeds enables online retailers to increase revenue by effortlessly generating, maintaining and distributing their high-quality product information across the online marketing ecosystem. The accurate and up-to-date product information that Goldenfeeds provides, helps minimise the key component in shopping cart abandonment: missing or misleading product information.

Generate quality product data that accelerates revenues.

Goldenfeeds generates high-quality product information through an automated solution that scans a brand's website and extracts the most detailed and up-to-date product data. This enriched product information includes value-added and influential product data such as:

- All-inclusive product attributes that drive buying decisions
- Unique extraction of specification tables that promote knowledge-based decisions
- Accurate category trees and effective keywords for increased visibility during consumer search
- Up-to-date promotional text that drives conversions
- Social recommendations (likes, user ratings, # of reviews, etc.) that boost conversion opportunities
- Best seller identification that supports informed bidding decisions
- Automatic rules that optimise product data and provide greater control over performance and costs

Seamless setup and operation that saves resources.

We believe that capitalising on high-quality product data should be simple. Consequently, setting up Goldenfeeds requires no IT support. An automated daily scan extracts updated product data, followed by our thorough optimisation process and delivery to all marketing channels, saving costly management resources.

Channel distribution that expands your brand.

Goldenfeeds increases a brand's reach by optimising, distributing and managing its product information across all marketing channels. At Goldenfeeds, we optimise your product data for each of your channels, catering to their individual requirements, requests and preferences. As a partner, we understand your product information needs and bidding strategies - and we optimise your data accordingly, whether it is search engine marketing, affiliate marketing or channel marketing.

International growth.

Goldenfeeds helps retailers and brands to offer their products throughout a variety of channels worldwide, by generating and distributing product information in many languages and currencies. We already deliver high-quality product information to more than 27 countries, using multiple combinations of languages and currencies.

Easyfeed portal for maximised relevancy.

Our Easyfeed portal enables online publishers to effortlessly customise a brand's enriched product information that is not part of a typical product feed, and automatically deliver it, on a daily basis, with built-in network tracking. Publishers can now present the most relevant content that will truly convert.

- Content can be easily adjusted based on a specific category, price, brand name, keywords and more and formatted according to a publisher's requirements without any IT involvement
- Feeds can be optimised according to the publisher's consumer profiles and specific requirements, including only the relevant categories and products
- Tailored product information, such as "On Sale" or "New Arrivals" can help publishers promote targeted content
- "Best Sellers" information provides insights into the top converting items
- Social rankings, such as ratings and likes, drive customers to a purchase based on the input of other consumers

Do you leave money on the table?

High-quality and well-maintained product information is essential to increase conversions and sales. When consumers find your products on marketing channels, they are facing your product feeds. Are your product feeds up to scratch? As a first step, we offer you a completely free product feed audit, in which we analyse your product feed and point out any issues that, once resolved, will increase conversion and sales. Contact us to take advantage of this offer.

About Goldenfeeds.

Goldenfeeds is the global leader in product data services. Worldwide customers from the top 500 retailers in the US and Europe trust Goldenfeeds to improve their performance and accelerate top and bottom line revenues. Goldenfeeds is a division of Fornova, a global provider of B2B e-commerce solutions that improve competitiveness and maximise sales in increasingly competitive markets, such as retail & travel. Goldenfeeds has offices in New York City, London and Israel.