

# THE DEMYSTIFYING PRODUCT DATA OPTIMIZATION SERIES

Part 1/3      What is product data optimization actually?



## LET'S DEFINE!

**op-ti-mi-za-tion** (öp'tē-mī-zā'shən) *n.*

The procedure or procedures used to make a system or design as effective or functional as possible. – *The American Heritage® Dictionary*

### Therefore, product data optimization:

The procedure of editing, customizing and enriching your product attributes to ensure that your product feed is as effective as possible.



## WHO IS RESPONSIBLE FOR IT?

### MARKETERS → WHY?

1. They deal directly with the various feed distribution channels
2. Because the task ultimately helps them achieve their marketing goals



## WHEN IS IT NECESSARY?

**External need: When a shopping or marketing channel requires this**  
(i.e. *customize/correct*) – e.g. error report, change in channel specifications

**Internal need: When marketing requires this**  
(i.e. *enhance*) – e.g. Valentines promotion, A/B testing



## WHAT IS IT NOT (MEANT TO BE)?

**MYTH**  
Product data optimization is done manually, product-by-product, in excel

Product data optimization is performed in an ERP/PIM system

Product data optimization is a once-off thing

Product data optimization means not having any empty fields in your data feed

Product data optimization is very time consuming. It can take days to optimize a single feed

Product data optimization is very complex and requires technical/third party support

### BUSTED

1. Real product data optimization involves editing and enriching product data on a large scale with automated systems and set rules
2. Real product data optimization is performed on a dedicated platform
3. Real product data optimization is ongoing
4. Real product data optimization means the information is relevant, accurate, comprehensive and tailored to specific channel requirements
5. Real product data optimization occurs when entire data feeds are processed within minutes, regardless of the number of products in the feed
6. Real product data optimization is independently handled by marketers



## WHY IS IT SO IMPORTANT? BOOST PRODUCT ADVERTISING PERFORMANCE AND RESULTS!

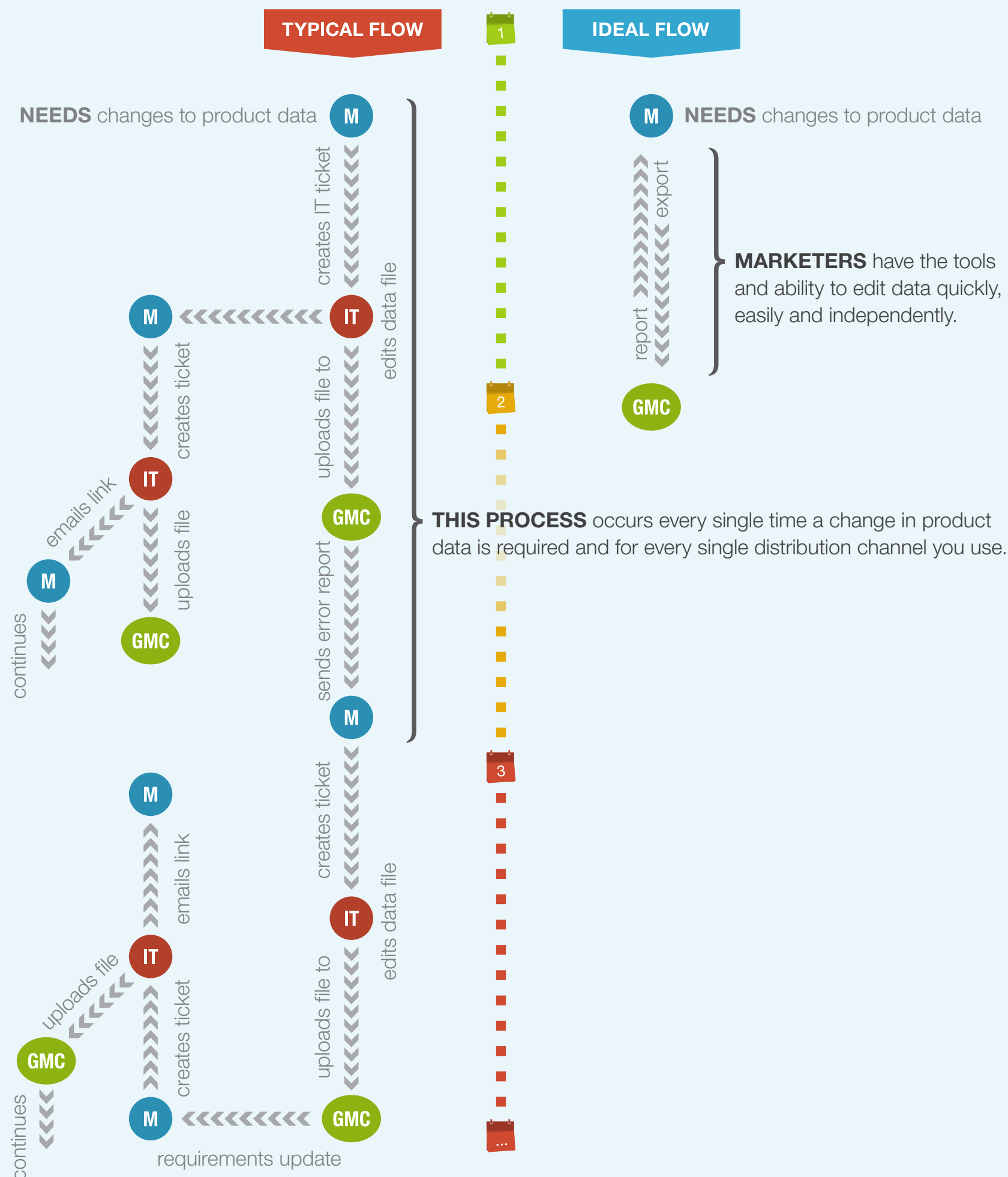
### BUT HOW?

- Improve product data quality
- Increase product visibility on search result pages
- Reduce number of rejected products
- Increase click-through-rate (CTR)
- Maximize marketing return on investment (ROI)
- Distribute channel-specific feeds



## WHAT DOES THE PROCESS LOOK LIKE?

- M** Marketing department
- GMC** Google Merchant Center, as example distribution channel
- IT** IT department



### DID YOU KNOW?

If you don't solve a critical problem in a given time frame, your entire data feed may get blocked so that no product ads will be displayed.

Okay, so product data optimization is the foundation for successful performance marketing – but what exactly do I DO to optimize my product data? [CLICK HERE](#) to order a personal copy of part 2/3 where best practices, common errors and other useful tips on how to optimize your product data will be shared.