



Syndication Comparison Shopping Engines

More exposure leads to more sale opportunities

Zoovy's syndication technology saves merchants time and money while increasing product exposure on comparison shopping engines.

Key

Benefits

- ▶ *Increased Product Exposure*
- ▶ *One Time Product Feed Setup*
- ▶ *Daily Automatic Feed Submissions*
- ▶ *Customizable Feed Attributes*
- ▶ *Sales Tracking & Reporting*

- Zoovy has partnered with some of the top CSE (comparison shopping engines) like Nextag, Bing and Google.
- You can choose from 50+ shopping channels. Allowing you to put your products in front of the largest ready-to-buy shopping audience on the Internet. Converting shoppers into buyers is the goal and at Zoovy, we continually look for emerging integrations that will increase merchant's overall sales opportunities.
- Our syndication technology allows merchants to create product feeds and upload them to the CSE's in minutes saving you time and making you money.

Easy To Setup

- Zoovy understands that merchants do not know how to create product feeds. Did you know that each CSE has its own individual feed requirements? With our syndication technology, Zoovy sets up and maintains the product feeds. This includes changes in required product information, category taxonomy, errors and file transfer requirements. Our syndication technology sets up the product feeds with all the required attributes, pulling the information directly from your product catalog. This means less manual input. In only minutes, a syndication account can be configured and a product feed published.

Customization

- Customization of the product feeds allows merchants to optimize for their target audience and product specifications. The product feeds can include all of your products or can be restricted to specified categories or product lists, with the ability to remove any products easily. All required feed attributes are automatic, but further customization can be achieved by adding additional attributes to the products. With Zoovy you can also have different product information on your webstore than what you are sending to the CSE (e.g. Pricing, Product Titles, Product Descriptions, Promotions, etc.) This feature allows for data feed optimization specific to each comparison shopping engine.



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Reports

Zoovy has native tracking that reports the CSE sales directly into order notes. On a larger scale, the sales report can break down all sales from individual comparison shopping engines. Our platform is also integrated with all of the individual ROI trackers provided by each CSE. Zoovy's build in validation ensures your product date is accurate. We also provide error reports so that products you are trying to syndicate can be easily corrected.

Wrap-Up

Zoovy's syndication tool allows you to easily create product feeds for comparison shopping sites, taking the headache out of the feed building and maintenance process. With our reporting it is easy to identify which CSE are performing best. Comparison shopping engines are ideal for merchants with competitive pricing and promotions. We are integrated with all types of comparison shopping sites: free, cost per click and pay per acquisition. No matter what budget, our syndication can increase your product visibility and opportunity for more sales, all while saving you time.



More information about syndication see: <http://webdoc.zoovy.com/doc/50786>

This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration detail.