

Feed Optimization Service



Service Highlights:

- *Strategic Account Review*
- *Transparent Communication*
- *Done-For-You Product Feeds Setup and Configuration*
- *Data Normalization & Expansion*
- *Ongoing Feed Optimizations and Testing*

Core Values:

- *Provide Fanatical Service*
- *Be Completely Transparent*
- *Hire the Best*
- *Test & Optimize Constantly*
- *Work Smarter*

The Feed Optimization Service Includes:

- **Done-For-You Product Feeds:** Utilize time-tested optimization strategies to import, normalize, and tailor your product data specific to the channel requirements of Google, Bing, and Facebook.
- **Data Scrubbing:** Evaluate product data in detail to remove unnecessary characters that may cause data quality issues. Apply filters for specific criteria to adjust product selection before submitting to each merchant center.
- **Data Normalization & Expansion:** Implement an extensive series of attribute-specific rules that ensure every product record contains as much relevant information as possible to improve data quality. Analyze product data and historical customer search term performance to expand coverage of valuable keywords, increasing product exposure in search engine results.
- **Product Feed Optimization:** Create comprehensive product category structures to enhance campaign management capabilities and increase transparency into product performance trends. Regularly collaborate with paid search team to align account strategies, maintain consistent messaging across campaigns and incorporate supplemental data to grow marketing channels.

What to Expect from Your Dedicated Team...

- *Provide a dedicated team to customize product feeds to meet your goals and objectives.*
- *Configure merchant centers to align with daily product data feed submissions.*
- *Constantly monitor feed statuses and data quality signals.*
- *Hold routine meetings with your PPC team to coordinate campaign strategies.*
- *Create Google and Bing Merchant Promotions to highlight applicable website offerings.*

Feeds Optimization Service Pricing:

A non-refundable launch fee will be required in the first month, in addition to the recurring monthly management fee for each domain managed. Additional launch fee will be required for a raw file transition during management.

Feed Size Pricing Tier	Launch Fee	Management Fee (1st Domain)	Additional Domain (Each)
1 to 1,000 SKUs	\$1,075	\$1,075	\$875
1,001 to 6,000 SKUs	\$1,275	\$1,275	\$1,075
6,001 to 30,000 SKUs	\$1,475	\$1,475	\$1,275
30,001 to 75,000 SKUs	\$1,975	\$1,975	\$1,775
75,001 to 150,000 SKUs	\$2,475	\$2,475	\$2,275
> 150,000 SKUs	\$2,475 + (\$.005/SKU > 150,000)	\$2,475 + (\$.005/SKU > 150,000)	\$2,275 + (\$.005/SKU > 150,000)

Additional Services Offered:

We offer the creation and daily submission of flexible feeds to support your marketing channels not managed by ROI Revolution, for a simple one-time launch fee.

Additional Feeds	Launch Fee
Affiliate Network	\$495
Remarketing Platform	\$495
Website Search	\$495

Robust Technology. Responsive Experts.

Our software and account teams focus exclusively on ecommerce merchants. We only offer our services if we believe we will make a substantial positive impact on a potential client's digital marketing efforts.

Every ROI Revolution client works with a dedicated account team who leverage not only their deep domain and industry knowledge, but our own proprietary suite of applications. Our unique blend of technology and expertise produces better results than any single automated or manual solution could ever achieve.

About ROI Revolution:

ROI Revolution was founded in 2002, just four months after Google launched their AdWords pay-per-click business model. Over the last decade, ROI Revolution has become extremely specialized according to our greatest strength: **ROI-driven digital marketing for merchants and retailers.**

Our industry is rapidly evolving. Outdated strategies won't cut it. Audience targeting options have matured, as have the strategies and skills required for market domination. We seldom review a digital marketing program that can't realize significant gains from expert management.



ROI Revolution Mission Statement:

Be the best in the world at managing measurable, ROI-driven digital marketing for our clients.

Learn more at roirevolution.com