

# Productsup<sup>1</sup>

## The new rules of feed management for agentic commerce

Perfect your product feeds for commerce success



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# Introduction

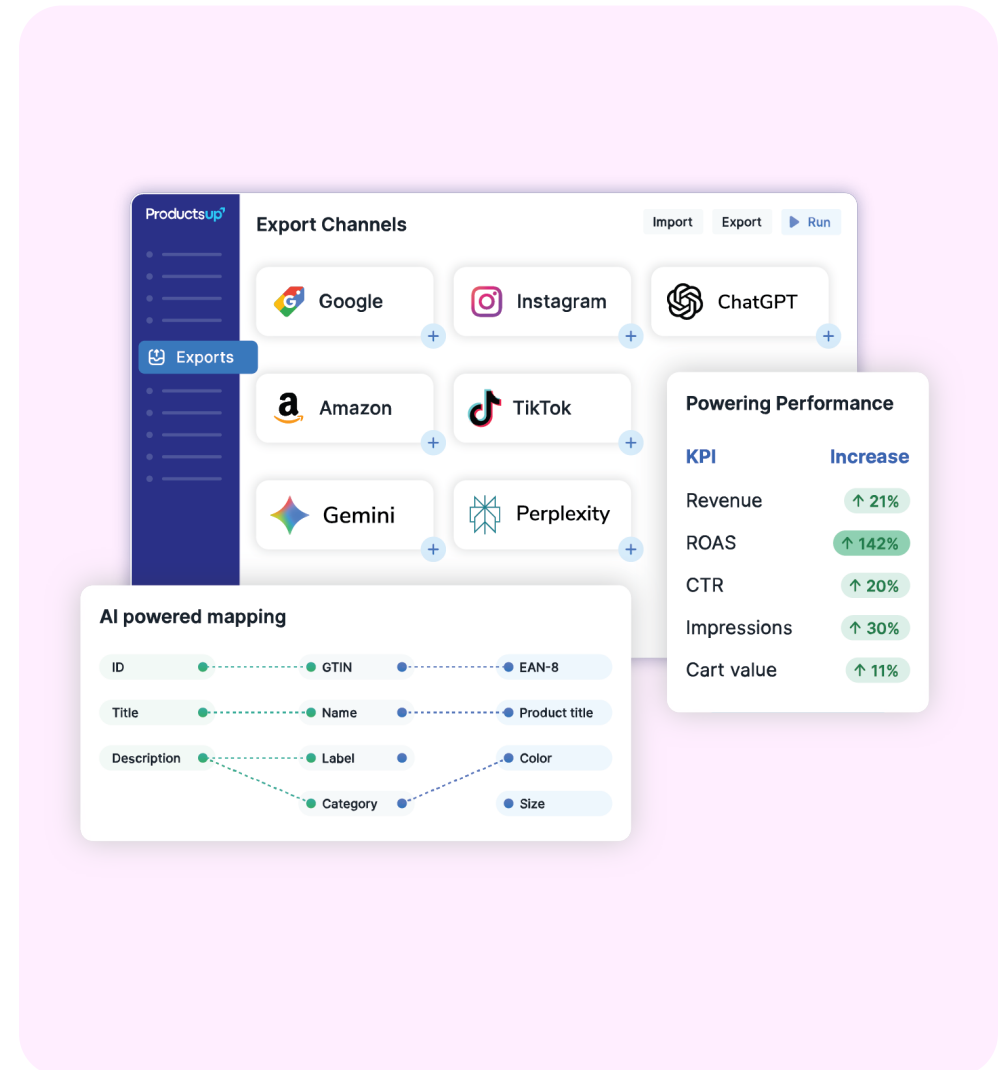
Every year, companies face the same end goal – sell more products (and do so more efficiently). Yet, the *where*, *who*, and *how* of achieving this goal change constantly as technology advances, new commerce models emerge, and consumer behavior evolves.

This predictable uncertainty is what makes the commerce space exciting, but it's also what makes it so complex. Product discovery now happens across LLMs, marketplaces, social platforms, search engines, and more, often before shoppers ever reach a brand-owned touchpoint.

With full control over all [product content journeys](#) through smart feed management, you can expand to new channels, drive conversions, and ultimately, sell more products.



This guide will talk you through some of the most significant changes to [product feed management](#), as well as the commerce and consumer trends that are driving these evolutions.



# Commerce – the big picture





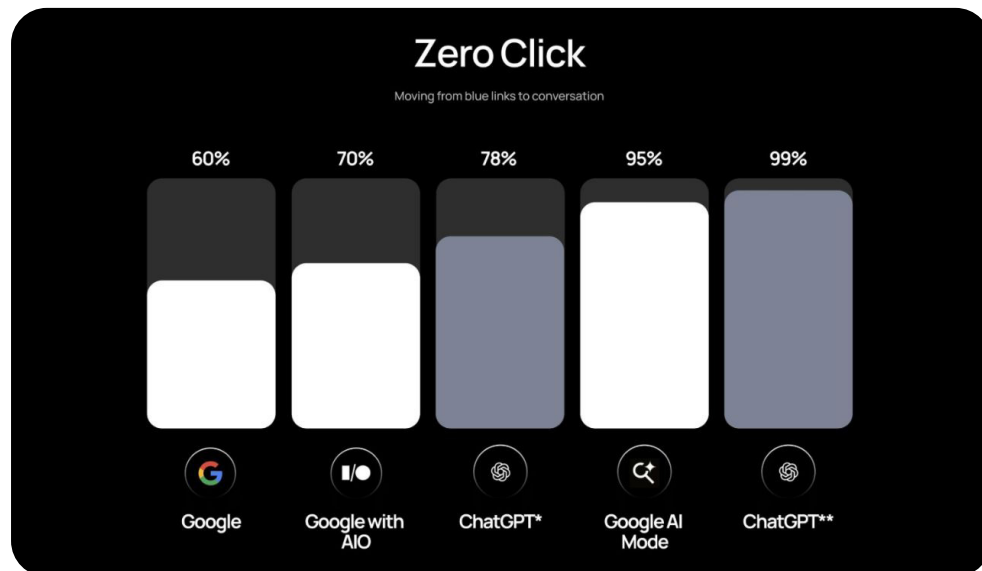
# **4 commerce trends transforming feed management**

## AI is becoming the buyer

Consumers expect to see high-quality, detailed product content updated in real-time on any channel they so choose to be on. Sound easy enough? Maybe for the robots. Feed managers who are still relying on manual processes to try and keep up with this pace are nowhere near meeting these expectations. Artificial intelligence is no longer “the future of commerce” – it’s the now.

This shift is often referred to as **agentic commerce**, where AI systems don’t just support shoppers but actively influence which products are discovered, compared, and selected. That behavior is already mainstream.

- 66%\* of frequent shoppers regularly use AI assistants like ChatGPT when making purchase decisions.
- 60%\* of users now rely on AI tools like ChatGPT, Claude, Perplexity, etc. to get consolidated product review summaries instead of browsing multiple sites.



Smart technology can be utilized in various ways to enhance feed management and achieve better results. For example, AI tools can be used to automatically structure product data in a specific format and map it according to various channel templates required by Google Merchant Center, Amazon, and other exports. They can also be used to optimize campaigns once they’re live, such as automatically filtering out low-performing items from channels to reduce ad spend.

As AI capabilities continue to mature, feed management is shifting from manual maintenance to enabling intelligent systems with accurate, structured, and continuously updated product data. For merchants, the priority is making products discoverable by large language models. Titles and GTINs alone are not sufficient. Complete attributes, clear categorization, and up-to-date information are essential because products that AI cannot clearly understand will not surface.

[\\*Yotpo, AI shopper behavior report](#)

“



Your feed is a product detail page. With agentic checkout, your data is the next storefront.



Marcel Hollerbach  
CIO, Productsup

Download free ebook

”

## The future is omnichannel

The lines between offline and online commerce are completely blurred. On one hand, you have traditional offline retailers fully adopting hybrid commerce models to maintain their market positions. On the flip side, online brands have expanded into brick-and-mortar. While companies born in the cloud once assumed that their online experience would give them an advantage over on-street natives, new marketplaces and other booming channels, such as [social commerce](#), have proved it's anyone's game. Consumers expect hybrid shopping to be an extension of both ecommerce and traditional retail, and businesses must adapt to meet this demand.

As marketing teams and feed managers, seizing these opportunities will mean exporting significantly diverse types of product data. It will also mean an exponential increase in the number of feeds they have to create and monitor. Last but not least, it means that they have to create consistent, high-quality customer experiences across every touchpoint. Without smart, automated feed management solutions, this would require manual optimization of multiple feeds that may or may not be getting to the right consumers, where they are.

### Omnichannel impact at a glance

89% customer retention

30% higher lifetime value

3.5x faster revenue growth

208% higher marketing revenue

Source: The Martal Group

## Sustainable shopping is the new norm

What started as a slow trend to watch has become a high-priority consumer demand. The desire to shop with sustainable brands and purchase ethical products is now the industry standard, especially as this information becomes more readily available to consumers. Shoppers now have the means to follow products – and not just their materials or origins – throughout their whole lifecycle. Carbon-neutral claims or claims about fair trade can be fact-checked in seconds. Greenwashing, thankfully, is becoming a thing of the past. More and more, consumers want to trust the companies they're buying from and feel good about it at the same time.

One in three online shoppers prefer sustainable brands, especially Millennials and Gen Z, who are 27% more likely to buy from eco-conscious companies. In fact, brands focusing on sustainability grew by 28% over a five-year period, compared to 20% for those that didn't.

Source: Hostinger

The revolution in sustainable shopping is not limited to the materials themselves, but consumers have extended it to the manufacturing, logistics, and sales processes. Many shoppers are no longer interested in buying organic if the product was grown in Argentina, packaged in Thailand, and for sale in London.

Where does feed management come in? One of the biggest challenges brands face when it comes to sustainable shopping is building trust with consumers. To support sustainable and circular commerce models, brands must manage and distribute accurate, enriched product information at scale. This includes ESG attributes, lifecycle details, condition states (new, refurbished, resale), and sustainability certifications, all delivered consistently across channels. For this to happen, feed managers must gather and export enriched, high-quality, and honest ESG product data to quickly reach buyers.

Learn how [Productsup](#) makes it easy for brands to integrate ESG product information into their feeds.

Over half (52%) of consumers say they've encountered false or misleading information about brands' sustainable actions ([Kantar's Global Sustainability Sector Index](#)). Providing more details in product content about sustainable ingredients and packaging, as well as ethical production, can prevent greenwashing.

## Discovery is social, visual, and happening everywhere

Today's shoppers don't wait to be told where to look — they discover products where they already spend time: **social feeds, short-form video, creator content, AR try-ons, livestreams, and immersive visual formats.** These discovery touchpoints are reshaping how and when products are found, long before a shopper lands on a PDP or search result.

This shift is driven by a few clear signals. Platforms are prioritizing short-form video and interactive content because it keeps users engaged and moves them closer to purchase. Social feeds now blend content and commerce into a single experience where products are discovered, evaluated, and bought without leaving the platform. At the same time, AR and immersive experiences are reducing uncertainty by helping shoppers see products in context, from how a sofa fits in a room to how a product looks on the body.

### To support this shift, feeds must:

- **Include richer visual assets** such as high-quality images, video thumbnails, and AR/3D model links
- **Support immersive formats** with tags and metadata that enable AR filters and virtual try-ons
- **Adapt to multi-surface discovery** across social feeds, livestreams, visual search, and creator storefronts

Without structured, up-to-date product attributes and visual-ready content, opportunities in this space are lost.

## What's new and worth noting



[Google brings buy buttons to AI search and Gemini](#), enabling users to browse and purchase directly inside the AI experience.



[Reddit launches Max campaigns for AI-powered ad performance](#) and unique audience insights (now in Beta).

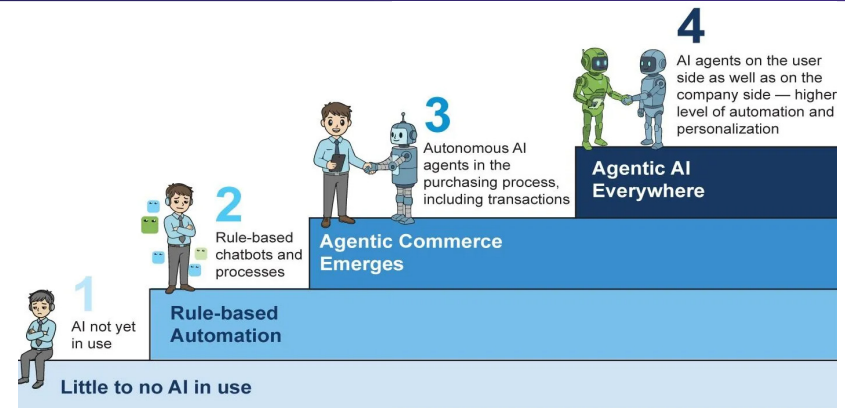


[Shopify is expanding AI capabilities](#), enabling merchants to sell directly on Google and Microsoft AI platforms.



# **Agile feed management for an agentic future**

To capitalize on these ecommerce trends, businesses are well-advised to reevaluate their strategy and underpin their future marketing efforts with a scalable and centralized feed management solution, such as [Productsup](#), that will save time and resources in the short term, as well as create the foundation for long-term sustainable success.



Source: DigitalLoop

**Easy**

Prebuilt channel templates and visual, drag-and-drop dashboards make it easy to onboard new channels, including emerging and AI-driven ones, without ongoing IT involvement.

**Efficient**

Import your product data from any source or format. Several clicks is all it takes to prepare it for the channels you are targeting, and then export the data with automated syndication.

**Empowering**

Reassert control over your product experiences and campaign planning with automated AI optimization, error notifications, immediate channel updates, and performance-based ROI management.

**Evolving**

Prepare your product data for conversational and agentic channels. Productsup enables teams to evolve feeds for [ChatGPT](#), [Perplexity](#), Gemini, Co-pilot, and other AI-led discovery experiences without rebuilding their data foundation.



With the Productsup solution for feed management, global DIY retailer [Leroy Merlin](#) has exported **5 million SKUs**, which enabled it to increase its **Google Shopping SKUs from 100,000 to 600,000**. The retailer has also seen an **11% increase in its average shopping cart value on Pinterest** since working with Productsup.



[See how Productsup supports agentic commerce](#)



# **Tips and hacks for better feed management**



# 1. Design titles for machines, not just humans

Product titles increasingly act as structured signals for AI systems, marketplaces, and comparison engines. Include stable, decision-critical attributes in a consistent order so products can be parsed, compared, and recommended programmatically.

## Example:

Instead of:  
Running Shoes

Use:  
Nike Air Zoom Pegasus 40 | Men's | Size 9 | Black | Road Running Shoes


## How Productsup helps:

Use **Custom Prompts** and **AI Data Services** to generate SEO-rich titles from product attributes, then apply **Rule Boxes** and **Twig templates** to scale optimized titles across catalogs automatically.

**BEFORE**

**Product title**  
Sneakers


**Description**  
Comfortable shoes

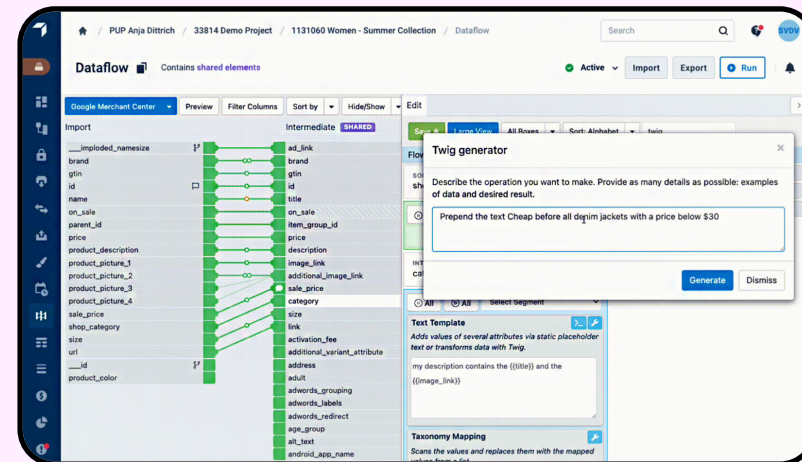


**AFTER**

**Product title**  
Streetwise Kicks - White Leather Lifestyle Sneaker

**Description**  
Experience ultimate comfort and classic style with our Streetwise Kicks. These premium white leather sneakers feature a cushioned sole and clean design, making them the perfect everyday choice for a polished look.







## 2. Use event-based and incremental catalog updates

Full feed refreshes slow down updates, increase error risk, and disrupt reporting continuity. Modern commerce environments expect near-real-time updates for price, availability, and inventory.

### How Productsup helps:

The **Stream API** supports incremental, event-based updates, allowing single-SKU changes to be pushed instantly at scale. This ensures feeds stay current as stock, pricing, or promotions change, even with millions of products. The stream API is horizontally scalable, which means it will grow with your business – whether you are selling 100,000 or 100,000,000 products.

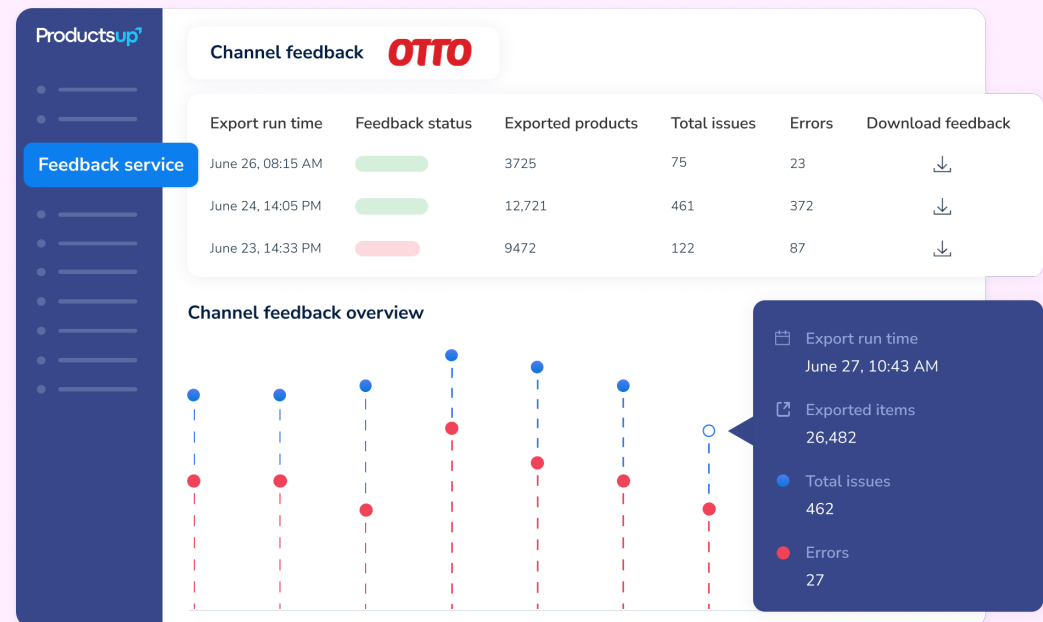
The screenshot shows a configuration window for the Stream API. At the top left is the 'streamapi up' logo. To its right is the text: 'Connect to Productsup through the Stream API to upload your product data. The Stream API replaces the product upload endpoint from the Platform API.' Below this is a 'Stream' dropdown menu. Underneath is a 'Description (optional)' text input field containing 'Productsup Stream API'. A note below the input field states: 'If you provide a description it will be displayed instead of the Source URL in the list of data sources.' At the bottom are two buttons: a green 'Save' button and a red 'Cancel' button.

### 💡 3. Validate against channel schemas, not just character limits

Character limits are only one layer of compliance. Channels apply schema rules around required, recommended, and conditional attributes that directly affect eligibility and visibility.

#### How Productsup helps:

**Channel Readiness** flags schema issues before export, while **Channel Feedback** surfaces disapprovals and errors directly from channels, allowing feed teams to fix issues proactively instead of reacting after listings go dark.





## 4. Control visibility through destination and intent-level labeling

As one feed powers multiple surfaces, visibility needs to be managed at the SKU level. Labels should reflect intent (discovery vs. conversion), fulfillment model, and channel suitability.

### How Productsup helps:

Use **Rule Boxes** to apply destination labels dynamically, control excluded destinations, and tailor visibility across Google Shopping, free listings, local inventory ads, and other placements without duplicating feeds.

The screenshot displays the Productsup interface. On the left is a dark sidebar with a 'Productsup' logo and a list of menu items. The main area is titled 'Data View' and includes a 'Filters' button. Below this is a table with columns for 'Select', 'Title', 'Description', 'Price', and 'Image'. Three product rows are visible: 'Classic Black T-Shirt', 'Retro Blue Fanny Pack', and 'Minimalist White Sneaker'. To the right of the table is a 'Rules' panel with a list of six rules, each with a function icon (f(x)). Blue arrows point from the 'Price' column of the first two rows to the 'Rules' panel.

Select	Title	Description	Price	Image
<input type="checkbox"/>	Classic Black T-Shirt	Soft, breathable cotton T-shirt with a relaxed fit.	\$19.99	
<input type="checkbox"/>	Retro Blue Fanny Pack	Durable nylon waist bag with adjustable strap and multiple compartments.	\$24.50	
<input type="checkbox"/>	Minimalist White Sneaker	Sleek low-top sneaker made from vegan leather with cushioned insole.	\$59.00	

- f(x) Append/prepend value if not empty
- f(x) Remove HTML tags from attributes
- f(x) Convert special characters
- f(x) Set value if list match (string)
- f(x) Discount percentage
- f(x) Extract value from JSON
- f(x) Whitelist row if value not in

## 💡 5. Align feeds to evolving commerce protocols and standards

AI-native discovery, conversational shopping, and new commerce protocols rely on structured, machine-readable product data, not just formatted listings. Feed logic must stay flexible as requirements evolve.

### How Productsup helps:

Centralized transformations and reusable rules allow feeds to be adapted to new schemas, endpoints, and AI-driven channels without reengineering your data foundation each time standards change.

The screenshot displays the Productsup Agentic Commerce interface. At the top, the Productsup logo is on the left, and the text 'Agentic Commerce' is in the center. To the right are four AI provider buttons: ChatGPT, perplexity, Gemini, and Copilot, each with a plus sign. Below this is a search bar containing the text: 'I'm training for a marathon in 6 months. I'm a male runner with flat feet. What are the best running shoes for support and long-distance comfort?'. There is a plus sign on the left and a microphone icon on the right of the search bar. Below the search bar are three product cards, each featuring a running shoe image, the product name, the current price, the original price, a star rating, and a 'Buy now' button.

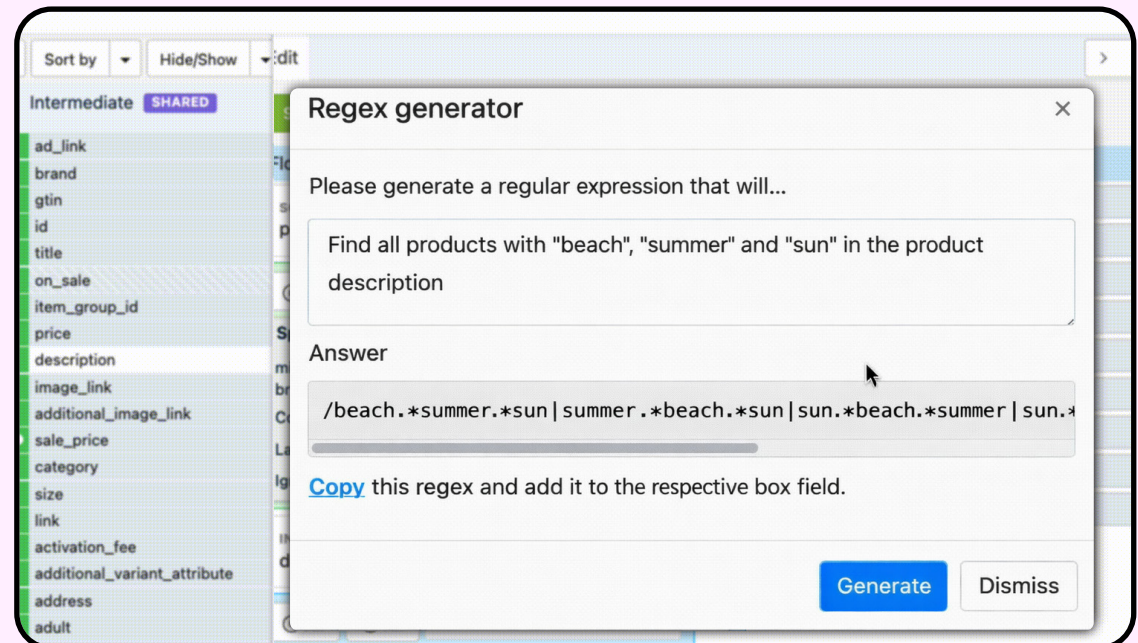
Product Name	Current Price	Original Price	Rating
StrideFlow Max Support	€99,99	€139,99	★★★★★
EnduraKnit 3000	€74,99	€109,99	★★★★★
AeroMotion Stability Pro	€89,99	€114,99	★★★★★

## 6. Enrich product content visually and at scale

Discovery is increasingly visual. High-quality images, variations, and dynamic creatives play a growing role in how products are surfaced and selected across social, retail media, and AI-led experiences.

### How Productsup helps:

The **Image Designer** enables teams to enhance and adapt product visuals at scale, while **Regex tools** and **Twig templates** help extract, structure, and enrich product attributes automatically.



These are just a few fundamentals.  
To see more examples, [contact our team](#) or [book a platform demo](#). While feed management has become incredibly complex doesn't mean your solution has to be. Productsup platform flags missed channel requirements and guides feed teams with clear error messages, best practices, and real-time editing options.

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*Productsup offers us a multidimensional tool with a great, intuitive user interface and flexibility. It was easy to integrate the Productsup platform into our complex tool landscape. Coupled with the fact that they always offer exceptional customer support, Productsup is the perfect fit for our needs.*

**Jamal Tarakji**  
Product Owner SaaS, [Thule Sweden](#)

”

# **3 steps to overall commerce success**



## 1. Know your buyers on all channels

With the proliferation of channels and ad formats consuming so much time, it's easy to forget that nearly all marketing is now performance-based. Granular segmentation is essential for successful campaigns. You need to know your audience on each channel and have the ability to quickly tweak each campaign according to real-time consumer feedback. Delivering highly-targeted and personalized product content to customers requires you to adapt product information based on customer preferences, browsing history, and demographics.



## 2. Go glocal and grow

Personalization in feed management also extends to localization. You need to customize feeds for different regions, languages, and cultural nuances. A feed management platform like Productsup will give you the freedom to localize campaigns at scale, without having to employ dedicated teams for each new channel or region. For instance, it can easily translate product data into multiple languages and convert currencies, sizes, and weights into localized units.



## 3. Stop optimizing individual channels

Sustainable omnichannel success begins with the automation of as many manual tasks as possible. Free up your team to concentrate on enriching your product data, finding new channels or markets, and experimenting with ad and data formats. Ecommerce starts with your product content feeds. A centralized platform enables you to think beyond individual channels and regions and realize your commerce potential.



**Productsup:  
The most comprehensive  
feed management platform**

Over 1,000 major brands are already using the Productsup platform to maximize their reach and take advantage of commerce complexity. Household names like ALDI, Sephora, and L'Oréal already trust and use our solutions to advertise and sell on more than 2,500 channels.

**With the Productsup platform, you can:**

- Automate most basic feed management tasks
- Apply rule-based optimizations, A/B testing, and ROI-driven strategies at scale
- Leverage 250+ optimization capabilities to prepare and refine feeds faster
- Create new channel-specific export feeds in seconds
- Provide actionable insights based on real-time customer feedback
- Expand your product experiences to over 2,500 channels
- Provide fast support, built-in optimizations, and ready-to-use templates
- Control AI access to product data with LLM.txt, enabling private, structured feeds for AI agents without public crawling
- Integrate with conversational discovery platforms such as [ChatGPT](#), [Perplexity](#), Gemini, and Copilot, preparing feeds for agentic and chat-based commerce

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## Boozt

Data feed management is one of the most undervalued assets in online marketing, it's crucial for business success. Feed-based marketing has become our bread and butter. If we didn't have Productsup, we'd potentially miss out on 10% traffic because we couldn't efficiently optimize our data feeds.

**Jesper Jensen**

Media & Online Marketing Director, [Boozt Fashion](#)

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# Productsup<sup>7</sup>

Connecting commerce. Powering performance.

Get in touch today!

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