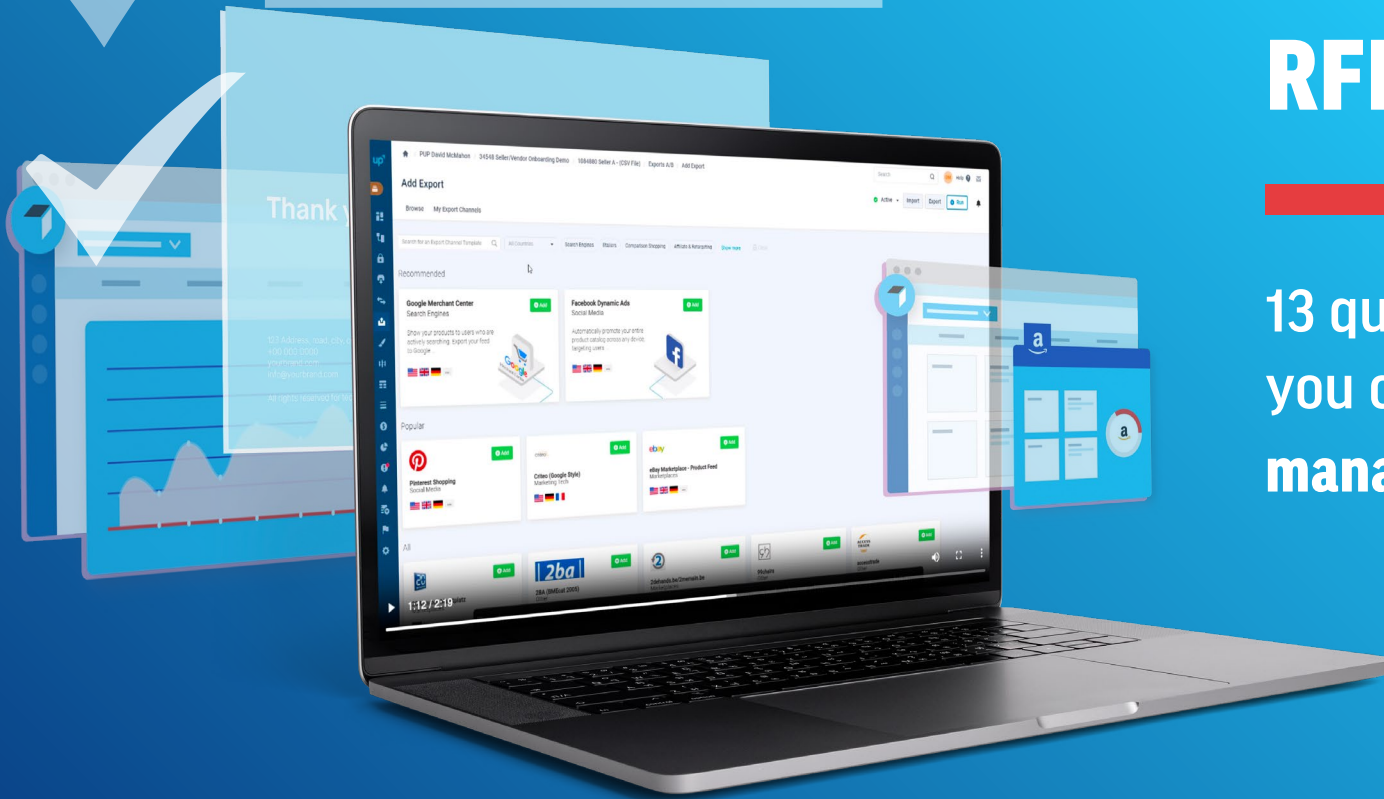Productsup

RFP checklist

13 questions that will help
you choose **the right feed
management tool**

Choosing the
# ideal feed management
tool for your business

If you are a company that deals with thousands of SKUs, their respective product content, and marketing, selecting the right feed management tool can be a strategic advantage. These tools enable businesses to handle their product content efficiently, fine-tune online marketing strategies, and maintain a competitive edge.

To assist you in making an informed decision, we've assembled a comprehensive checklist comprising 13 crucial questions. Each question delves into various aspects of feed management, offering detailed insights into why each element matters and what specific answers to seek.
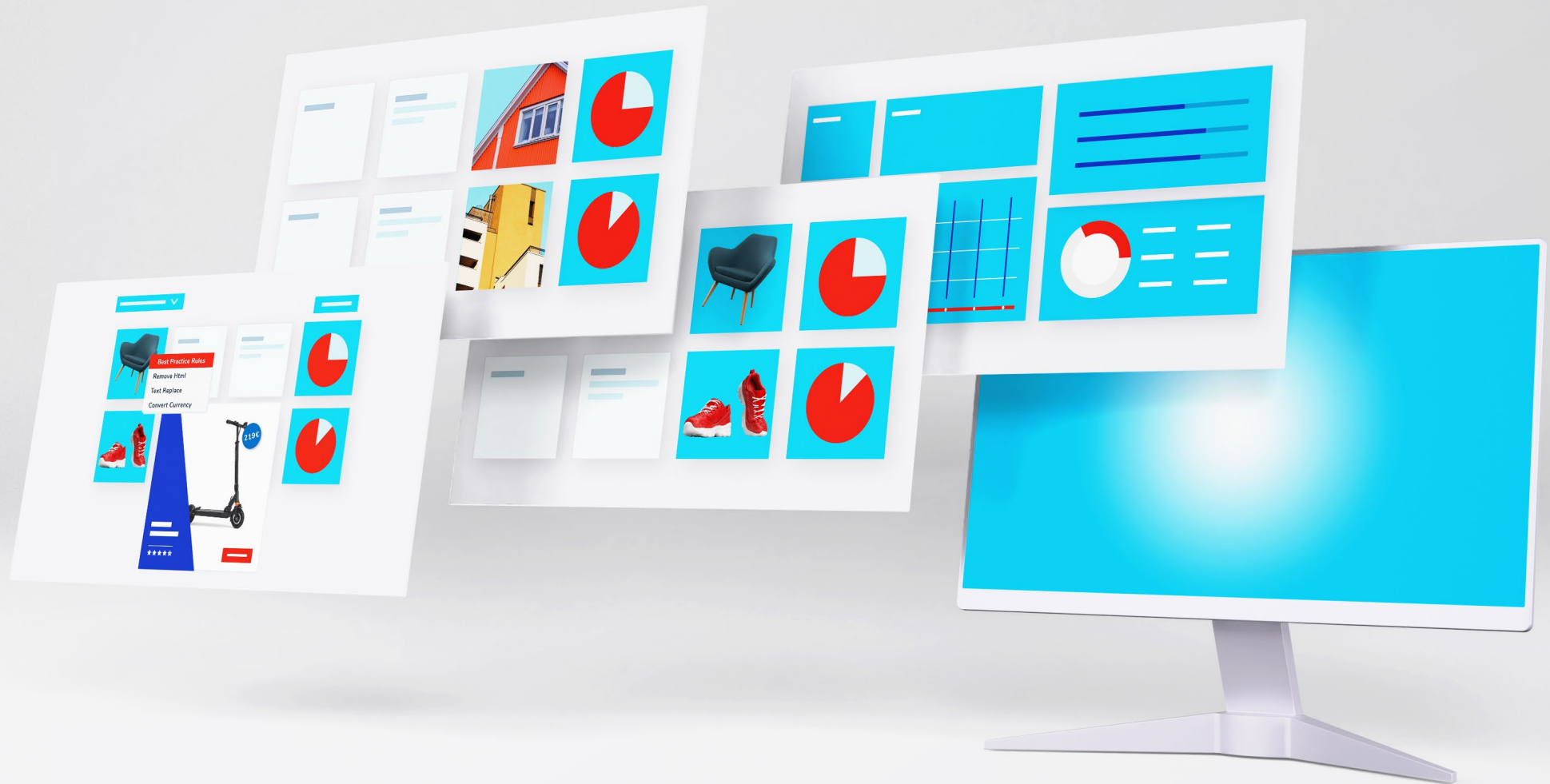
1.

Is your feed management setup **intuitive and allows for easy knowledge transfer?**
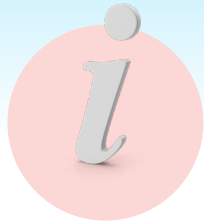
2.

Do you provide **24/7 customer service?**

Why is this question relevant?

An intuitive interface is about more than just user-friendliness. It directly impacts your operational efficiency. A complex setup can lead to prolonged onboarding times for new team members, hindering your business's growth and scalability.

What answers to look for?

"Our offering boasts an intuitive user interface, significantly reducing the learning curve for your team. Our commitment to your success is evident in our comprehensive training content and dedicated onboarding sessions. This approach ensures seamless knowledge transfer within your organization, empowering you to adapt swiftly."

Why is this question relevant?

During peak seasons or when unexpected issues arise, having access to 24/7 "human" customer support is indispensable. The absence of timely assistance can lead to revenue loss and negatively impact your business's financial performance.

What answers to look for?

"We understand the critical importance of timely support, which is why we offer 24/7 human customer service. Whether it's during peak seasons or dealing with unforeseen challenges, our dedicated support team is readily available to address your needs promptly. With us, you can rest assured that you're never alone in navigating any issues that may arise."

3.

Does your current feed management setup **support the creation and optimization of creatives** (product images) at scale?

4.

Are you **agile and flexible enough** to quickly adapt to c**onstantly changing industry standards?**

Why is this question relevant?

In today's marketing landscape, creative optimization can significantly enhance engagement and click-through rates, particularly with product images. Relying on external designers can introduce bottlenecks in your marketing efforts, potentially impacting your competitiveness.

What answers to look for?

"Our feed management tool stands out with its innovative image designer feature. Whether you're handling a vast catalog with millions of SKUs or a smaller selection of products, our platform empowers you to create and optimize product images at scale effortlessly. Say goodbye to the reliance on external designers and hello to an accelerated time-to-market."

Why is this question relevant?

Agility is paramount in an industry where new social media channels emerge at an unprecedented pace. Being among the first to embrace these channels can provide cost advantages and ensure that your marketing strategies and its efficiency remain at the forefront.

What answers to look for?

"Our platform boasts extensive integrations and robust partnerships with major channels such as Google, Meta, TikTok, and others. We take pride in co-launching new channels and products alongside our partners, giving you a distinct competitive edge. With us, you're not just staying up-to-date but setting the pace in a rapidly evolving landscape."

5. Are you able to **process millions of products/offers in minutes?**

Why is this question relevant?

Efficiently managing vast volumes of product content is essential to prevent costly mistakes, like promoting out-of-stock products or inaccuracies in listings, which can lead to revenue loss, and wasted ad spend. The ability to update catalogs in real time is a significant competitive advantage.

What answers to look for?

Our platform excels in processing substantial amounts of product content. With a proven track record of handling catalogs containing over 100 million SKUs, we ensure timely updates, minimizing the risk of advertising unavailable products and maximizing your revenue potential. With our platform, updating a large catalog even multiple times a day would not be a problem you run into. We maintain close relationships with the Solution Engineers from Google, Meta and TikTok and can even build customized solutions that go beyond those channels' standard API rate limits.

6. Does your offering have a WYSIWYG (What you see is what you get) **image optimization feature?**

Why is this question relevant?

Effective feed management extends beyond technical tasks; it encompasses content optimization. A WYSIWYG (What You See Is What You Get) interface empowers users to visually fine-tune product content, enhancing the quality and performance of their listings.

What answers to look for?

"Our platform proudly features a WYSIWYG interface, simplifying the process of making visual adjustments and optimizing product content. Enjoy instant previews of changes, customizable views for managing large datasets, and robust reporting and analytics for error detection and optimization suggestions. Your product content isn't just processed; it's perfected with us."

7.

Do your feed management solution users have access to enough documentation and tutorials available?

Why is this question relevant?

Comprehensive training materials and resources are indispensable for empowering your team to harness the full potential of your feed management tool. Inadequate documentation can result in longer onboarding times and reduced workforce efficiency.

What answers to look for?

"Our platform boasts an extensive documentation library, tutorials, tutorial videos, and images. These resources facilitate learning and reduce onboarding time for new team members. Your workforce can access a wealth of information, enabling them to work smarter and more efficiently."

8.

Does your offering use **AI and smart tools for mapping product attributes and categories?**

Why is this question relevant?

Accurate attribute and category mapping is essential for optimal product visibility and sales performance across different platforms. Automation can streamline this complex process, ensuring your products are correctly categorized and optimized for various channels.

What answers to look for?

"Our platform harnesses the power of AI and intelligent tools to automate attribute and category mapping. Rest assured that your products will be appropriately categorized, guaranteeing maximum visibility and sales performance across many channels. We leave no room for inaccuracies."

9.

Do our employees **need programming skills?**

Why is this question relevant?

Requiring programming skills for feed management can limit your pool of eligible employees and impede your ability to optimize feeds effectively and on time. A no-code environment ensures accessibility for all business users.

What answers to look for?

"Our platform operates within a no-code/low-code environment, empowering all business users, regardless of their programming skills, to execute sophisticated changes and optimizations to your feed. Say goodbye to the limitations of coding expertise and welcome a broader range of contributors to your feed management efforts."

10.

Am I in control if something breaks?
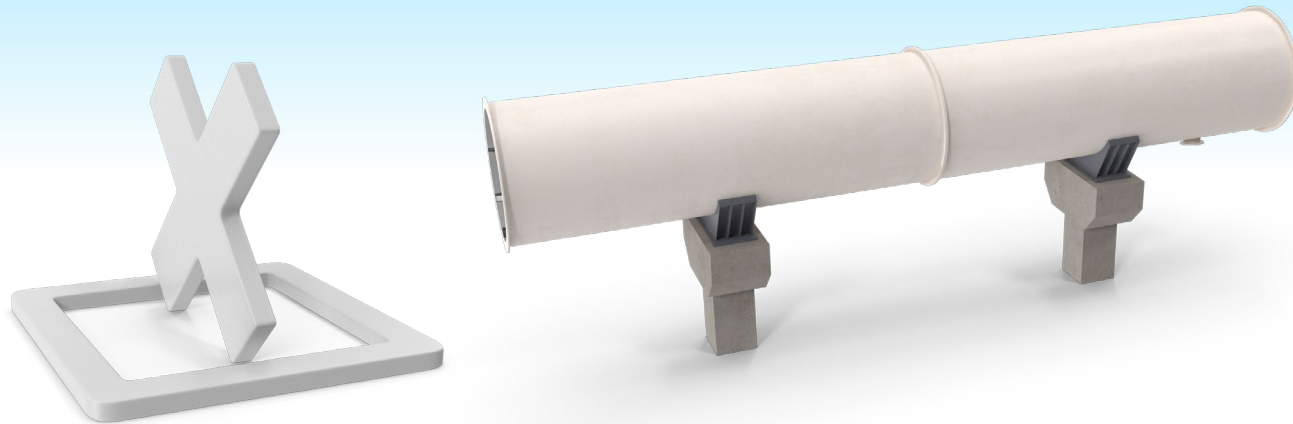
Why is this question relevant?

Monitoring the health of your catalog and integrations is crucial to prevent costly errors and disruptions in your advertising campaigns. Timely identification and resolution of issues are paramount to ensuring your ad spend is well-invested.

What answers to look for?

"Our platform offers robust monitoring tools that detect catalog and integration issues promptly. We ensure that you receive instant communication on your preferred tool, such as mail, slack, etc., allowing you to maintain the health of your catalog and integrations and prevent revenue loss. You're always in control with us, even when the unexpected occurs."

11.

Is your current **solution enterprise-ready?**

12.

Is your current setup running on **a sustainable infrastructure?**
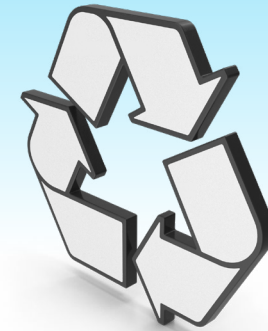

Why is this question relevant?

Enterprises demand high standards of documentation, information security, and compliance. Working with vendors that meet these standards is essential for data security and compliance with industry regulations.

What answers to look for?

"Our platform adheres to rigorous standards of documentation, information security, and compliance. We hold certifications such as ISO 27001, ensuring that your product content remains secure and compliant with regulations like CCPA and GDPR. You can trust that we are enterprise-ready and well-prepared to meet your organization's requirements."

Why is this question relevant?

Operating on a sustainable infrastructure aligns with environmental, social, and governance (ESG) principles. Businesses may soon be compelled to collaborate solely with vendors committed to sustainability to maintain their own sustainable practices.

What answers to look for?

"Our infrastructure operates on 100% renewable energy, affirming our dedication to sustainability and environmental responsibility. Your partnership with us contributes to a more sustainable future, allowing you to align your business with ESG principles."

13.

Are you fully committed, independent, and focused on our problems, and showing healthy business growth?

Why is this question relevant?

Vendor independence ensures that your chosen partner remains dedicated to your specific needs and objectives. Larger companies' acquisitions can lead to conflicting priorities and hinder innovation, potentially impacting your long-term growth.

What answers to look for?

"We are an independent vendor fully committed to addressing your feed management needs. Our unwavering focus remains on delivering innovative solutions, ensuring your success, and prioritizing your unique challenges, free from external agendas. We promise healthy growth and ensure that our growth aligns with your goals and objectives. With us, you're not just a client; you're a valued partner in our journey towards success."
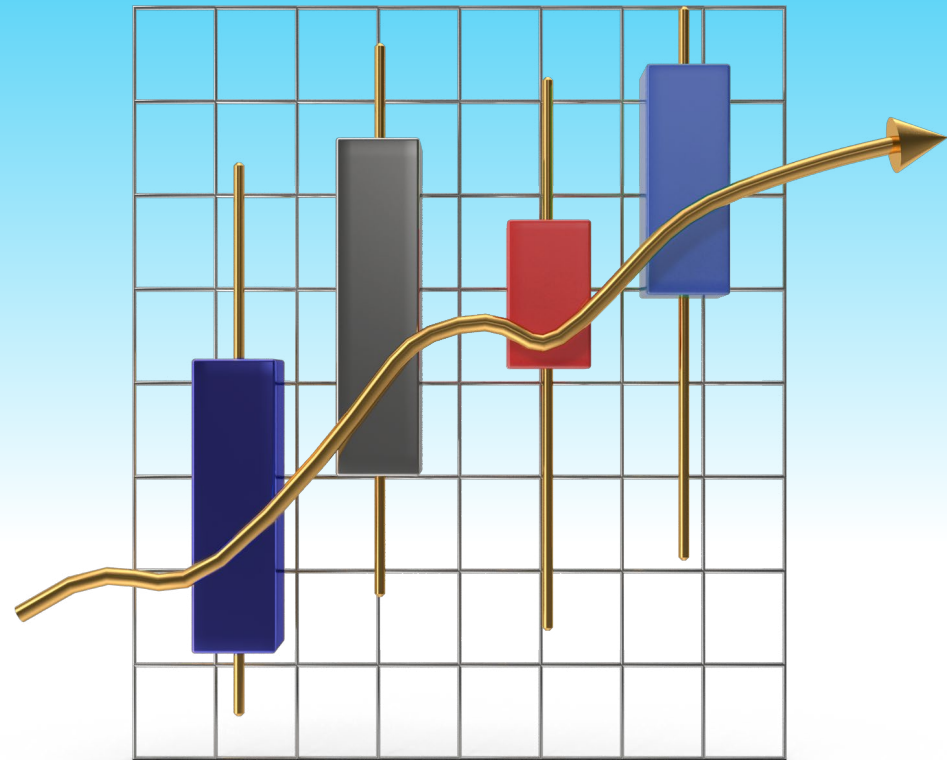
If you would like to know more about Productsup's Advertising PX offering that boasts all of the above and more, <u>click here,</u> fill out the form on the page, and our feed management expert will get in touch with you shortly.

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