



A GUIDE FOR WOOCOMMERCE STORES

Product Feeds Made Simple

A quick guide to boosting visibility and driving sales, from your first feed to the channels that carry it.

250+ channels

Free plugin

No code



ADTRIBES.IO

START HERE

What you will get out of this guide

Thanks for downloading. This takes you from not being sure what a product feed is to having one built, running, and collecting your products on a schedule. It is written for people who run WooCommerce stores rather than for developers, and everything in the first four parts works on the free plugin.

- 1 **What a product feed actually is**, and the kinds of places a single one can take your products.
- 2 **How to build your first feed**, one tab at a time, from naming it through to generating it.
- 3 **How to choose what goes into it**, and how to change the way your products read once they are out there.
- 4 **How to keep track of your feeds** once you are running more than one of them.
- 5 **How to hand a feed to a channel** so it collects your products by itself from then on.
- 6 **What AdTribes Product Feed Elite adds** for when your feeds start asking for more than the basics.

**READ IT IN WHATEVER ORDER SUITS YOU**

If you already know what a feed is, start at Part 2 and build one. If you have feeds running and simply want them working harder, Parts 3 and 5 are where to go.

CONTENTS

Everything in this guide, and where to find it

PART 1**Why product feeds matter****4**

What a feed is · Six things it does · Where your products can go · Inside a feed · What a shopper sees · Reading a listing

PART 2**Building your first feed****11**

General settings · Field mapping · Category mapping · Filters · Rules · Conversion and analytics

PART 3**Managing your feeds****17**

The Manage Feeds screen, and what you can do from a single row

PART 4**Getting your feed live****18**

Handing a feed to a channel, whichever channel you choose

PART 5**Going further with AdTribes Product Feed Elite****19**

What Elite adds · The three addons on Plus and Business

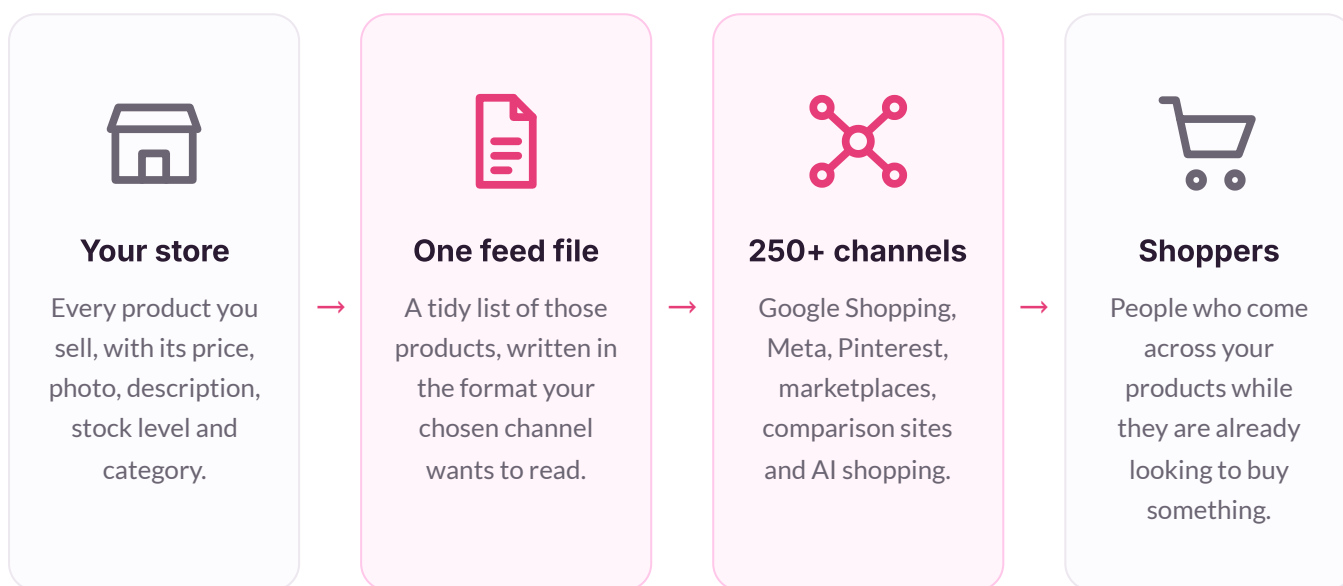
PART 6**Before you start, and where to go next****21**

The pre-flight checklist · Six stores already doing this · Where to go from here

PART 1 • WHAT A FEED IS

One file that puts your products where the *shoppers* are

Most of the people who would happily buy from you are not on your site. They are searching on Google, scrolling through Meta, or browsing a marketplace. A product feed is how your products get in front of them without you doing it by hand.



One file does the traveling, so the same products can appear in many places at once.

So what is a feed, exactly?

A feed is your product catalog, written out as a file. One entry per product, each carrying the details a channel needs to list it properly: name, price, description, image, availability and category. A single feed can hold thousands of products.

You carry on managing products in WooCommerce exactly as you do now. AdTribes Product Feed Pro writes the file, keeps it refreshed, and gives you a link to it. The channel reads that link, and your listings stay in step with your store.

WRITTEN AS

XML

CSV

TXT

TSV

Pick whichever one your channel asks for.

POWER TIP: ONE CATALOG, EVERY CHANNEL

The same products can go out to as many channels as you like, each with its own feed. Set the first one up the way you want it, then **duplicate it** for the next, so appearing in five places is nowhere near five times the work.

PART 1 · WHY IT MATTERS

Six things a feed quietly does for your store

Sending a feed out is a small piece of setup. What comes back is a wider shop window, a steadier stream of visitors, and a lot less repetitive work for you.



More eyes on your products

Your catalog turns up on channels you do not own, in front of people who were never going to type your store name into a search bar.



A different crowd in each place

The shopper comparing prices on a marketplace is not the one scrolling Pinterest. Every channel brings an audience you would not otherwise reach.



Visitors who arrive warmer

Someone clicking a shopping listing has already seen your photo and your price, so they land on your site further along than a cold visitor would.



More chances to catch a sale

People rarely buy the first time they see something. Being present in more places means more chances to be the shop they come back to.



One place to keep things right

Change a price or a stock level in WooCommerce and the next refresh carries it everywhere, instead of you editing the same product six times over.



Somewhere your rivals are not

If a competitor only sells from their own site, every channel you appear on is somewhere they simply are not.

💡 GOOD TO KNOW: THESE STACK

None of the six depend on the others, but they add up. A feed that reaches more people, brings warmer visitors and keeps itself up to date is doing all three at once, every refresh, without asking you for anything.

PART 1 · WHERE PRODUCTS GO

One feed, and **250+ places** it can go

Every channel wants product data laid out its own way. AdTribes Product Feed Pro ships with a ready-made template for each of them, so choosing a channel is genuinely the whole job. These are the kinds of places store owners send feeds to.

SEARCH AND SHOPPING**Google Shopping, Bing Shopping**

Where people go when they already know roughly what they want to buy, which makes them some of the readiest visitors you can get.

SOCIAL**Meta, Instagram, Pinterest, TikTok, Snapchat**

Shoppable posts and catalog ads, in front of people who were not searching at all.

MARKETPLACES**Amazon, Merkandi and regional marketplaces**

Established storefronts with their own audiences and their own buying habits, where shoppers arrive expecting to purchase.

COMPARISON SHOPPING**idealo, Kelkoo, PriceRunner**

Sites built for weighing options side by side, so your price and stock have to be right.

AI SHOPPING **NEW****OpenAI Product Feed**

Describes your catalog in the format OpenAI publishes, so your products can be surfaced when someone shops through ChatGPT.

ANYWHERE ELSE**Custom feed**

If a channel is not on the list, build a feed with exactly the fields it asks for and send it wherever you need to.

💡 GOOD TO KNOW: YOU ARE NOT LIMITED TO ONE

There are **250+ templates** in total, and nothing stops you running several feeds at once. A store selling on search, social and a marketplace is simply three feeds, each built from the same products.

[Browse the channels you can sell on ›](#)

PART 1 · INSIDE A FEED

What a channel *actually needs* to know

Open a feed and you will find one entry per product, each answering the same handful of questions. Here is a single product as a channel receives it.

WHAT THE PRODUCT IS	
id	811
title	Wallet (Orange)
description	Add a splash of color to your essentials with this stylish orange wallet.
WHAT IT COSTS, AND WHETHER YOU HAVE IT	
price	110.00 USD
availability	in stock
condition	new
WHERE TO SEND THE SHOPPER	
link	yourstore.com/product/wallet-orange/
image_link	yourstore.com/uploads/wallet-orange.jpg
HOW IT SHOULD BE FILED	
product_type	Home > Accessories
brand	Halford Brown
gtin	27001
mpn	27002

Multiply that by every product you sell and you have a feed. Different channels ask for slightly different fields, which is exactly what the ready-made templates are for: pick your channel and the required attributes are already lined up waiting for your data.

WORTH KNOWING

You are not stuck with the standard set. Extra attributes can be added from a long list, and if a channel asks for something unusual you can **create your own** and fill it however you need to.

PART 1 • INSIDE A FEED

The same products, wrapped *three different ways*

Formats are the part that sounds technical, and they are genuinely the least of it. The channel tells you which one it wants, and you pick it from a dropdown. Here is that same wallet written three ways, so you can see how little actually changes.

CSV • A SPREADSHEET, ESSENTIALLY

id	title	price
811	Wallet (Orange)	110.00 USD
812	Husky Hoodie	30.00 USD
813	Studded Belt	15.00 USD
814	Skull Beanie	12.00 USD
815	Star Sunglasses	10.00 USD

XML • LABELED, LINE BY LINE

```
<item>
  <g:id>811</g:id>
  <g:title>Wallet (Orange)</g:title>
  <g:description>Add a splash...</g:description>
  <g:link>yourstore.com/...</g:link>
  <g:image_link>...wallet.jpg</g:image_link>
  <g:price>110.00 USD</g:price>
  <g:availability>in_stock</g:availability>
  <g:brand>Halford Brown</g:brand>
  <g:gtin>27001</g:gtin>
  <g:condition>new</g:condition>
</item>
```

JSONL • ONE PRODUCT PER LINE, FOR AI SHOPPING FEEDS

```
{"item_id": "811", "title": "Wallet (Orange)", "price": "110.00 USD", "availability": "in_stock",
"brand": "Halford Brown", "url": "yourstore.com/product/wallet-orange/"}
```

CSV lays everything out in columns, one product per row, and opens in any spreadsheet if you ever want to look through it by hand. XML labels every value with the field it belongs to, which is why most channels prefer it and why it is the format we would suggest starting with.

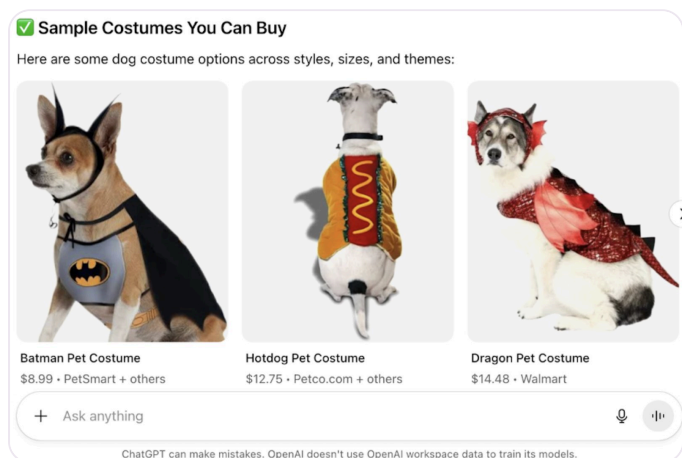
POWER TIP: YOU DO NOT HAVE TO CHOOSE BLIND

Each channel publishes the format it wants, and the template tells you which one it expects. If you are ever unsure, **XML** is accepted almost everywhere. TXT and TSV are there too, for the handful of channels that ask for them.

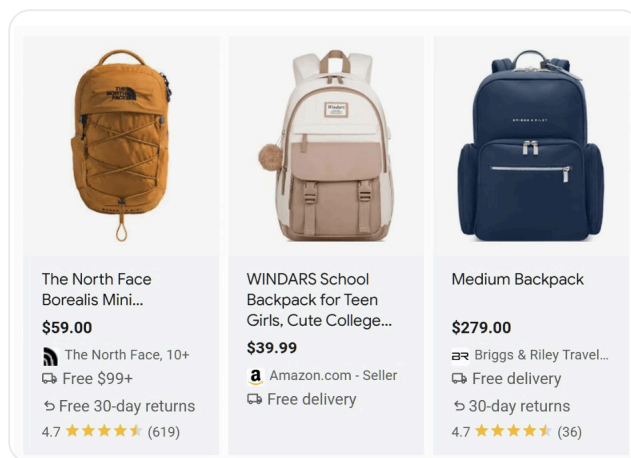
PART 1 • WHAT A SHOPPER SEES

The same kind of feed, on *three different screens*

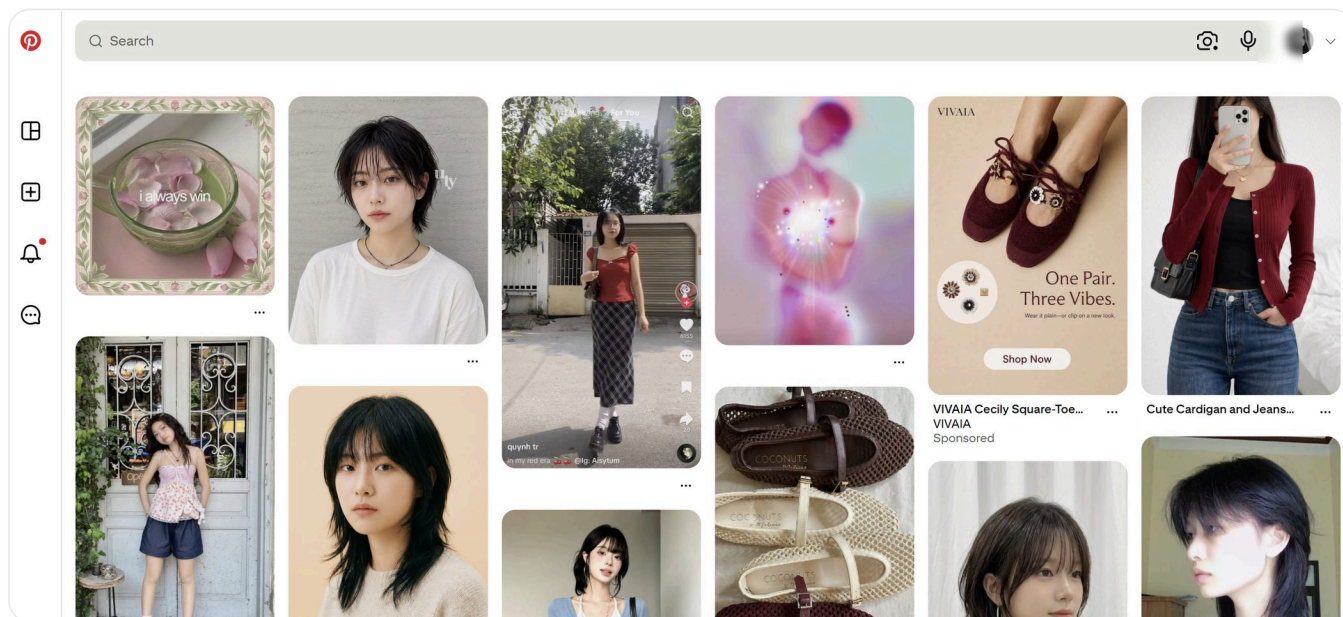
Everything so far has been the file. This is the other end of it. Every listing below was built from a product feed, and not one of them was placed by hand.



ChatGPT. Someone asks a question in the chat and gets real listings back, priced and attributed to the shops that sell them.



Google Shopping. Photo, title, price, seller, delivery and returns, every one of them pulled straight out of the feed.



Pinterest. A shoppable pin sitting among ordinary ones, with its own Shop Now button.

PART 1 · WHAT A SHOPPER SEES

Which part of your feed became *which part of the listing*

Those three screens look nothing alike, and yet they were assembled from the same short list of fields. Once you can see which is which, the rest of this guide gets a lot easier to follow.

Reading a listing backwards

- **The photo** is your **image_link**. It is the first thing anyone sees of you, which is why the checklist later opens with images.
- **The price** is your **price**, shown in the currency of the market that feed was built for.
- **Delivery and returns** come from the shipping information in the feed, and plenty of shoppers read them before they click.
- **The product name** is your **title**, trimmed by the channel if it runs longer than the space allows.
- **The shop name** underneath comes from your feed's own details, so a shopper knows who they would be buying from.
- **In stock or out** is your **availability**, which is why a feed that refreshes matters so much.

TWO THINGS YOUR FEED DOES NOT DECIDE

The **star rating** belongs to the channel, gathered from its own shoppers. There is a separate review feed if you would rather send your own.

Where you appear is the channel's call as well. A feed makes you eligible to be shown. What gets you shown well is the quality of what is inside it.

POWER TIP: THIS IS WHY THE DULL FIELDS MATTER

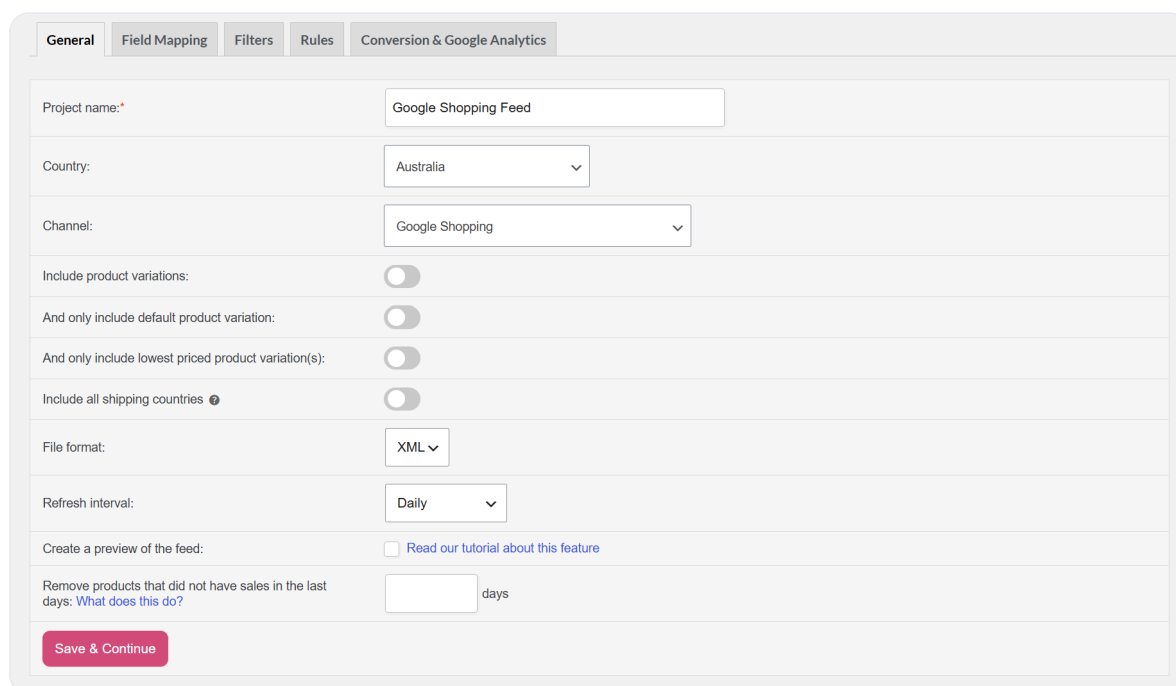
Nobody enjoys filling in brand, size and condition. Every one of them, though, is something a channel can filter and sort on, and a product that cannot be filtered is a product that does not turn up when a shopper narrows their search.

PART 2 · STEP 1 · GENERAL SETTINGS

Choose what your feed covers and how often it *updates*

This first tab covers the basics: what to call your feed, which country and channel it is for, the file format, and how often it should refresh. You can change any of it later.

Already have Product Feed Pro? Go to **Product Feed** → **Create feed** in your WordPress dashboard.

The image shows the 'General' tab of the Ad Tribes Product Feed Pro settings interface. It features a series of tabs at the top: 'General', 'Field Mapping', 'Filters', 'Rules', and 'Conversion & Google Analytics'. The 'General' tab is active. Below the tabs, there are several input fields and toggle switches. The 'Project name' field contains 'Google Shopping Feed'. The 'Country' dropdown is set to 'Australia'. The 'Channel' dropdown is set to 'Google Shopping'. There are four toggle switches for 'Include product variations', 'And only include default product variation', 'And only include lowest priced product variation(s)', and 'Include all shipping countries', all of which are currently turned off. The 'File format' dropdown is set to 'XML'. The 'Refresh interval' dropdown is set to 'Daily'. There is a checkbox for 'Create a preview of the feed' which is unchecked, with a link 'Read our tutorial about this feature' next to it. At the bottom, there is a text input for 'Remove products that did not have sales in the last days:' followed by a 'days' label. A 'Save & Continue' button is located at the bottom left of the form.

The General tab in Ad Tribes Product Feed Pro, where every feed starts.

What each setting does

Project name	Only you see this, so make it easy to spot in a list later.
Country	The market this feed is aimed at.
Channel	Loads the attribute template that channel expects.
Include product variations	Sends each size or color as its own listing, with options for just the default or the lowest-priced one.
Include all shipping countries	Lists shipping for every country you ship to. Switching it on adds an option for the cheapest method only.
File format	XML suits most channels. CSV, TXT and TSV are there too.
Refresh interval	How often the feed rebuilds. Daily works for most stores.
Create a preview of the feed	Builds a sample of about five products to check the output.
Remove products that did not have sales	Drops anything with no sales in the number of days you set.

PART 2 · STEP 2 · FIELD MAPPING

Match your product data to what the *channel* expects

Every sales channel asks for the same product details, but each one has its own name for them. Field mapping is where you match the two up, and most of it is already done for you the moment you choose a channel.

	GOOGLE SHOPPING ATTRIBUTES	VALUE
☐	Product ID (id)	Product Id
☐	Product title (title)	Product name
☐	Product description (description)	Product description
☐	Product URL (link)	Link
	8 more attributes	
☐	Brand (brand)	
☐	Gtin (gtin)	
☐	MPN (mpn)	
☐	Identifier exists (identifier_exists)	Plugin calculation

The Field Mapping tab in Ad Tribes Product Feed Pro. Most rows are matched up already, so **Brand, GTIN and MPN** are the ones to look at.

How the table works

- 1 The table reads in pairs.** On the left is the attribute your channel asks for, and on the right is the WooCommerce field that fills it.
- 2 Most rows are already matched.** Your title, price, image and availability are filled in for you, so a quick look over those is usually all they need.
- 3 Fill in anything still blank.** Open the **Value** dropdown beside the row and choose the field that holds that detail. Typing the first couple of letters jumps you straight to it.
- 4 Add anything else your channel needs.** You can bring in another attribute with **Add field mapping**, or name your own with **Add custom field**.

💡 GOOD TO KNOW: PRODUCT IDENTIFIERS

Brand, GTIN and MPN are what channels use to match your listing with the same product sold elsewhere, so they are well worth filling in. If you already keep them in a custom field or a product attribute, you can map them here just like any other row.

Ad Tribes Product Feed Elite also adds dedicated fields for brand, GTIN, MPN, UPC, EAN and condition right on the product editor, so you can store them on each product as you go.

PART 2 · STEP 3 · CATEGORY MAPPING

Match *your categories* to the ones your channel uses

Sales channels sort products into their own category trees. Category mapping is where you point each of your store categories at the closest match, so your products turn up in the right place when shoppers browse or filter.

General Field Mapping Category Mapping Filters Rules Conversion & Google Analytics	
YOUR CATEGORY (NUMBER OF PRODUCTS)	GOOGLE SHOPPING CATEGORY
Accessories (2)	Apparel
Cat Items (0)	5082 - Animals & Pet Supplies > Pet Supplies > Cat Supplies > Cat Apparel
Clothing (0)	5004 - Animals & Pet Supplies > Pet Supplies > Dog Supplies > Dog Apparel
-- Accessories (2)	6811 - Animals & Pet Supplies > Pet Supplies > Pet Apparel Hangers
-- Hoodies (1)	166 - Apparel & Accessories
-- Jackets (0)	1604 - Apparel & Accessories > Clothing

Category Mapping in AdTribes Product Feed Pro. Start typing and the **matching categories** appear.

Working through the list

- Your categories are on the left, each with a count of how many products it holds.
- Subcategories sit under their parent with a dash in front, so you can map broadly and then get specific underneath.
- Type into the field on the right and matching categories from the channel appear.
- You do not have to map every one. Most channels only need your main categories.

FOR EXAMPLE

Accessories → 166 · Apparel & Accessories

-- Hoodies → 1604 · Apparel & Accessories > Clothing

Google Shopping uses a numbered taxonomy, so every match starts with an ID.

WORTH KNOWING

Most channels will still take products from categories you have not mapped. Mapping them simply makes it far more likely your products show up in the right browse and filter results, which is where a lot of shoppers start.

PART 2 · STEP 4 · FILTERS

Decide *which products* make it into the feed

Filters are optional, and they are how you keep a feed focused. There are two blocks: Include narrows the feed down to the products you want in it, and Exclude takes products back out.

Filter Builder

Create complex filters by combining different conditions ⓘ

Include

IF...

Price

Less Than

150

☐ Aa

Add New "AND" Filter

Add Group

Exclude

IF...

Quantity [Stock]

Less Than

5

☐ Aa

Add New "AND" Filter

Add Group

Save & Continue

The Filter Builder, including products **priced under 150** and excluding anything with **fewer than five in stock**.

What you can test

Conditions run on your main product fields, on custom attributes you have added, and on dynamic attributes.

Contains Not contains Equals Not equals Greater than Less than Greater than or equal
Less than or equal Is empty Is not empty **Character count** **In list** **Between**

The **highlighted three** come with AdTribes Product Feed Elite. Character count has greater-than and less-than variants.

POWER TIP: CONDITIONS STACK

Inside a group, conditions combine with **AND**. You can then add more groups and join them with **AND** or **OR**, so something like *in stock and over 50 dollars or clearance or last season* is only a few clicks away. Matching ignores capitals unless you tick the box beside a condition.

PART 2 · STEP 5 · RULES

Change how a product appears without touching your *store*

Rules work on the way out. Each one is an IF and a THEN, so when a product matches the condition the change is applied to the feed only. Your product pages stay exactly as they are.

Rule - 1

IF...

Quantity [Stock] Less Than 10

Add New "AND" Condition

Add Group

THEN...

Product name Combine Fields Attribute Product name

Static text | Low Stock

Add segment

Add Then

Add New Rule

A rule that adds a low-stock note to the product name. **Combine Fields** comes with AdTribes Product Feed Elite.

What a rule can change

IN PRODUCT FEED PRO

Set Value puts a value you type into a field.

Find and Replace swaps text inside a field.

Multiply, Divide, Plus and Minus adjust numbers, which is how most people nudge a price.

PRODUCT FEED ELITE ADDS

Set Attribute fills a field from another field, such as using the short description when the description is empty.

Exclude Attribute leaves a field out for products that match.

Truncate to Character Limit trims a field, cutting at a word boundary.

Combine Fields builds a value out of several pieces.

BEFORE

Blue Hoodie

AFTER

Blue Hoodie | Low Stock

One rule can carry several changes, and rules run in the order you list them. A rule with no condition at all applies to every product, which is useful for a blanket change.



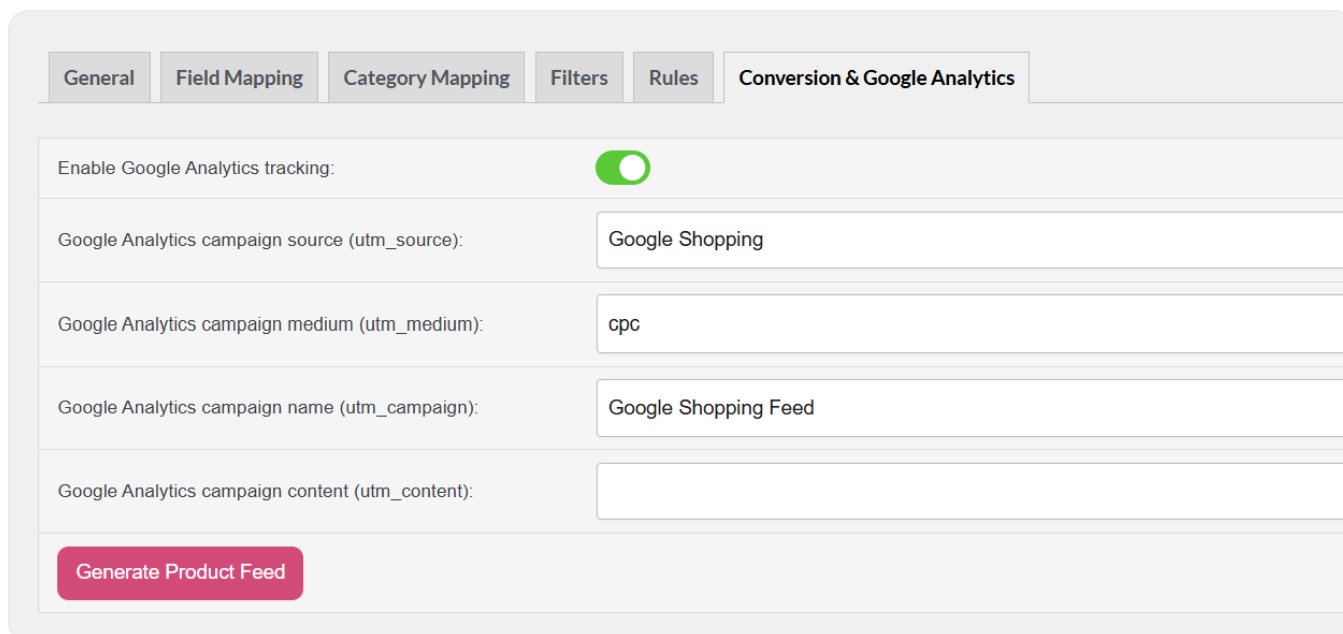
GOOD TO KNOW: BUILDING A VALUE FROM PIECES

Combine Fields works in segments. In the example above there are two: the **product name**, then the static text that follows it. You can keep adding segments and shuffle their order with the arrows beside each one, which is how titles get built to a channel's preferred shape.

PART 2 · STEP 6 · CONVERSION & ANALYTICS

See which channels are actually bringing you sales

The last tab is the only one that is not about what goes into your feed. Switch tracking on and the plugin tags every product link it writes, so you can tell which channel a visitor came from.



The Conversion & Google Analytics tab. The values are filled in for you from your **channel and feed name**.

What the toggle actually does

Every product URL in the feed leaves your store carrying its own campaign tags. Analytics reads them and files the visit under that channel, instead of lumping it in with everything else arriving at your store.

yourstore.com/product/blue-hoodie/

?utm_source= **Google Shopping**

&utm_medium= **cpc**

&utm_campaign= **Google Shopping Feed**

POWER TIP: GIVE EVERY FEED ITS OWN CAMPAIGN NAME

If the same products go out to Google Shopping, Meta and Pinterest, three different **utm_campaign** values are what let you compare them later. Worth a look before you generate, because a field left blank is simply left off the link.

AND THAT IS YOUR FEED BUILT

Generate Product Feed, at the foot of this tab, builds it for the first time. After that it refreshes on the schedule you chose back in Step 1, so the only reason to come back here is when something about the feed itself needs to change.

PART 3 · MANAGING YOUR FEEDS

Every feed you build lives on *one screen*

Once a feed has been generated you land on Manage Feeds. It is the home for everything you have built, and almost everything you will need to do afterwards happens from a single row.

☐	Feed Name	Format	Status	Last Updated	Refresh Interval	Feed URL	Actions
☐	Google Shopping Feed ⓘ	XML	Ready	September 3, 2026 12:25 pm	No Refresh	[Redacted]	[Icons]
☐	Meta Product Feed ⓘ	XML	Ready	September 3, 2026 11:28 am	No Refresh	[Redacted]	[Icons]
☐	OpenAI Product Feed ⓘ	JSONL	Ready	September 3, 2026 11:28 am	Twice Daily	[Redacted]	[Icons]
☐	Instagram Product Feed ⓘ	XML	Ready	September 3, 2026 11:28 am	Hourly	[Redacted]	[Icons]
☐	Pinterest Product Feed ⓘ	XML	Ready	September 3, 2026 11:28 am	Hourly	[Redacted]	[Icons]
☐	Google Shopping Feed ⓘ	XML	Ready	September 3, 2026 11:28 am	Daily	[Redacted]	[Icons]

Manage Feeds in AdTribes Product Feed Pro, with a feed for each channel this store sells on.

What you are looking at

WHAT THE TABLE TELLS YOU

- **Status** says whether a feed is ready or still building.
- **Last updated** is when it last rebuilt, which is how you know the schedule is running.
- **Refresh interval** repeats the schedule you chose back in Step 1.
- **Format** is the file type that channel is being handed.

WHAT YOU CAN DO FROM HERE

- **Edit** reopens the same tabs you filled in, with everything as you left it.
- **Duplicate** copies a feed so you can point the copy at another channel.
- **Refresh** rebuilds a feed straight away instead of waiting for its schedule.
- **Bulk actions** lets you work on several feeds at once.

POWER TIP: THE FEED URL IS THE ONLY THING A CHANNEL NEEDS

Copy it from the row and paste it into the channel once. It **does not change** when the feed refreshes, so the channel keeps reading the same address and picks up your latest products on its own.

WHERE THIS LEADS NEXT

Your file is built and it refreshes on its own. That leaves one thing to do, which is telling the channel where to find it, and that is the whole of the next page.

PART 4 · GETTING YOUR FEED LIVE

Hand the channel *one link*, and it does the rest

This is the last piece, and the good news is that it works the same way wherever you are sending your feed. You hand the channel the address of your file, tell it how often to come back, and from there it collects your products on its own.

1

Copy the feed URL

Head to Manage Feeds and copy the link from your feed's row. That is the address the channel will be reading from.

2

Open the channel's dashboard

Go to wherever your channel manages its product feeds. You might see it called a data source or a catalog depending on where you are, but it is the same section either way.

3

Match the country and language

Set these to the same market you chose back in Step 1, so your prices and your product text come through in the right currency and language.

4

Choose scheduled fetch, then paste the link

Look for the scheduled fetch option rather than a manual upload. This is what lets the channel come and collect the file on its own, so you set it up once and leave it. A handful of channels would rather be handed the file, and if yours is one of them, it is waiting for you in Manage Feeds whenever you need it.

5

Say how often it should come back

Daily works for most stores. It is worth matching this to the **refresh interval** on your feed, so the channel always picks up a freshly rebuilt file.

 POWER TIP: GIVE THE FIRST FETCH A MOMENT

Your products will not show up the second you hit save. The channel has to collect the file, read through it and run its own checks, which can take a few hours the first time around. After that it all happens quietly in the background.

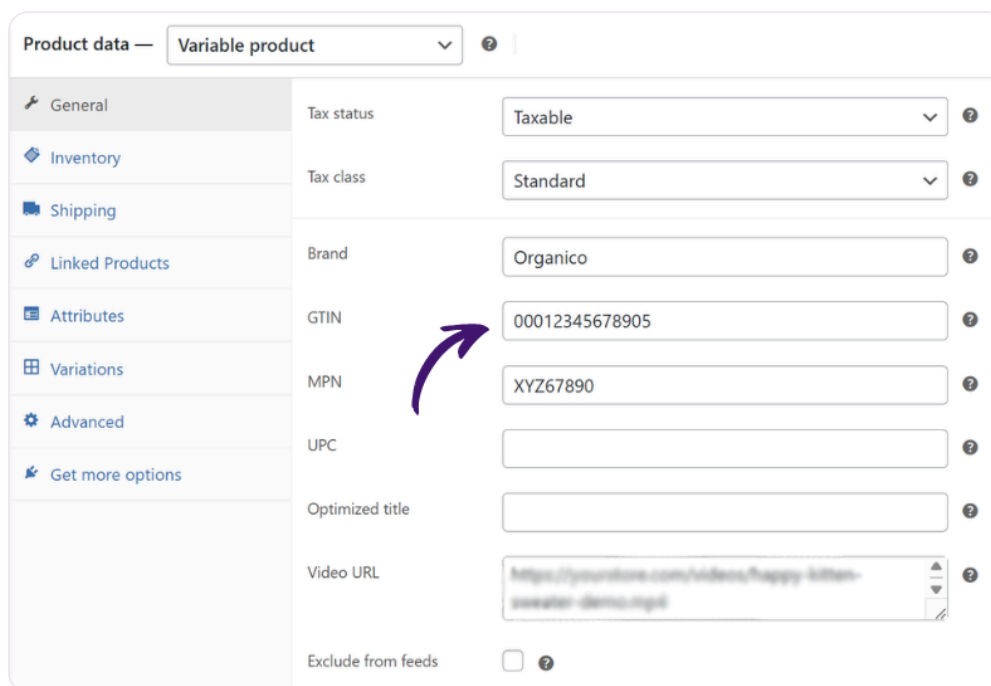
**ONCE YOU HAVE DONE ONE**

For any channel that fetches, it is the same three things every time: **a link, a market, and a schedule**. So the first setup takes a bit of reading, and the ones after that go quickly.

PART 5 · GOING FURTHER

What *AdTribes Product Feed Elite* adds to all of this

Everything you have read so far runs on the free plugin. Elite is what you move to when your feeds start asking for more than the basics, whether that is somewhere to keep your product identifiers or finer control over what goes out and when.

The screenshot shows the 'Product data' section of the WooCommerce product editor. A dropdown menu is set to 'Variable product'. On the left is a sidebar with tabs: General, Inventory, Shipping, Linked Products, Attributes, Variations, Advanced, and Get more options. The 'General' tab is active. The main area contains several fields: 'Tax status' (Taxable), 'Tax class' (Standard), 'Brand' (Organico), 'GTIN' (00012345678905), 'MPN' (XYZ67890), 'UPC' (empty), 'Optimized title' (empty), 'Video URL' (https://www.youtube.com/watch?v=...), and 'Exclude from feeds' (unchecked). A blue arrow points to the 'GTIN' and 'MPN' fields.

The extra fields Elite adds to the **WooCommerce product editor**.

- + Somewhere to keep product identifiers.** Brand, GTIN, MPN, UPC, EAN and condition each get a field of their own on every product, which is what those three empty rows back in Step 2 were waiting for.
- + A way to hold single products back.** An Exclude from feeds toggle sits on every product, for anything you would rather not advertise while still selling it in your store.
- + A data manipulation tab.** Change what a field is populated from, per product type, without editing the product itself.
- + More to work with in filters and rules.** The extra conditions and actions from Steps 4 and 5, including character count, in list, between, truncate and combine fields.
- + Refresh schedules of your own.** Beyond the standard daily, twice daily and hourly, for feeds that want their own timing.

All of this comes with **Product Feed Elite**, and every plan includes the lot. If your feeds are already working but you keep wanting more say over what goes into them, that is usually the point where it starts to pay for itself.

[See what each plan includes >](#)

PART 5 · GOING FURTHER

Three addons for when *one feed* stops being enough

One feed covers one market, in one language. The moment you add a second country or a second language you are running more feeds, and you want to know they are all still healthy without opening each one by hand. These three are built for exactly that, and they come with the Plus and Business plans of AdTribes Product Feed Elite.

Feed Validator Tool

The more feeds you run, the harder it gets to know they are all still good. This checks them on a schedule you choose, looking for what a channel would turn a feed down for: required fields left empty, images that will not load, values in the wrong format. You hear about it before the channel does, so a fix stays a quick job. It lives in your AdTribes account.

[Feed Validator Tool ›](#)

Feed Translation Addon

If you have already put the work into translating your store, your feeds should follow. This builds each one from the translated product data you already have, working with the major WooCommerce translation plugins. One feed per language, all drawn from the same products, so someone browsing in German reads a German listing.

[Feed Translation Addon ›](#)

Product Feed Multi-Currency Addon

Selling into another country goes a lot better when the price is already in their money. This sends prices and shipping costs in each market's own currency, working with the major WooCommerce currency switchers. You pick the currency per feed, so one store can serve several markets without a shopper ever doing the conversion.

[Product Feed Multi-Currency Addon ›](#)

NOTHING YOU HAVE BUILT CHANGES

The addons sit alongside what you already have. Feeds you have made keep running exactly as they are, and you pick up the extra options only as you need them.

PART 6 · BEFORE YOU START

A quick check before you build your *first feed*

None of this is compulsory, and you almost certainly have most of it already. It is simply the ground a feed stands on, and running an eye down it now saves a lot of tidying up once your products are live.

- ☐ **High-quality images**
Clear, well-lit photos from more than one angle. On a channel, the picture is what gets seen first.
- ☐ **Descriptions worth reading**
Say what the product does for someone, not only what it is made of.
- ☐ **What you are sending**
Decide which products belong in the feed before you build it.
- ☐ **Categories you can map**
Know roughly where your products sit in the channel's own tree.
- ☐ **The channels you want**
Pick where the feed is going first. Each one asks for slightly different things.
- ☐ **Prices and stock up to date**
Both travel into the feed exactly as they stand in WooCommerce.
- ☐ **Variations sorted out**
Decide whether each size or color should go out as its own listing.
- ☐ **Titles written for search**
The words you choose are what shoppers get matched against.
- ☐ **Attributes filled in**
Brand, size, color and material are what channels filter on.
- ☐ **Shipping details ready**
Plenty of shoppers look at shipping before they look at anything else.
- ☐ **The channel's own rules**
Each one publishes its requirements for images, wording and what it will not list.
- ☐ **Currency and tax**
Prices should read the way a shopper in that country expects them to.
- ☐ **Reviews and ratings**
If you have them, some channels will show them right beside your listing.
- ☐ **Promotions you are running**
If there is a sale on, the feed is what tells the channel about it.

YOU DO NOT NEED ALL FOURTEEN

Work down the list, fix whatever is obviously missing, and go ahead and build your feed. The rest can be tightened later, once your products are live and you can see how they look.

PART 6 · STORES ALREADY DOING THIS

Six stores running the feeds you have just read about

None of this is theoretical. Every one of these shops is running the same setup this guide has walked through, and they are about as different from one another as WooCommerce stores get.

Store Spotlight

How Letterbox4you
Scaled Their UK
Letterboxes Business
with AdTribes



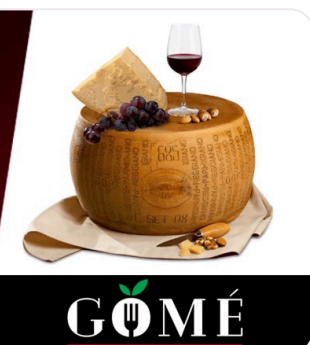
Store Spotlight

How GoGoNano
Simplified Multi-Channel
Selling With AdTribes



Store Spotlight

How Gomé
Delivers Global Flavors
To Denmark
Via Product Feeds



Store Spotlight

How Yazzy's
Handmade Jewelry Brand
Grew A Multilingual Store
With AdTribes Product Feeds



Store Spotlight

How Georgia Swings
Grows Sales Of
Handcrafted Porch Swings
With AdTribes



Store Spotlight

How Pandasia Became
Denmark's Leading
Asian Online Supermarket
With AdTribes



A letterbox maker in the UK, a cleaning-products brand, two food shops selling into Denmark, a multilingual jewelry store and a workshop building porch swings by hand. Same plugin, same handful of steps, six very different catalogs.

[Read the full stories ›](#)

WHERE TO GO FROM HERE

You have *everything you need* to start

That is the whole of it. You know what a product feed is, how to build one, how to shape what goes into it, and how to hand it over to a channel so your products turn up where people are already shopping.

- 1 **What a feed is** and the kinds of places one can take your products.
- 2 **How to build one**, across the six tabs, from naming it to generating it.
- 3 **How to keep an eye on them** once you are running more than one.
- 4 **How to get a feed live** on any channel you choose.
- 5 **What Elite adds** for when your feeds start asking for more.

Start with the free plugin

AdTribes Product Feed Pro covers everything in the first four parts of this guide, with unlimited products, unlimited feeds and 250+ channel templates. There is nothing to pay and nothing to unlock before you can build your first feed.

[Get AdTribes Product Feed Pro free ›](#)

When your feeds ask for more

AdTribes Product Feed Elite adds the extra product fields, the wider filters and rules, the data manipulation tab and refresh schedules of your own. Every Elite plan includes all of it.

[See what each plan includes ›](#)

Thanks for reading, and good luck with your first feed.