

PRODUCT FEEDS MADE SIMPLE

A QUICK GUIDE TO
BOOSTING VISIBILITY
AND
DRIVING SALES



Brought to you by:



AdTribes

AdTribes Product Feed is the leading WooCommerce product feed solution, equipped with advanced customization options, seamless integration, and support for over 100 marketing channels

Visit Us: <https://adtribes.io/>

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Thanks for downloading ***Product Feeds Made Simple: A Quick Guide To Boosting Visibility & Driving Sales!*** This guide is designed to help you quickly and effectively set up the tools you need for efficient product feed management. With this handbook, you'll learn:

- What product feeds are, including their structure and benefits for your e-commerce business.
- How submitting product feeds to major sales channels like Google Shopping and Bing can enhance visibility, increase sales, and boost profits.
- How to use the powerful AdTribes Product Feed plugin to create and manage your product feeds and submit them to various sales channels.

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Chapter 1

What Is A Product Feed And Why Do You Need One?

As an online store owner, displaying your products to as many shoppers as possible is the key to success. The more eyes on your products, the more clicks you'll get—and the more sales you'll make.

But how can you ensure your products are seen by a wider audience?

The answer lies in **tapping into popular sales channels like Google Shopping, Bing Shopping, TikTok**, and the like.

These platforms are bustling marketplaces where millions of shoppers are searching for products just like yours. By showcasing your items there, you open the door to more visibility and more opportunities to turn views into purchases.

However, to get your products displayed properly, you need a way to seamlessly share all the important details—like your product names, prices, descriptions, and images—with these platforms.

That's where product feeds come in. Product feeds are like the backstage pass that gets your products onto these high-traffic channels. **With a well-organized feed, you can ensure your products are listed correctly and stand out to shoppers**, helping you capture more attention and drive more sales.

In this e-book, we'll explore why creating and managing product feeds is essential for boosting your online store's visibility and sales. Then, we'll guide you through the **quick and simple setup of a powerful product feed tool** that can help you optimize your listings across multiple platforms and take your e-commerce business to new heights.

So let's get cracking!

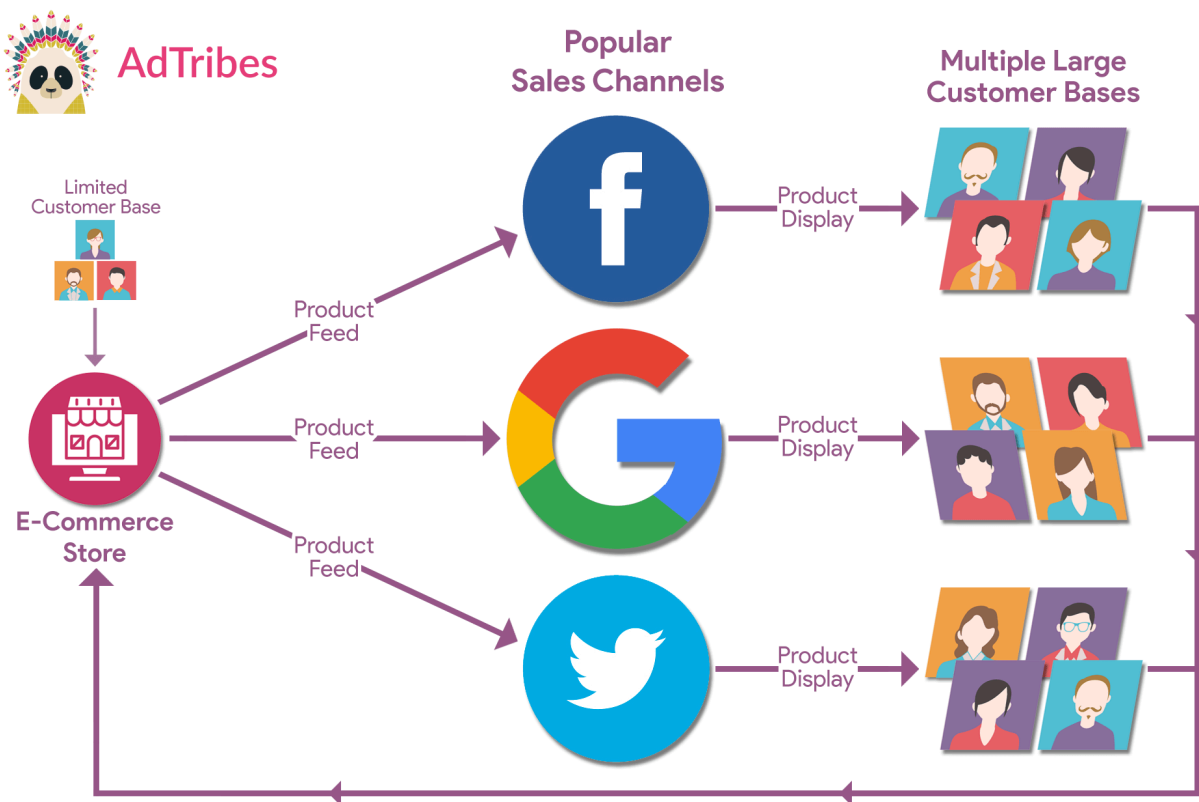
What Is A Product Feed?

Also known as a product data feed or shopping feed, a product feed is **a file containing your e-commerce business' organized list of products and their various details**. This file enables products to be featured, promoted, or compared across online sales channels such as Google Shopping, Facebook, and PriceGrabber.

A single product feed can store data on thousands upon thousands of offerings.

Product feeds are typically created in file formats like **XML, CSV, TXT, and TSV**. These formats are widely supported by major sales channels, making it easy for them to process and showcase products effectively.

Once you've created a product feed, the next step is to submit it to a sales channel. You can generate multiple feeds and submit them to as many channels as you like, including online marketplaces, selling platforms, search engines, social media platforms, and comparison shopping websites. This approach can expose your products to diverse customer bases, potentially driving more traffic, increasing sales, and boosting profits.



Why Submit Product Feeds To Sales Channels?

Submitting product feeds to sales channels offers several key benefits:

1. Boost Your Visibility

When your products appear on multiple sales channels, you make them visible to a much larger audience. This means more people see your products, even if they don't visit your website directly.

2. Reach More Customers

Different sales channels attract different types of shoppers. By listing your products on platforms like Google Shopping, Facebook, or comparison shopping websites, you tap into various customer groups and expand your reach.

3. Drive More Traffic

More visibility on popular platforms means more people clicking on your products. This increased traffic can lead to more visits to your store and higher chances of making a sale.

4. Increase Sales Opportunities

With your products showcased across multiple channels, you have more chances to attract buyers at different stages of their shopping journey, which can boost your sales.

5. Simplify Management

Product feeds make it easier to keep your product information up-to-date across all channels. You can manage details like prices and availability in one place, and those changes automatically update everywhere.

6. Stay Ahead of Competitors

Being on multiple sales channels can give you an advantage over competitors who may only use one platform. It helps you reach more customers and stay competitive in the market.

In short, submitting your product feeds to various sales channels helps you get your products seen by more people, drive traffic to your store, and increase your chances of making sales.

What Sales Channels Can Product Feeds Be Submitted To?

You can submit product feeds to a variety of sales channels, including:

- **Search Engines:** Engines like Google and Bing, which allow you to list your products in search results and shopping sections.
- **Social Media Platforms:** Sites such as Facebook and Instagram, where you can create shoppable posts and ads.
- **Online Marketplaces:** Platforms like Wish and Fruugo, where customers shop for products from various sellers.
- **Comparison Shopping Websites:** Sites like PriceGrabber and Shopzilla, where users compare prices and products from different retailers.
- **Retailer Websites:** Some retailers accept product feeds to display your products on their sites.

Here are a few examples of the *many* sales channels you can submit product feeds to:

Google Shopping	Adform	Kleding
Google Merchant Promotions	Adroll	Kogan.com
Google Remarketing	Bol.com	Miinto
Google Local Products	ShareASale	PriceGrabber
Google Product Review	Smartly.io	PriceRunner
Bing Shopping	TheNextAd	Prisjakt
Bing Shopping Promotions	Yandex	ShopMania
Facebook Catalog	Yandex.Market	Shopping.com
Instagram	Cenowarka	Skrouz
Twitter	Geizhals	Stylight
Pinterest	Glami	Tweakers
TikTok Product Catalog	Guenstiger	Twenga
Snapchat Product Catalog	idealo	Vergelijk
Vivino	Kelkoo	Zap
Connexity	Kieskeurig	Zbozi

What Information Is Included In Product Feeds?

Product feeds contain essential details about each item in your e-commerce store. This information typically includes attributes such as:

- **Product ID:** A unique identifier for each product.
- **Title:** The product's name.
- **Description:** A summary of the product's features and benefits.
- **Price:** The cost of the product.
- **Link:** A direct URL to the product page on your store.
- **Image Link:** A URL to the product's image.
- **Availability:** Whether the product is in stock or not.
- **Category:** The type or category the product belongs to (e.g., electronics, clothing).
- **Brand:** The manufacturer or brand name.
- **GTIN/MPN:** Global Trade Item Number or Manufacturer Part Number for identification.

These attributes help sales channels display accurate and complete product information to potential customers.

Different sales channels have their own rules for which product details they need in your feed. The good news? A solid product feed solution takes care of this by offering pre-built templates that automatically include all the key attributes required by each platform.

But it doesn't stop there—these solutions also give you the flexibility to add extra attributes from a large selection or even create your own custom attributes to suit your business needs. This way, you're in full control of what information gets sent out, ensuring your products are presented in the best possible light.

What Do Product Feeds Look Like?

Product feeds typically come in formats like XML, CSV, TXT, or TSV, each packed with key details such as product names, descriptions, prices, and more. Every product is represented by a set of attributes, neatly organized so that sales channels can easily process and showcase them.

For instance, when you open a CSV file in spreadsheet software, you'll see columns for each attribute (like price or description) and rows for each product:

The screenshot shows a spreadsheet application interface. At the top, the title bar reads "2024-06-25-McBeans-Fashion-Feed" with icons for star, folder, and cloud. Below the title bar is a menu bar with "File", "Edit", "View", "Insert", "Format", "Data", "Tools", "Extensions", and "Help". A toolbar below the menu bar contains icons for search, undo, redo, print, and other functions, along with a zoom level of 100% and currency symbols. The spreadsheet grid shows columns A through F. The first row (row 1) contains headers: "id", "title", "brand", "price", "description", and "link". The second row (row 2) contains data: "47", "Wolf T-Shirt", "Halford Browr", "USD 22.00", "Howl at the moo", and "https://mcbear". The eighth row (row 8) is highlighted and contains: "28", "Husky Hoodie", "Halford Browr", "USD 30.00", "Noble, loyal, and", and "https://mcbear". The bottom of the spreadsheet shows a tab labeled "EBRdnzxSFZmG2zgSjooUMjhmMdB0JqyE.csv".












	A	B	C	D	E	F
1	id	title	brand	price	description	link
2	47	Wolf T-Shirt	Halford Browr	USD 22.00	Howl at the moo	https://mcbear
3	46	Jaguar T-Shirt	Bailey	USD 20.00	Unleash your inr	https://mcbear
4	29	Skeleton T-Shirt	Menat	USD 20.00	Dance under the	https://mcbear
5	22	Cat Long Sleeve Shirt	Bailey	USD 25.00	Meow! Scratch t	https://mcbear
6	36	Ninja Long Sleeve Shirt	Porpoise	USD 25.00	Strike from the s	https://mcbear
7	34	Dinosaur Hoodie	Lavender	USD 30.00	Overpower your	https://mcbear
8	28	Husky Hoodie	Halford Browr	USD 30.00	Noble, loyal, and	https://mcbear
9	33	Star Sunglasses	Sunwear Delu	USD 10.00	You're a star! Wi	https://mcbear
10	32	Crossbones Cap	Menat	USD 12.00	It's time to plund	https://mcbear
11	31	Studded Belt	Oldschool 88	USD 15.00	Rock on with this	https://mcbear
12	30	Skull Beanie	Menat	USD 12.00	Darkness unfold	https://mcbear

On the other hand, an XML file appears as a structured document with tags that organize the data into a clear hierarchy:

```
▼<rss xmlns:g="http://base.google.com/ns/1.0" version="2.0">
  ▼<channel>
    <title>US Google Shopping XML</title>
    <link>https://mcbeans-apparel.local</link>
    <description>WooCommerce Product Feed ELITE - This product feed is created with
    the Product Feed ELITE for WooCommerce plugin from AdTribes.io. For all your
    support questions check out our FAQ on https://www.adtribes.io or e-mail to:
    support@adtribes.io </description>
  ▼<item>
    <g:id>811</g:id>
    <g:title>Wallet (Orange)</g:title>
    <g:description>Add a splash of color to your essentials with this stylish Orange
    Wallet. Crafted from durable, high-quality material, it features multiple card
    slots, a spacious bill compartment, and a secure zip closure. The vibrant orange
    hue provides a bold, eye-catching touch, while the sleek design ensures it fits
    comfortably in your pocket or bag. Perfect for keeping your valuables organized
    and adding a pop of color to your everyday carry.</g:description>
    <g:link>https://mcbeans-apparel.local/product/wallet-orange/?utm_source=Google
    Shopping&utm_campaign=Copy UK GS
    Fashion&utm_medium=cpc&utm_term=811</g:link>
    <g:image_link>https://mcbeans-apparel.local/wp-content/uploads/2024/07/Wallet-
    Orange.jpg</g:image_link>
    <g:checkout_link_template>https://mcbeans-apparel.local/cart/?add-to-
    cart=811</g:checkout_link_template>
    <g:availability>in_stock</g:availability>
    <g:price>USD 110.00</g:price>
    <g:google_product_category>166</g:google_product_category>
    <g:product_type>Home &gt; Accessories</g:product_type>
    <g:brand>Halford Brown</g:brand>
    <g:gtin>27001</g:gtin>
    <g:mpn>27002</g:mpn>
    <g:condition>New</g:condition>
    <g:identifier_exists>yes</g:identifier_exists>
  </item>
```

But what do these feeds look like once they're live on sales channels?

Your feed's appearance depends on the sales channel displaying it. However, feeds typically translate into standard product listings, showcasing details like product images, titles, prices, and descriptions in a format that aligns with the platform's design:

		
<p>The North Face Borealis Mini...</p> <p>\$59.00</p> <p> The North Face, 10+</p> <p> Free \$99+</p> <p> Free 30-day returns</p> <p>4.7 ★★★★★ (619)</p>	<p>WINDARS School Backpack for Teen Girls, Cute College...</p> <p>\$39.99</p> <p> Amazon.com - Seller</p> <p> Free delivery</p>	<p>Medium Backpack</p> <p>\$279.00</p> <p> Briggs & Riley Travel...</p> <p> Free delivery</p> <p> 30-day returns</p> <p>4.7 ★★★★★ (36)</p>

Do you need more examples of how product feeds look like? Then check out our article, [“The Ultimate Product Feed Example Showcase \(Best Samples To Download\).”](#)



Or download our product feed examples directly from our site:

Download
Product Feed Examples
NOW!

Now that you understand what product feeds are, why they're crucial for your business, and what they look like, let's dive into the exciting part: creating your own product feeds!

Chapter 2

How Do You Create A Product Feed?

To generate a product feed, you need a reliable tool. For this guide, we'll use [AdTribes](#), a powerful product feed plugin for WooCommerce.

AdTribes

Home Features Pricing Blog Support Login GET STARTED

WooCommerce Product Feeds Made Easy With AdTribes

- Google Shopping
- Facebook Feeds
- 100's Of Templates
- Unlimited Products
- Easy Field Mapping
- Filter & Rule Logic

The simplest way to create perfect product feeds for advertising platforms, shopping networks, and comparison sites.

GET PRODUCT FEED ELITE

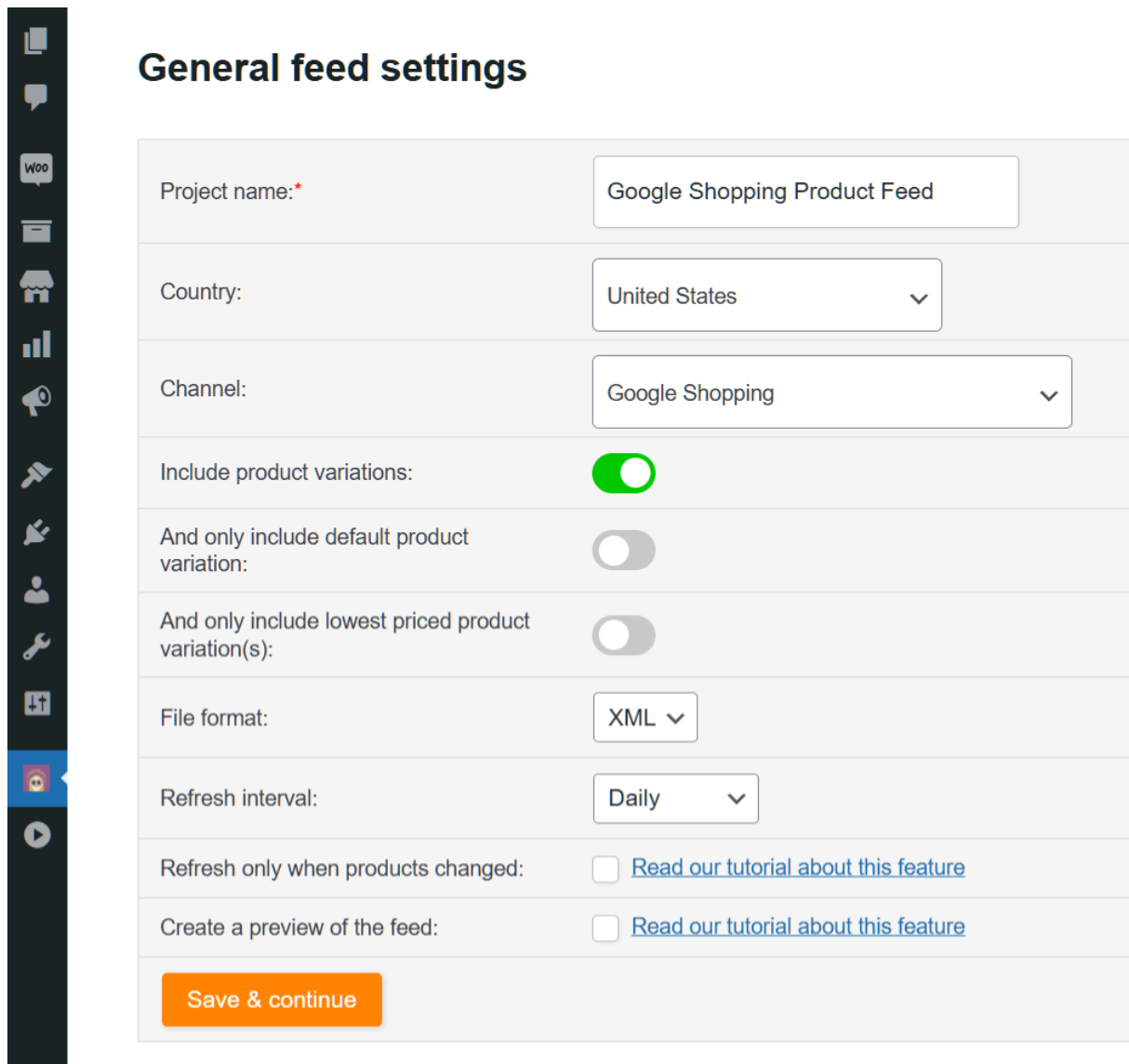
AdTribes offers a [free](#) and [premium](#) version. While both come with many great tools, the latter boasts additional features enabling you to enhance your product data feeds even further.

Once you've downloaded, installed, and activated AdTribes, navigate to your WordPress dashboard and find *Product Feed Pro* if you're using the free version, or *Product Feed Elite* if you're using the premium version.

To get started, click the **Created Feed** panel!

Step 1: General Feed Settings

The **General feed settings** screen lets you configure your product feed's fundamental details, including its name, channel, format, and more.



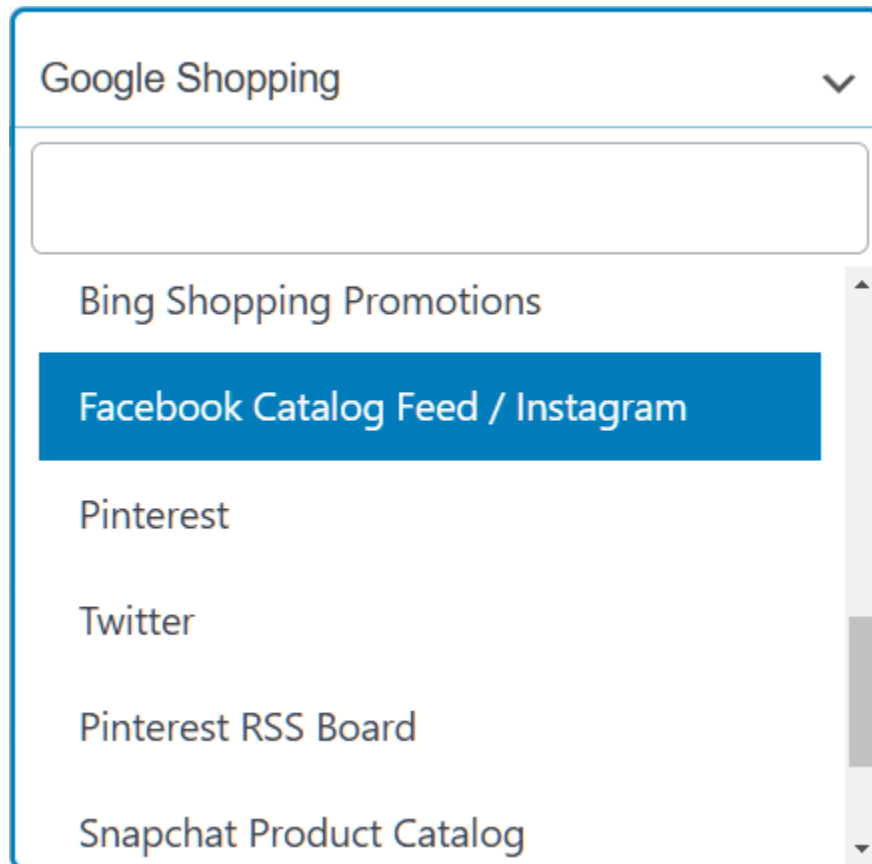
General feed settings

Project name:*	Google Shopping Product Feed
Country:	United States ▾
Channel:	Google Shopping ▾
Include product variations:	<input checked="" type="checkbox"/>
And only include default product variation:	<input type="checkbox"/>
And only include lowest priced product variation(s):	<input type="checkbox"/>
File format:	XML ▾
Refresh interval:	Daily ▾
Refresh only when products changed:	<input type="checkbox"/> Read our tutorial about this feature
Create a preview of the feed:	<input type="checkbox"/> Read our tutorial about this feature

[Save & continue](#)

Start by giving your feed a **Project name** and selecting your main target audience from the **Country** dropdown.

Next, click the **Channel** dropdown. You have many sales channels to choose from, including Facebook, TikTok, Bing Shopping, PriceGrabber, Twenga, and more. In our example, we chose Google Shopping.



Of course, you must also decide on the **File format** for your custom feed to take. You have four options:

- XML
- CSV
- TXT
- TSV

We recommend XML, as it's highly reliable and used by a majority of sales channels.

To include product variations in your feed, enable the ***Include product variations*** option.

If you want to show the default variation only, toggle ***Only include default product variation***.

Enable ***Only include lowest-priced product variation(s)*** to showcase the cheapest variations.

You can set the product feed ***Refresh Interval*** to update daily, twice daily, hourly, weekly, or not at all, depending on your store's activity level. If you prefer updates only when changes occur, enable ***Refresh only when products change*** to update whenever you make any changes to your feed, such as when you add new products, change prices, etc.

Once you're happy with your *General feed settings*, click the ***Save & continue*** button to proceed to the next step.

Why are general feed settings important?

General feed settings are important because they lay the foundation for how your product feed will be structured and how it will function. By setting up details like the feed's name, target audience, and file format, you ensure that your feed meets the specific requirements of your chosen sales channel and is displayed correctly.

Choosing the right format and options, such as including product variations or setting the refresh interval, helps keep your product information accurate and up-to-date. This not only improves how your products are shown to potential buyers but also increases your chances of making sales. Properly configuring these settings means your feed will work seamlessly, leading to better visibility and more successful listings.

Step 2: Field Mapping

To make sure your product data fits perfectly with your chosen sales channel, you need to perform field mapping.

On the **Field mapping** screen, match your WooCommerce products' attributes (in the *Value* column on the right side) with your selected channel's attributes (the leftmost column).

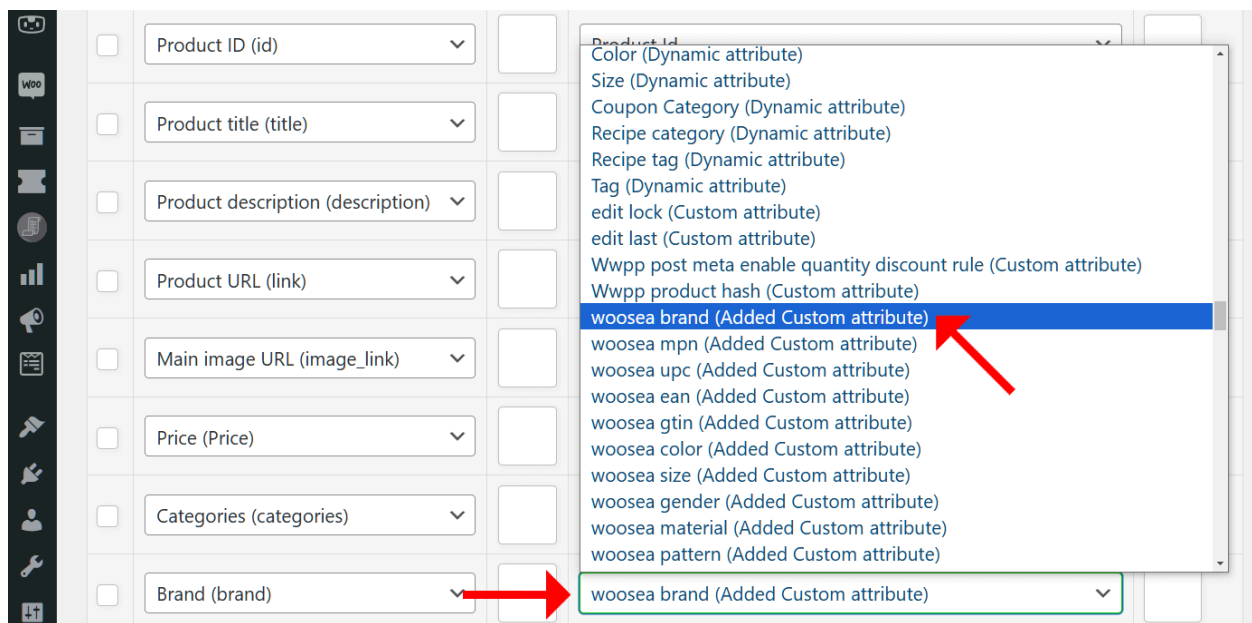
Field mapping

	GOOGLE SHOPPING ATTRIBUTES	PREFIX	VALUE	SUFFIX
<input type="checkbox"/>	Product ID (id)	<input type="checkbox"/>	Product Id	<input type="checkbox"/>
<input type="checkbox"/>	Product title (title)	<input type="checkbox"/>	Product name	<input type="checkbox"/>
<input type="checkbox"/>	Product description (description) <input type="text" value="v"/>	<input type="checkbox"/>	Product description <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Product URL (link) <input type="text" value="v"/>	<input type="checkbox"/>	Link <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Main image URL (image_link) <input type="text" value="v"/>	<input type="checkbox"/>	Main image <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Checkout link template (checkout_link_template) <input type="text" value="v"/>	<input type="checkbox"/>	Cart link <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Stock status (availability) <input type="text" value="v"/>	<input type="checkbox"/>	Availability <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Price (Price) <input type="text" value="v"/>	USD	Price <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Google product category (google_product_category) <input type="text" value="v"/>	<input type="checkbox"/>	Category <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Product type (product_type) <input type="text" value="v"/>	<input type="checkbox"/>	Category path <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Brand (brand) <input type="text" value="v"/>	<input type="checkbox"/>	woosea brand (Added Custom attribute) <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Gtin (gtin) <input type="text" value="v"/>	<input type="checkbox"/>	woosea gtin (Added Custom attribute) <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	MPN (mpn) <input type="text" value="v"/>	<input type="checkbox"/>	woosea mpn (Added Custom attribute) <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Identifier exists (identifier_exists) <input type="text" value="v"/>	<input type="checkbox"/>	Plugin calculation <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Condition (condition) <input type="text" value="v"/>	<input type="checkbox"/>	Condition <input type="text" value="v"/>	<input type="checkbox"/>
<input type="checkbox"/>	Item group ID (item_group_id) <input type="text" value="v"/>	<input type="checkbox"/>	Item group ID <input type="text" value="v"/>	<input type="checkbox"/>

Here's how it works: Look at the detail from the **Attribute** dropdown, then pick the corresponding detail from the **Value** dropdown. For instance, if the **Attribute** field shows "Product ID (id)," then choose "Product Id" from the **Value** dropdown. It's that simple!

Thankfully, the plugin pre-fills most fields with the correct mappings, so you only have to complete the remaining ones.

Let's say the **Attribute** "Brand" hasn't mapped to its appropriate **Value**. All you have to do is click the **Value** dropdown, then find and click "woosea brand." To simplify your search, type the **Value's** first couple of letters. This will make the selection jump to your preferred **Value**.



Take note that "woosea brand" is only available to *Product Feed Elite* users.



To ensure your feed meets your sales channel's requirements, consider adding extra fields. Click the **+ Add field mapping** button to add new fields to your list, then select the desired *Attribute* and its matching *Value* from the dropdown menus. You can add as many fields as needed.

For unique needs, use the **+ Add custom field** button to create custom *Attributes*. Simply enter your custom *Attribute* name (without spaces) and select a *Value* from the dropdown.

If you need to remove any fields, check their boxes and click **Delete**. Don't forget to click **Save** to proceed to the next step!

Why is field mapping important?


Field mapping is crucial because it ensures that your product information aligns perfectly with the requirements of your chosen sales channel. By matching your WooCommerce product attributes with those required by the channel, you help ensure that your products appear correctly and are easy for customers to find.

Proper field mapping guarantees that all important details—like product IDs, brands, and descriptions—are accurately represented. This accuracy helps your products show up in relevant searches, making it easier for potential buyers to discover them. Without proper mapping, your products might not display correctly or might even be overlooked, leading to missed sales opportunities.



Step 3: Category Mapping

In the **Category Mapping** phase, you match your product categories with those used by your preferred sales channel. This ensures that each of your products is listed in the right category on the channel, making it easier for customers to find them.



Category mapping

YOUR CATEGORY (NUMBER OF PRODUCTS)	GOOGLE SHOPPING CATEGORY	
Clothing (23)	1604 - Apparel & Accessories > Clothing	▼ ↓
-- Headwear (5)	2020 - Apparel & Accessories > Clothing A	
-- Outerwear (2)	203 - Apparel & Accessories > Clothing > C	
-- Tops (11)	212 - Apparel & Accessories > Clothing > T	
-- Bottoms (3)	204 - Apparel & Accessories > Clothing > B	
-- Footwear (1)	187 - Apparel & Accessories > Shoes	
-- Swimwear (1)	211 - Apparel & Accessories > Clothing > S	
Uncategorized (0)	<input type="text"/>	↓
Accessories (3)	167 - Apparel & Accessories > Clothing Acc	

[Save mappings](#)

On the left side, you'll see your WooCommerce store's categories, and on the right, the categories of your preferred sales channel. To map them, enter at least 4 characters (including spaces) into one of the channel's category fields. The plugin will then suggest matching categories for you to choose from. Pick the one that fits best.

Let's say your WooCommerce store has an "Accessories" category, and your preferred sales channel is Google Shopping. You could map "Accessories" to the following Google category:

167 - Apparel & Accessories > Clothing Accessories

Alternatively, you could map it to something more specific, like:

502988 – Apparel & Accessories > Clothing Accessories > Hair Accessories > Hair Pins, Claws & Clips

While most channels don't require mapping all your categories, doing so increases the chances of your products reaching the right audience, which can boost your sales.

Once you've completed your category mapping, click ***Save mappings*** to move on to the next step.

For a full list of Google's categories and subcategories, [click this link](#).

Why is category mapping important?

Category mapping is important because it ensures your products are placed in the right categories on your chosen sales channel, making it easier for customers to find them. When your WooCommerce categories match those of the sales channel, your products are more likely to show up in relevant searches and reach the right shoppers. This alignment boosts your visibility, helping attract more interested buyers and ultimately driving up your sales.

Step 4: Feed Filters and Rules

The **Feed filters and rules** phase is completely optional.

However, filters and rules can be extremely useful, as they allow you to manipulate your feed to exhibit only specific products or change details about these products.

Feed filters and rules

	TYPE	IF	CONDITION	VALUE	CS	THEN	IS
<input type="checkbox"/>	Filter	Availability	is equal to	in stock	<input type="checkbox"/>	Include only	
<input type="checkbox"/>	Filter	Price	is greater than	99	<input type="checkbox"/>	Exclude	
<input type="checkbox"/>	Filter	Quantity [Stock]	is less than	5	<input type="checkbox"/>	Exclude	
<input type="checkbox"/>	Filter	Category	contains	masks	<input type="checkbox"/>	Exclude	
<input type="checkbox"/>	Rule:	Product name	contains	strawberry	<input type="checkbox"/>	Color	red
<input type="checkbox"/>	Rule:	Product name	contains	costume	<input type="checkbox"/>	Google category	184

A filter either:

- Includes only those products you want your product data feed to display
- Excludes products you don't want your product data feed to display

To create a filter, click the **+ Add filter** button. You must then construct an if-then statement that creates a condition determining whether to include or exclude specific products.

In the image above, we gave the plugin the following instructions:

- If the product's availability is "in stock," then include the product
Effect: The sales channel displays items that are in stock only
- If the product's price is greater than USD 99, then exclude the product
Effect: The sales channel doesn't display items more than USD 99
- If the product's quantity is less than 5 units, then exclude the product
Effect: The sales channel doesn't display items with less than 5 units left

As for rules, they change specific products' details and values so that the feed presents these new details and values instead of the original ones.

To create a filter, click the **+ Add rule** button. Then, construct an if-then statement that creates the condition determining when product details change.

In the image above, we gave the plugin the following instructions:

- If the product name contains the term "strawberry," change color attribute to "red"
Effect: The sales channel changes the product's color attribute to "red"
- If the product name contains the term "costume," change its Google category to "184 - Apparel & Accessories > Costumes & Accessories"
Effect: The sales channel changes the product's Google category to "184 - Apparel & Accessories > Costumes & Accessories"

Why are feed filters and rules important?

Feed filters and rules allow you to customize and refine the product data that gets included in your feed. In other words, they give you precise control over the information your feed displays.

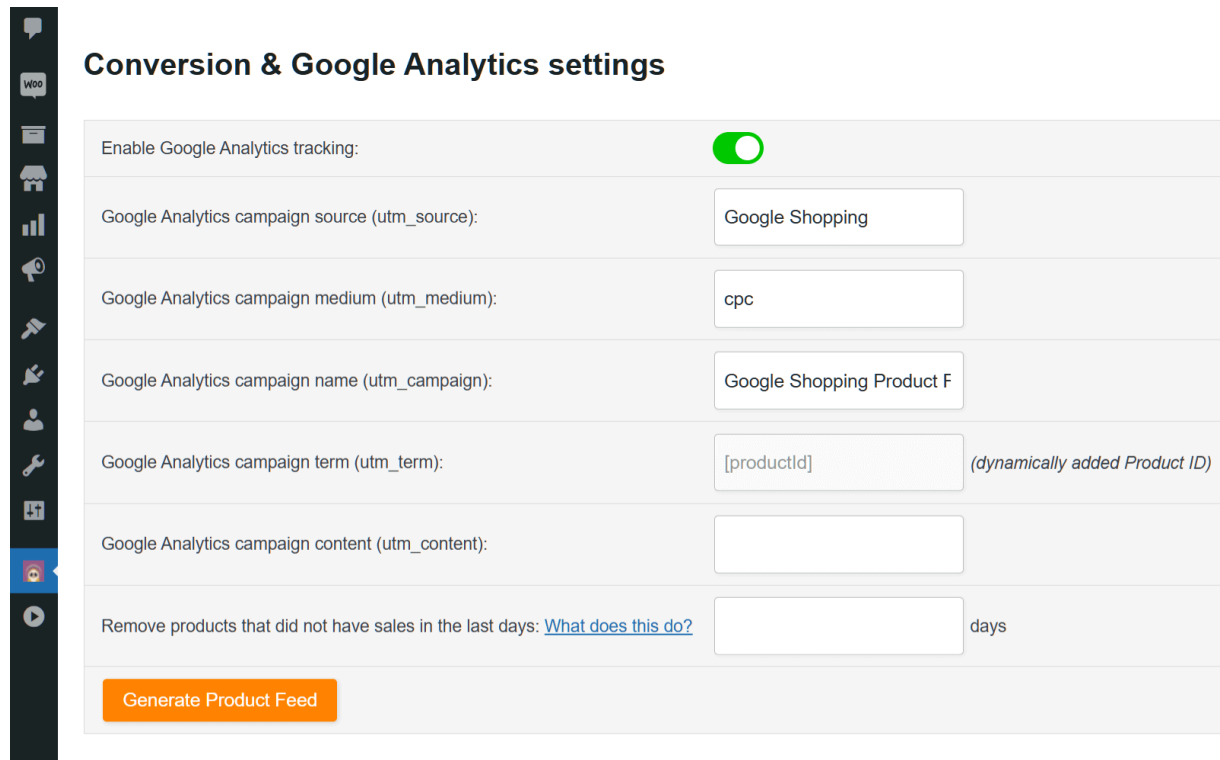
By setting specific filters, you can control which products appear in the feed based on criteria like price, stock levels, or product categories. This helps ensure that only the most relevant or profitable items are showcased on your chosen sales channel.

Rules give you the flexibility to adjust product data automatically, ensuring that your feed stays optimized for the sales channel's guidelines. For instance, you can create rules to adjust prices or descriptions based on certain conditions. This customization improves the quality of your listings and helps attract the right audience, leading to better sales performance.



Step 5: Conversion and Google Analytics Settings

We're close to the finish line! Now, you just have to configure your **Conversion and Google Analytics settings**. This is also an optional yet useful step. Essentially, these analytics enable you to track your campaign's performance.



Conversion & Google Analytics settings

Enable Google Analytics tracking:	<input checked="" type="checkbox"/>
Google Analytics campaign source (utm_source):	<input type="text" value="Google Shopping"/>
Google Analytics campaign medium (utm_medium):	<input type="text" value="cpc"/>
Google Analytics campaign name (utm_campaign):	<input type="text" value="Google Shopping Product F"/>
Google Analytics campaign term (utm_term):	<input type="text" value="[productId]"/> <small>(dynamically added Product ID)</small>
Google Analytics campaign content (utm_content):	<input type="text"/>
Remove products that did not have sales in the last days: What does this do?	<input type="text"/> days

[Generate Product Feed](#)

To track your feed's performance, toggle **Enable Google Analytics tracking**. This adds Google Analytics UTM parameters to your product URLs.

You can set the values for these UTM parameters in the provided fields. Most of them are already filled up, so you don't really have to change anything.

Furthermore, you can remove non-performing products after a set amount of time. Simply enter the preferred number of days in the entry field.

And that's it! When you're ready to generate your feed, click the **Generate Product Feed** button!

Why are Conversion and Google Analytics settings important?

Conversion and Google Analytics settings are important because they help you track how well your product feed is performing. By enabling Google Analytics tracking, you can see how your products are doing on your chosen sales channels, like how many clicks or purchases they get. This data gives you insights into what's working and what's not, allowing you to make adjustments to improve your campaigns.

Additionally, you can automatically remove underperforming products from the feed after a certain period, keeping your listings fresh and effective. Overall, these settings give you more control over your feed's success and help optimize your marketing strategy.

Congratulations! You've created your first product feed!

You've taken a major step toward getting your products in front of the right customers. Now that your feed is ready, it can be submitted to your chosen sales channels, driving more traffic to your WooCommerce store.

In the next chapter, we'll explore how to manage product feeds. So let's get right into it!

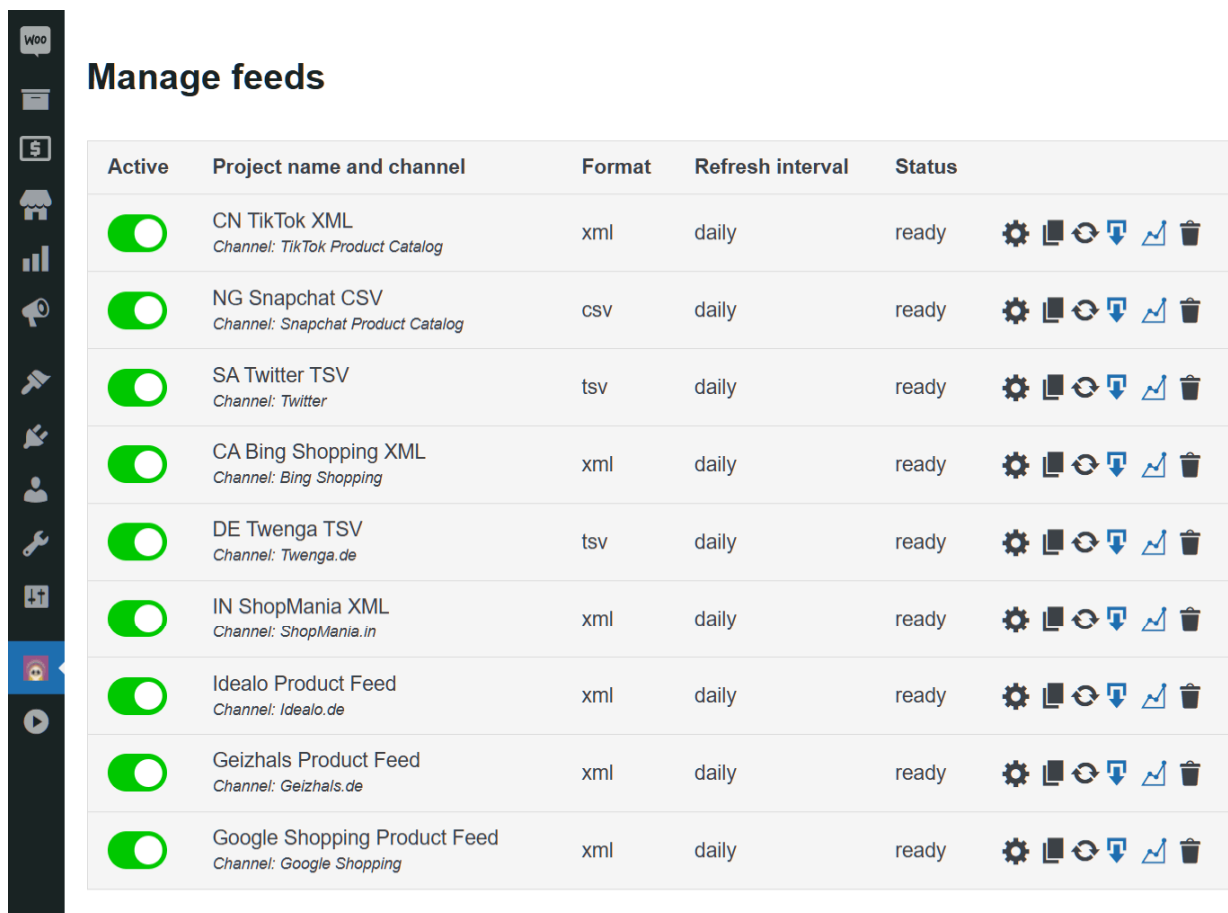















































Chapter 3

How Do You Manage A Product Feed?

Once you generate a feed, you'll be immediately redirected to the **Manage feeds** screen. This contains a list of all the feeds you've created.

The **Manage feeds** screen enables you to activate or deactivate feeds, modify existing feeds, and more.



Active	Project name and channel	Format	Refresh interval	Status	
<input checked="" type="checkbox"/>	CN TikTok XML <i>Channel: TikTok Product Catalog</i>	xml	daily	ready	    
<input checked="" type="checkbox"/>	NG Snapchat CSV <i>Channel: Snapchat Product Catalog</i>	csv	daily	ready	    
<input checked="" type="checkbox"/>	SA Twitter TSV <i>Channel: Twitter</i>	tsv	daily	ready	    
<input checked="" type="checkbox"/>	CA Bing Shopping XML <i>Channel: Bing Shopping</i>	xml	daily	ready	    
<input checked="" type="checkbox"/>	DE Twenga TSV <i>Channel: Twenga.de</i>	tsv	daily	ready	    
<input checked="" type="checkbox"/>	IN ShopMania XML <i>Channel: ShopMania.in</i>	xml	daily	ready	    
<input checked="" type="checkbox"/>	Idealo Product Feed <i>Channel: Idealo.de</i>	xml	daily	ready	    
<input checked="" type="checkbox"/>	Geizhals Product Feed <i>Channel: Geizhals.de</i>	xml	daily	ready	    
<input checked="" type="checkbox"/>	Google Shopping Product Feed <i>Channel: Google Shopping</i>	xml	daily	ready	    

Your options are represented by symbols in the right column. Let's discuss these options!



Project settings: This option lets you revisit the feed-creation process' various phases, enabling you to rename your feed, modify its field mapping, and more. Also, it gives you the feed's URL and lets you download this feed.



Copy project

This creates a copy of your selected product feed. Please note that you need to refresh your browser for the process to complete. The copy will appear at the bottom of the feed list.



Manually refresh product feed

This option lets you manually refresh your feed. How long the refresh takes depends on the size of the feed; the more product data it contains, the longer the refresh period.



Download product feed

Use this option to download the feed (in your preferred file format) to your PC. Alternatively, it can open the feed in a new tab in your browser.



Amount of products in product feed

This opens a new tab containing a graph. This graph presents the number of products in the chosen feed for the last 30 updates, recorded after each scheduled and/or manually triggered refresh.



Delete project and product feed

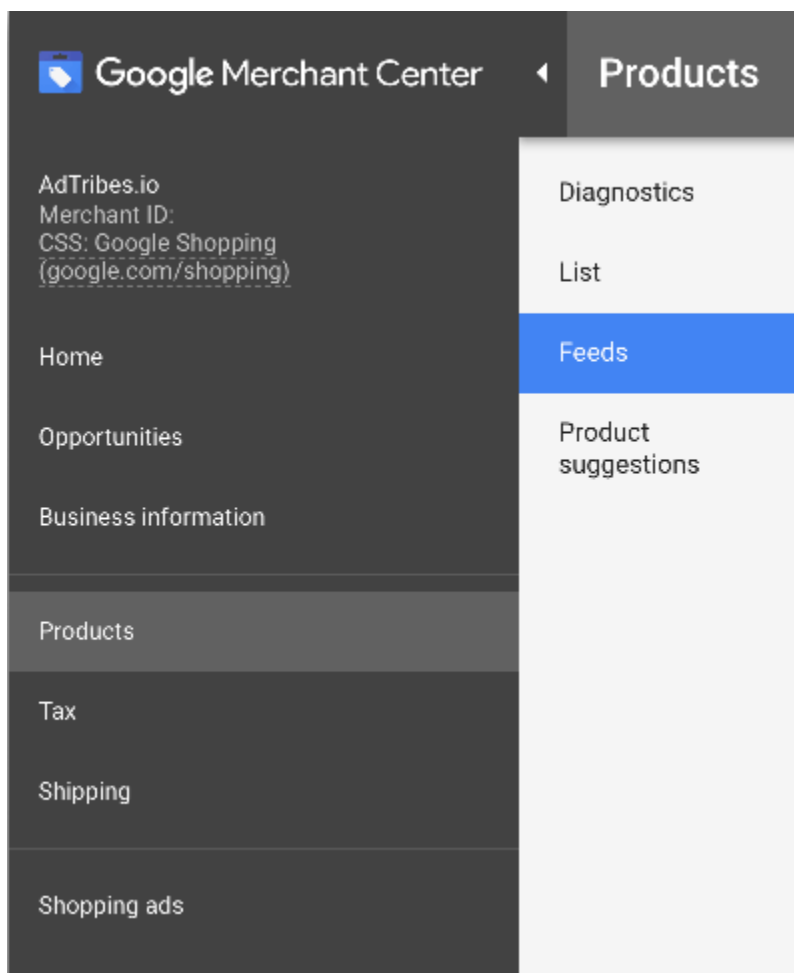
This deletes your selected feed.

Chapter 4

How Do You Submit A Product Feed To A Sales Channel?

Of course, creating a product feed is pointless if you don't upload it to a sales channel for showcasing. Thankfully, the submission process is simple and quick.

Continuing with our example, we'll submit our Google Shopping product feed to Google Merchant. So log in to your Google Merchant Center account and click **Products > Feeds**. Then, add a primary feed.



Then, complete the following steps:

1. Select your **Country of sale** and **Language**, making sure the information is consistent with the data in your product feed.
2. Select the **Scheduled Fetch** option.
3. Specify the **Fetch frequency** and **Fetch time**, which determine how often and when you want Google to fetch your product feed.
4. Select your **Time Zone**.
5. Lastly, paste the URL of your product feed into the **File URL** field:

← New primary feed

✓ Basic information — ✓ Name and input method — 3 Setup

My First Google Shopping Feed

Fetch frequency
Daily ▾

Fetch time
12:00 AM ▾

Time zone
(GMT+00:00) London [Europe/London] ▾

File URL
https:// [redacted]

(supported protocols: http, https, ftp, sftp)

If your URL is password protected, provide your login info.

Username (optional)

Password (optional)

Enter your feed's URL here

And that's it! You've just submitted your product feed to a sales channel, informing it where to retrieve your product data and how to display your offerings to customers.

Primary feeds

Merchant Center uses primary feeds to display your products on Google. Use primary feeds to upload your product data to Merchant Center using text (.txt) files, XML (.xml) files, Google Sheets, or the Google Content API for Shopping. [Learn more](#)



Feed name	Feed type	Input method	Last upload date	Country of sale	Content language	Destination
My First Google Shopping Feed	Online products	File	-	^ USA	English	Shopping ads

Well done! You're ready to boost product visibility, sales, and profits!

Congratulations! You've mastered creating and managing a product feed and learned how to upload it to a sales channel. Now, you can reach a wider audience and increase your sales potential!

If you want a more detailed version of this guide, check out our article, "[What Is A Product Feed And How Do You Create One? \(Ultimate Guide\)](#)"



Chapter 5

Checklist: Steps To Take Before Creating Your Product Feed

Before diving into creating your product feed, make sure you've covered all the essentials. Here's a breakdown of everything you need to prepare:

- High-Quality Images:** Clear, well-lit images are crucial. Customers rely heavily on visuals when deciding what to buy, so make sure each product has crisp, high-resolution photos that show the product from multiple angles and demonstrate how it's meant to be used.
- Detailed Descriptions:** Write accurate, engaging descriptions that highlight the key features and benefits of your products. Don't just focus on technical specs—make your products sound appealing by explaining how they solve a problem or make life easier.
- Product List:** Have a clear list of the products you want to include in the feed. This helps you stay organized and ensures you don't miss any items, especially when you're managing a large inventory.
- Category Mapping:** Make sure your product categories are mapped to the correct categories used by the sales channel. Accurate mapping helps your products get listed where shoppers are most likely to find them, boosting visibility and chances for sales.
- Target Sales Channels:** Decide where you want to send your product feed—whether it's Google Shopping, Facebook, TikTok, or any other platform. Each sales channel has its own guidelines, so it's important to know your destination before creating the feed.
- Pricing and Availability:** Double-check that your product prices and stock levels are up to date. Inconsistent pricing or out-of-stock items can frustrate customers and lead to lost sales.
- Product Variations:** If your products come in different sizes, colors, or styles, make sure you've included all variations. This ensures customers see every option available to them, increasing your chances of making a sale.

- SEO Optimization:** Ensure that product titles and descriptions are optimized with relevant keywords. This will help your products rank higher on search engines and within the sales channel's internal search results.
- Product Attributes:** Double-check that key attributes like brand, size, color, material, etc., are filled out accurately. Sales channels often require specific attributes for filtering and search functions.
- Shipping Information:** Make sure your feed includes shipping details, such as costs, shipping time, and available methods. Many customers look at shipping information before making a purchase, so it's important to provide clear, accurate data.
- Compliance with Channel Policies:** Each sales channel has its own set of requirements and guidelines (for example, image sizes, prohibited content, etc.). Ensure your feed complies with these rules to avoid errors or disapproval.
- Currency and Taxes:** Verify that your product prices include the correct currency and reflect any taxes required by the region you're selling to. This prevents issues related to pricing discrepancies and customer trust.
- Product Reviews and Ratings:** If supported by the channel, consider including product reviews or ratings in your feed. Positive feedback from other customers can boost credibility and drive sales.
- Promotional Information:** If you're running special deals, discounts, or offers, ensure these are reflected in the feed. This encourages customers to take action on a limited-time promotion.

Adding these points to your checklist will help ensure that your product feed is comprehensive, accurate, and ready to perform well across various sales channels!

Conclusion

Congratulations on completing this guide! We've explored the world of the AdTribes Product Feed plugin and discovered how it can enhance your online store.

With AdTribes, you can transform complex data into streamlined feeds that boost your store's visibility. Furthermore, you can easily create and manage product feeds that get your items noticed on various sales channels.

Here's what makes AdTribes a game-changer for your store:

- **Simplify Feed Creation:** Turn your product data into compelling feeds without the headache.
- **Boost Visibility:** Get your products seen on major platforms like Google Shopping, Facebook, and more.
- **Manage Easily:** Update your feeds effortlessly with a few clicks, keeping everything fresh and accurate.
- **Save Time:** Automate the tedious tasks, so you can focus on growing your business.
- **Expand Reach:** Reach new customers and tap into different sales channels seamlessly.



Setting up AdTribes is a breeze, and it works its magic in minutes. But remember, using this plugin isn't just about making things run smoothly—it's about harnessing the power of your data to elevate your store. So take what you've learned, put AdTribes to work, and watch your store's reach and efficiency soar.

Thank you for joining us on this journey. Here's to smarter product feeds and a thriving WooCommerce store!

We hope you enjoyed this ebook!

It was brought to you by the folks at AdTribes.



Unlock exceptional WooCommerce power with the AdTribes Product Feed plugin, your go-to solution for seamless product feed management in WordPress!

Experience these incredible features:

- ✓ Effortless Feed Creation
- ✓ Customizable Feed Templates
- ✓ Real-Time Updates
- ✓ Versatile Filters and Rules
- ✓ Complete Integration with Major Channels
- ✓ Advanced Performance Tracking
- ✓ Dedicated Support
- ✓ ... and so much more!

Check out what people are saying about AdTribes Product Feed!

- “The best plugin with great tutorials and super free version!” – Yulia Pavlova
- “Your tool has truly streamlined our processes and significantly impacted our efficiency. We appreciate your commitment to excellence and the innovative solutions you consistently provide” – Ahmed Latif
- “The plugin’s seamless integration with Google, Facebook, and TikTok has allowed us to effortlessly manage our product feeds across multiple platforms, driving impressive results.” – mobeenkhan

Ready to elevate your e-commerce game to new heights with the ultimate WooCommerce product feed solution? The AdTribes Product Feed plugin is here to transform how you manage and optimize your product listings in WordPress!"

Then visit us at:



Check out **AdTribes Product Feed Pro** for FREE today!



Or enjoy ALL powerful features with **AdTribes Product Feed Elite!**

