

OPTIMIZING YOUR PRODUCT FEED

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- 1 Audit Data Quality Issues**
 - Resolve missing fields
 - Optimize product titles
 - 2 Track Costs**
 - Add COGS
 - Add VOH
 - 3 Segment Products**
 - Segment by margin to maximize profitability
 - 4 Analyze Performance**
 - Analyze performance
 - Segment out top sellers
 - Segment out weak performers
 - 5 Ongoing Optimizations**
 - Monitor Merchant Center errors
 - Evaluate product/ad group performance
 - 6 Your Product Feed is Optimized!**

If you still need help, reach out to speak to an Omnitail analyst today at sales@omnitail.net.