PRODUCT ADS MANAGER

Brands can easily syndicate their catalog across dozens of media sources
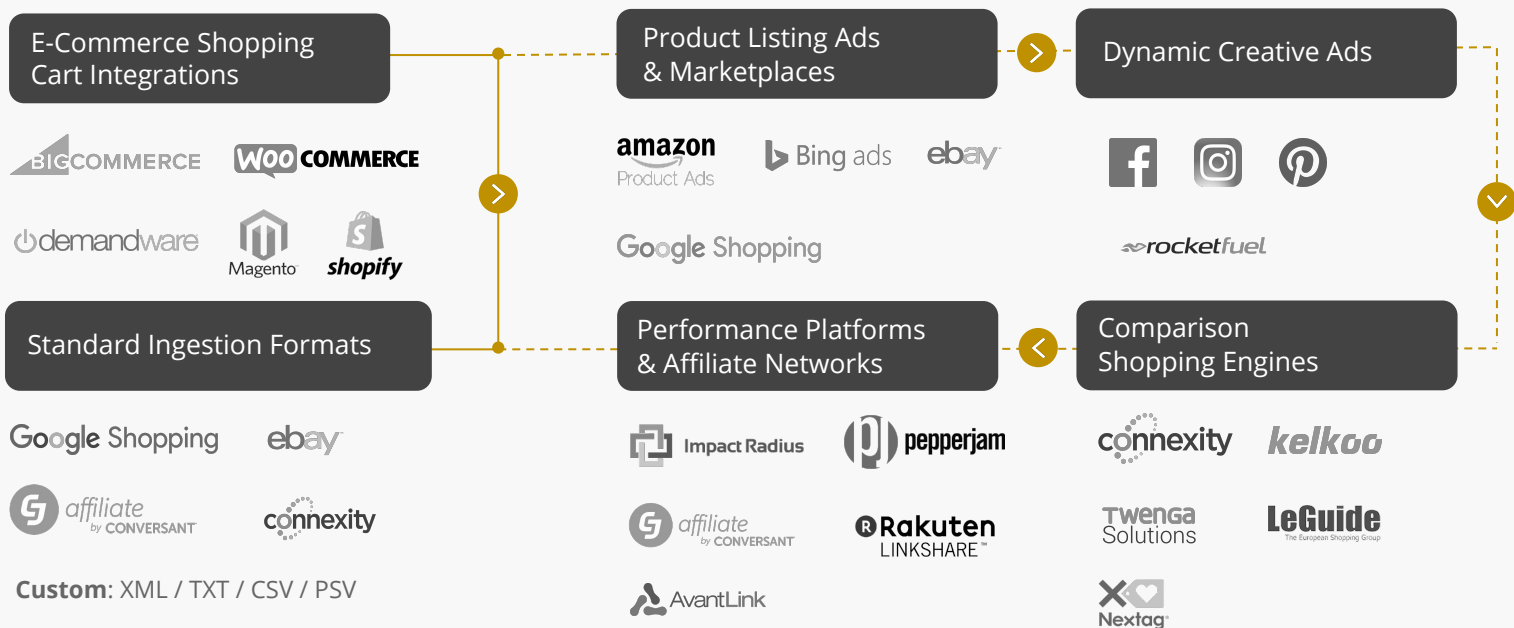
Seamlessly syndicate your product catalog

To grow their revenue base, smart brands recognize they need to be everywhere their audiences are. They need to provide relevant product ads that reflect their large and frequently updated catalog to increase engagement. But managing feeds with millions of SKUs across dozens of media sources can be cumbersome.

Product Ads Manager makes it easy to manage product feeds by serving as a central product data hub that provides scalable ways to manage, manipulate, and distribute your catalog to any destination you can imagine.

Manage your product catalog from just ONE format...

E-Commerce Shopping Cart Integrations

BIGCOMMERCE WOO COMMERCE

demandware Magento shopify

Standard Ingestion Formats

Google Shopping ebay

affiliate by CONVERSANT connexity

Custom: XML / TXT / CSV / PSV

... and seamlessly distribute your products EVERYWHERE through our turnkey integrations.

Product Listing Ads & Marketplaces

amazon Product Ads Bing ads ebay

Google Shopping

Dynamic Creative Ads

rocketfuel

Performance Platforms & Affiliate Networks

Impact Radius pepperjam

affiliate by CONVERSANT Rakuten LINKSHARE

AvantLink

Comparison Shopping Engines

connexity kelkoo

TWENGA Solutions LeGuide The European Shopping Group

Nextag

Quick Set-up and Processing

Whether you have millions of SKUs or update your feed several times a day, Product Ads Manager has you covered. Create your product catalog in just 15 minutes, customize it directly in the platform, and distribute it to dozens of vendors.

And you no longer need to be limited to a daily refresh! We refresh your feed in real time or every 2, 4, or 8 hours each day.

No Need to Manage a Catalog per Source

Different media sources often have different feed requirements. Tweaking and adjusting feeds to meet each media sources' needs can result in dozens of separate feeds.

But not anymore. You can easily send one media source a feed focused on a specific category, and send another media source a feed tailored to its naming conventions. Adjustments are all made on the same base feed so you're not drowning in feeds.

Shopping Cart Integrations

Getting up and running with Product Ads Manager is easy. Plug and play integrations with leading eCommerce platforms enable you to configure and distribute product data in minutes.

Use Common or Custom Formats

Even if you don't use an eCommerce platform, Product Ads Manager can ingest repurposed feeds from common formats such as Google and eBay. Or, you can send us custom product feeds. Simply import and configure your product feed in the platform to prepare it for distribution.

Product and Channel Level Intelligence

Product Ads Manager offers real time ROI reporting down to the SKU and channel level, meaning you can answer questions like these quickly:

- What product categories do really well on Paid Search? On marketplaces?
- What media sources are really good at converting your high margin products?

Custom Filters, Rules, and Expressions

Instead of creating dozens of tailored feeds to push into each of your media sources, Product Ads Manager provides a rules and expression engine to adeptly filter, transform, and customize your feed into the specialized needs of each media source without having to create another feed.

Product Ads Manager enables you to manage all your Product Catalog feeds, their destinations, and transformation rules all from a centralized product feed management hub.

Delivering highly-relevant, up-to-date product information to your media sources increases the effectiveness of your campaigns. Product Ads Manager provides a hub for managing the distribution of product data feeds across dozens of global media sources.

Contact sales@impactradius.com to learn more about Product Ads Manager.