

FusePump – Using Product Data Feeds for Search Marketing

Product feeds can be used to match consumer search terms directly to products on an e-commerce merchant site. We supply a structured data feed to our search partners who then ensure that consumer search terms are matched dynamically to relevant adverts. It has become increasingly important to rank according to product relevancy. Consumers are often matching terms that they've previously researched and will include more than one product feature in a search e.g. model number, colour and price. We match these 'long tail' searches and an advert will be bid on and served automatically. Furthermore, we are able to deep link search terms directly to the correct product pages meaning a 2 click to basket process. The results have been compelling:

“During the first six months of working with FusePump, M&S saw click through rate (CTR) on some categories within paid search increase by 32% and ROI increase by 150% for these categories. It has also seen a significant increase in revenue year on year via one of the UK's top affiliate networks since integrating the FusePump feed with them”

Rob Freedman Head of Online Acquisition for Marks & Spencer

For the full case study [click here](#)

The Advantages of Using Product Data Feeds for Search Marketing

- Dynamic relevant content responsive to the searcher e.g. model numbers, colour, price etc
- Ad copy is tested and optimised based on keywords. These are also highlighted within the meta description
- Decreased CPC overall because high converting customers will purchase on long tail searches (typically low volume high conversion)
- Out of stock items (we highlight this in the feed) will not be bid on
- Able to link directly to the product landing page. 2 clicks to basket.
- Options of adding warranty, customer ratings, guarantees etc as default setting for products.
- We can re-organise website information so that it's better organised for search. For example, we can map the model number out of the product data and include this in the search titles and meta-description

Marketing Benefits of using a product data feed for search

- Product matching feeds can normally be produced within 2 weeks
- With our search partners we can automate and optimise bidding
- Highly cost effective. Campaigns can be fine-tuned and refined easily

- Improved brand knowledge. Consumers are often unaware of the range and extent of trusted brands product inventory

Technical Know How

- One of the benefits of our feeds is the fact we can include numerous relevant keywords for each product. We can do this because we already have rich attributes extracted from the site (such as colour, size, specifications, model number etc).
- Often we can enhance the data by completing some manual mapping on our side, for example to map model numbers out of titles.
- We can also implement bespoke logic. For example, to include per-category and per-brand rules to generate model number variations e.g. “AB-123L”, “AB123L”, “AB 123L”).

Partners

- We work with Kenshoo and Marin who take our feeds and optimise them for automated search
- Contact barney.larkin@fusepump.com for more information on using product feeds to optimise your search activity