



Feedo User Manual

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USER'S MANUAL
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1.0 INTRODUCTION

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Feed creation and optimization have never been so simple. Try out our free extension Feedo and enhance your shopping campaign performance. The Feedo extension for Magento makes it quick and easy to create, automate and publish product feed to Google Merchant Center.

Simple saying, it is a quick and easy way to create, update, optimize and publish your product feed to Google Merchant Center.

2.0 DESCRIPTION

2.1 Key Benefits

2.1.1 Dynamic Interface



Create, update, optimize and publish your product feed to Google with ease. Our new interface is built to handle large feed.

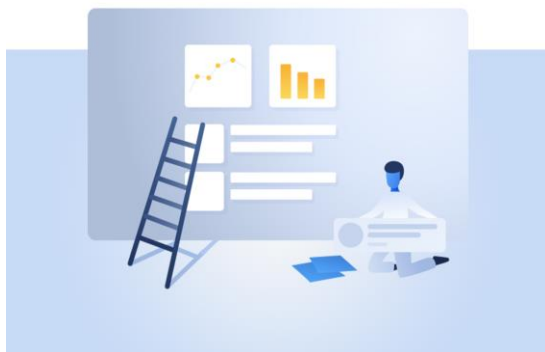
2.1.2 Bulk Editing

Edit your tool. Select up and brew



products in bulk with our new bulk edit to 10,000 products, bulk edit attributes yourself a cup.

2.1.3 Advance Filter



Do you have too many products to scroll through? Not a problem. Our advanced filter allows you to find what you are looking for instantly.

2.2 Features

- Ensures that feeds for newly uploaded/updated products are optimized as they are created/updated.
- Globally maps product categories and other custom variables with the Google Merchant Center(GMC) values.
- Lets users update Merchant Center-specific attributes either in bulk or by individual product, before sending them to automatic optimization.
- One-click publishing directly to Google Merchant Center after optimized feed review. Optimization has never been so simple!
- Set auto-publish on to publish your products on a set interval (weekly/Bi-weekly/Monthly) to Google Merchant Center to avoid product expiry.

3.0 HOW DOES IT WORKS

- Connect your Google Merchant Center account.
- Map your custom product attributes to Google specific attributes(optional).
- Update missing product details - Add/update the mandatory attributes (inline or in bulk) of your products under "All" tab.
- Optimize your feed(optional) - The app will optimize your product "Title" and "Product type" as per the Google's best practice. It will notify you when optimization is complete.
- Review Optimized Feed & Push to GMC - You can review the optimized product "Title" and "Product type" under the optimized tab and publish to Google Merchant Center in a click. You can also modify the optimized feeds before pushing it to GMC.

4.0 FREQUENTLY ASKED QUESTIONS

Q1. How does this Extension work?

- Connect your Google Merchant Center account.
- Update Merchant Center-specific attributes (in bulk/by product).
- Send product to automated optimization.
- Review the optimized feed.
- Publish the optimized feed to Merchant Center.
- Get updates on updated/new products added.

Q2. Is there a product & product feed limit?

No, there is no limit on the number of product/product feed as of now. You might experience a slight delay in response if you have more than 25K products in your feed.

Q3. Does this extension support product variables?

Yes, this extension considers the variable product as an individual product.

Q4. Can I create filters and rules for my product feeds?

No, there is no rule to control the list of products to be published. But, you can manually filter & select the products you want to push to Google Merchant Center.

Q5. Exclusive Features

- Automated product feed optimization as per Google's recommendations & best practices.
- Continuous optimization enabled for newly created/updated products.
- Easy-to-use interface and free support.

Q6. What's the logic for optimization?

We use the best practices and standards suggested by Google.

Q7. Is there a 24/7 support available for this extension?

We do not have 24/7 dedicated support. But, we will try and revert back within 24 hours we receive the request.

Q8. Do you use third party services?

Yes, We use our own dedicated server to store your optimized products and to push products to Google Merchant Center.

You can refer to our [privacy policy](#).

Q9. What data you are collecting?

- We may collect the following information:
 - * Details of your usage of our Feedo extension and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data.
 - * Information that you provide by accepting the terms and conditions on our Feedo extension, such as when you install.

- It could be:
 - * Product data from your website
 - * Name of the store or contact person
 - * Contact information including email address
 - * Demographic information such as postcode, preferences and interests
 - * Information provided to us when you communicate with us for any reason

Q10. What you do with the information you gather?

We require this information to understand your needs and provide you with a better service.

In particular for the following reasons:

- * Internal record keeping.
- * We may use the information to improve our services to you.
- * From time to time, we may also use your information to contact you to provide any functional updates on our extension.
- * We may use the information to customize the Feedo extension according to your need.