



What is ShoppingFeeder?

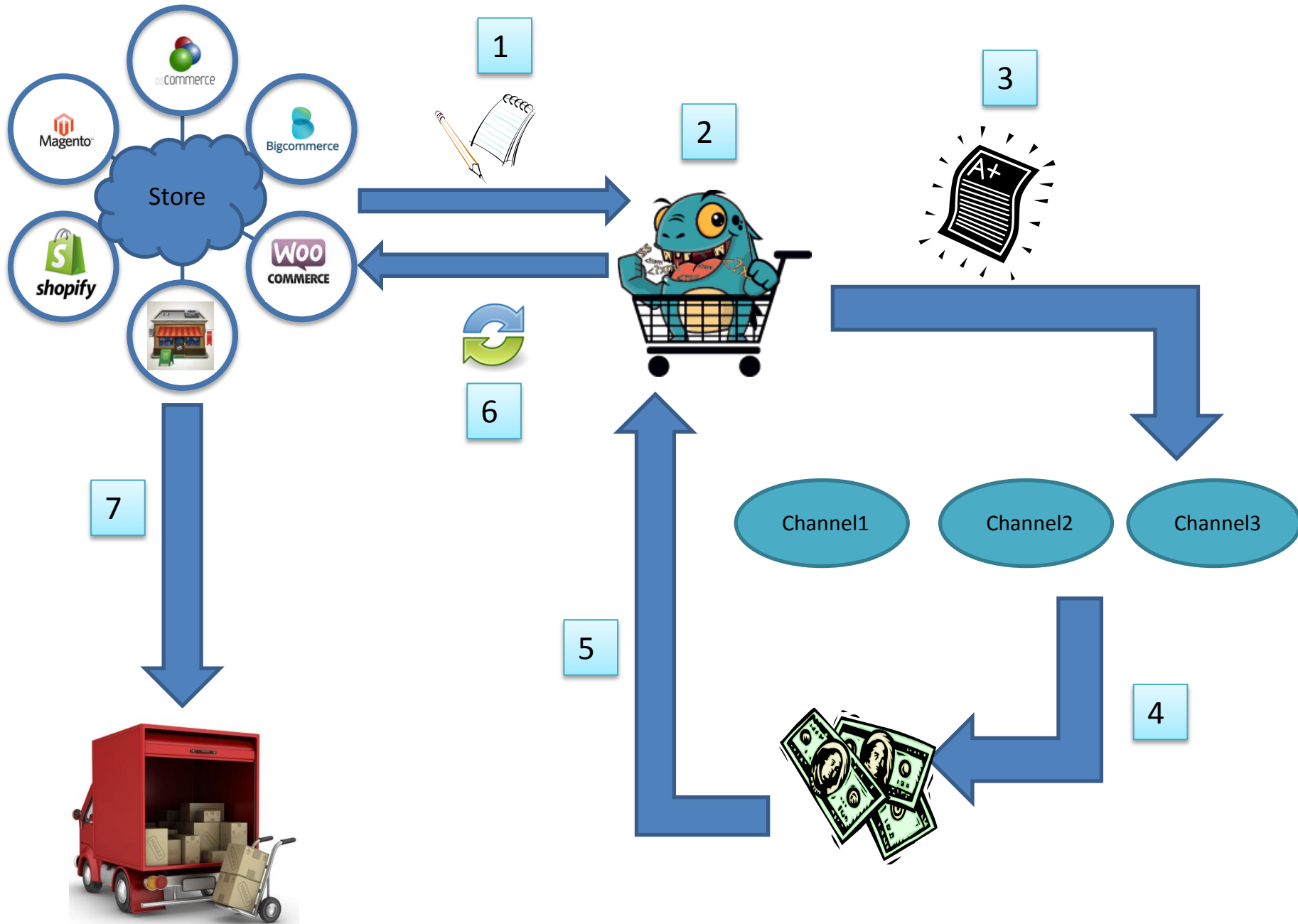
ShoppingFeeder allows stores (online and offline) to list their products on channels that drive traffic and sales for their business.

A channel is a platform or web site that markets your products on your behalf. Some channels (marketplaces) even facilitate the orders on their own sites.

How does ShoppingFeeder work?

ShoppingFeeder imports your product catalogue and then:

- Guides you through improving your product listings, e.g. Improving product names, descriptions and images
- Formats the resulting data into a readable format for various channels
- Provides the correctly formatted data for the channels to read
- Synchronises your existing store(s) with the sales on the various channels to keep your inventory up to date



The process

- Process flow:
 1. ShoppingFeeder integrates with your store (online or offline)
 2. We guide you through improving your product information
 3. We send nice, clean data to the channels
 4. The channels advertise your products and generate sales on your behalf
 5. ShoppingFeeder is notified that a sale has been made
 6. ShoppingFeeder syncs your stock levels to make sure that your store has the right stock level after a sale
 7. You fulfil the order and deliver to your client as you normally do

Some notes

- The ShoppingFeeder platform offers the store comprehensive analytics including product views, sales and ROI
- Examples of channels in SA are:
 - PriceCheck (www.pricecheck.co.za)
 - Kalahari.com Marketplace
(<http://www.kalahari.com/marketplace/ct/home>)
 - Bidorbuy (www.bidorbuy.co.za)
 - Gumtree
 - OLX
 - etc.
- Similar businesses:
 - ChannelAdvisor (www.channeladvisor.com)
 - GoDataFeed (www.godatafeed.com)