

# PRODUCT DATA FEEDS

## PARTNERSHIP MANAGEMENT

Product data feeds on Ingenious Enterprise are designed for both advertisers and partners to manage product information effortlessly. The feeds are provided by advertisers to their partners and they contain all products and characteristics in a datasheet, which can be easily updated and configured.

### WHY PRODUCT DATA FEEDS?

Advertisers are often confronted with the need to respond to changes in the market. For advertisers, this means creating different offers for different products. For the partners, this means it is no longer sufficient to work with banner ads – they need to integrate the products onto their websites. That is why having the latest product information for both parties is necessary.

### BENEFITS FOR ADVERTISERS



#### Unlimited flexibility in product update

Advertisers are able to list, update and delete all information related to their products with Ingenious Enterprise. As there is no limit to

the size of the product data feeds, advertisers can upload their information in a single datasheet, no matter how wide the range of their products and services is.



#### Easy segmentation based on priority

Advertisers can focus on specific product segments by assigning different commission percentages to different segments. For instance, products of higher priority could be worth 10% commission, whereas the ones of lower priority only 5%. This encourages partners to deliver the sale of the ones of higher priority, thereby boosting the performance marketing strategy as a whole.

### BENEFITS FOR PARTNERS



#### Automated invoices & payments

With product data feeds, partners and affiliates can get hold of the needed product information and promote products on offer on a timelier basis. By including a simple code on the pages, the update of product information on their websites will be automated, allowing them to save valuable time and resources.

# PRODUCT DATA FEEDS

## PARTNERSHIP MANAGEMENT



### Clear documentation processes

Ingenious Enterprise provides the flexibility to configure the data in the format preferred. That's why partners and affiliates can choose to automatically export only the attributes they publish on their websites, such as product title, ID and price. They can also download the feeds in the preferred format (CSV, JSON or XML), define the needed delimiter (semicolon, comma or tab) and whether or not they want to download the data feed in a compressed file (ZIP, GR or TAR.GZ).

### FEATURES AT A GLANCE



Unlimited product data feed sizes can be uploaded



Feeds can be sent to unlimited number of partners



Your choice of update intervals and product feed format



Automated update on partners' websites with input of a simple code

Interested? Test out our 3-month Try & Buy package  
with all functionalities included.

### ABOUT INGENIOUS TECHNOLOGIES

Launched in 2012 by experienced online marketing experts, Ingenious Technologies focuses on the development of innovative, scalable technology for performance-based, branding-oriented online marketing and e-commerce.

The one-product solution "Ingenious Enterprise" is developed to help advertisers, agencies and affiliates to monitor, analyze, optimize and process all their online marketing activities and partnerships across all channels and devices via a single platform.

Contact us:

**Ingenious Technologies AG**  
Französische Straße 48  
10117 Berlin

Tel: +49 30 577 02 60 00  
Fax: +49 30 577 02 60 09  
Email: [info@ingenioustechnologies.com](mailto:info@ingenioustechnologies.com)