Unlocking the Power of Feeds

AI is Now Central to Marketing Practices

The online world is increasingly driven by algorithms and artificial intelligence, but until recently the general public was unaware of just how far AI technology has come. That all changed with the viral release of ChatGPT, which found its way into countless articles and tweets, prompting speculation and future-gazing on the potential for AI to overhaul entire industries.

Within digital marketing and commerce, however, AI has been prevalent for some time. Marketers have long been utilizing AI to automate tasks, from customer interactions to data integration and customer journey personalization.

AI Uses for Marketers Worldwide

% of Respondents

Automate customer interactions	90%
Automate data integration	89%
Personalize the customer journey across channels	88%
Process automation	88%
Resolve customer identity	87%
Bridge online and offline experiences	87%
Drive best offers in real time	77%
Programmatic advertising and media buying	75%
Predicting customer/ prospect behavior	74%
Improve customer segmentation/ lookalike audience modeling	74%

Tech leaders like Google and Meta have also embedded AI into their marketing products, and both brands and agencies have become accustomed to using this tech in campaigns.

Google leverages AI in its Performance Max (pMax) campaigns. These campaign types require little manual setup and optimization in the traditional sense – marketers need only input a budget, website, assets, objective, optional audience targeting, and a product feed.

The algorithm then uses this information to show ads across Google properties to the right people at the right time to generate sales, removing the need for daily bid changes at a keyword or placement level.

Similarly, Meta uses AI in its new Advantage+ Shopping and Catalog campaigns. Advantage+ campaigns automate the campaign setup process from end to end, creating 1000s of ad variations that show the right content, to the right person, at the right time. Trusting the algorithm to make smarter decisions drastically reduces the need for manual human input.

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AI Drives Stronger Performance

When platforms began to roll out these types of campaigns, they were met with hesitation. Brands and agencies voiced uncertainty at the prospect of reduced control and specificity and rightly questioned whether they could negatively impact performance.

Now, however, the industry is confident in the ability of algorithms to deliver and it's clear that AI is impacting marketing for the better.

Efficiency

AI can save time spent on manual tasks, freeing up time to invest in strategy and innovation.

Decision-Making

Algorithms can leverage big data for smarter decision making, beyond the capabilities of human-led optimization.

Personalization

AI can create personalized content and experiences for users. Not only does this help to drive customer flow for brands, but it creates seamless and high-quality experiences for their customers.

Conversion

AI drives better engagement and conversion rates to ultimately bolster revenue growth.

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But Marketers Still Have an Important Role to Play

The growing prevalence of automation doesn't mean that marketers and commerce professionals can sit back and leave the execution of campaigns entirely to AI.

For algorithms to yield optimal results, data input matters, and the phrase 'garbage in, garbage out' still applies. Broad and limited data inputs lead to poor and untailored outputs, while robust and detailed data inputs lead to tailored, effective outputs.

Feeds, in this sense, can supercharge marketing efforts. A feed is a data file containing a list of products with key information, and when fed into algorithms they can influence smarter decision-making by providing them with rich and powerful data.

Product feeds can also make media, content, and experiences shoppable, helping to move customers toward conversion and enabling teams to optimize for smarter metrics than ROI alone.
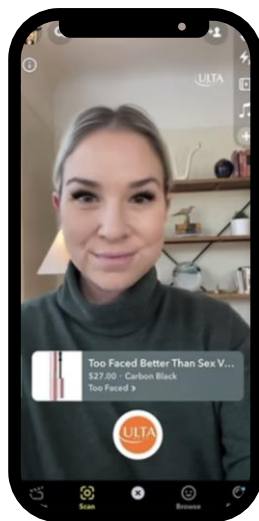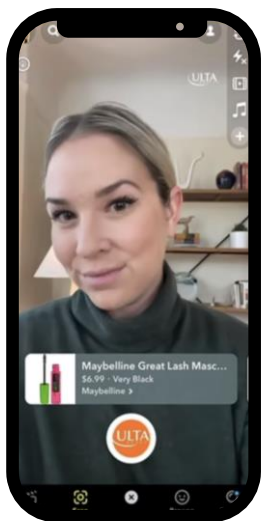
# Simplifying the Benefits of Product Feeds

At first glance, feeds can seem overwhelmingly complex, but each scroll through a social media platform, search engine, or third-party website brings people into close contact with their output. This is because feeds power a wealth of paid and organic formats.

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Shoppable Content

The growing popularity of short-form video on platforms like TikTok, Instagram, and YouTube has created an entirely new way to discover and fall in love with products. Feeds connect engaging content with the ability to shop, and by combining these formats with shoppable overlays, brands can shorten the journey from entertainment to purchase via a single tap or click.
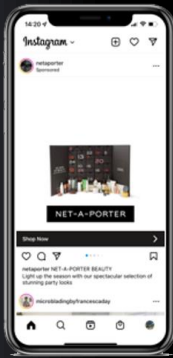
This can even stretch to newer and more innovative formats like AR (augmented reality). By integrating AR with a product feed, it can go beyond simply attracting engagement to drive sales.
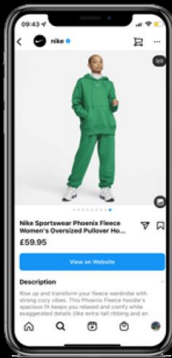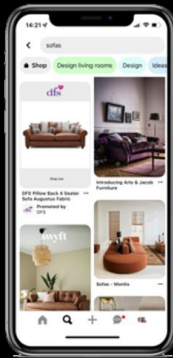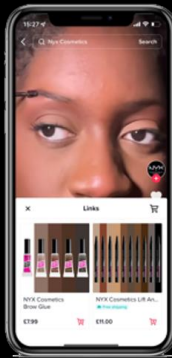
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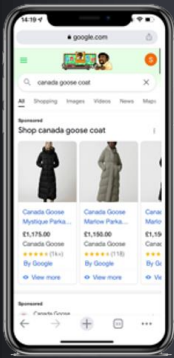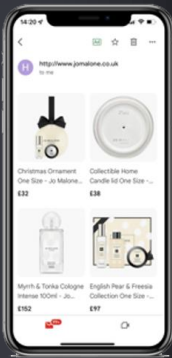
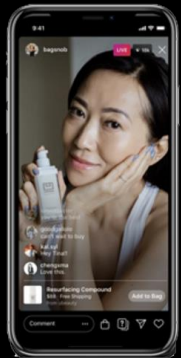| Google Shopping | Google pMAX | Catalog Ads | Social Stores | Product Pins | Shoppable Video | Live Shopping Links |

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Shoppable Ads

It's not uncommon today for someone to discover the perfect product via an ad that felt totally tailored to them. Ads like these are powered by a product feed.

By providing rich SKU information, platforms can match products with shopper signals in the right place at the right time. This includes Google pMax ads, Meta Advantage+ catalog campaigns, and dynamic programmatic ads.

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Shoppable Experiences

Feeds also enable social media shops. They are responsible for surfacing the products contained within them. In fact, social shop PDP (Product Detail Page) content is automatically generated based on a brand's feed data.

By optimizing the contents of a feed, marketers can directly change the content and assets within PDPs. This makes them more informative and appealing for the end user, maximizing the chance of a conversion. The level of product categorization in a feed also allows brands to group products and showcase them in a way that aligns with their marketing plans and business goals.

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KINESSO Commerce has an End-to-End Feed Tool Suite

To unlock the power of feeds across digital marketing, we built our own end to end tool suite including three different modules:

- **Feed Audit:** Assess feed hygiene and quality at a platform level with commerce goals in mind.

- **Feed Management:** Optimize product feed data for each platform to supercharge performance of shoppable ads, content and experiences.

- **Product Insights:** Uncover product-level performance insights to fuel strategy and further feed optimization.

Using this tool suite, we create hygienic, high-quality feeds to ensure that brands can showcase their entire catalog and maximize their product performance. We cover every element of a product feed to ensure no stone is left unturned.

Titles and Descriptions: For search, titles are highly influential when it comes to the keywords that brands display ads against, and titles should therefore include popular search terms. Product descriptions allow for a larger character count to outline KSPs (key selling points) when brands want to avoid overly long titles. For social and programmatic, titles should be optimized to quickly and simplify describe a product to maximize the chance of engagement.

Categories and Product Types: All products need to be grouped into types and categories. Not only do they enable algorithms to better understand a brand's products, but they also help to group items together for structure and reporting

purposes. It's vital that naming conventions are relevant and consistent.

Identifiers and Attributes: There are tens of attributes, identifiers, and 'other' information points which can populate a feed, including availability, age group, material, color, and gender. This ensures brands have a robust set of product info to optimize against.

Links and Images: To encourage users to click through to PDPs, high-quality imagery is important. Not only can we optimize these within brands' feeds, but we can also help with A/B tests to figure out the types of images that work best for a brand's goals.

Custom Labels: Custom labels are flexible attributes that can be used to ingest key sales data or information that aligns with business goals, such as margin, stock, bestsellers, sales or typical acquisition products. These help us to build campaign structures based on smarter groupings, while supplying new levers for us to optimize against.

How do I get Started With Feeds?

There's a lot to unpack when it comes to feeds, and with so many platforms and products to consider, it can be hard to know where to start.

We recommend brands start with an audit to understand their status and give a benchmark for future potential. An audit will:

1. Identify quick wins and prioritize optimizations based on the expected impact.

2. Ensure feeds are suitable for the newest platform features.

3. Maximize hygiene and remove errors so that all items are eligible to serve. This prevents lost sales across the portfolio.

4. Maximize feed quality to encourage increased conversion and revenue.

5. Create solid foundations for media performance.

Speak to one of our 350+ commerce experts about how we can help to perfect your feeds.

Get in touch

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