

Are you Making the Most of Shopping Portals?

Are You Missing Out?

Do you have thousands of items on your website ?

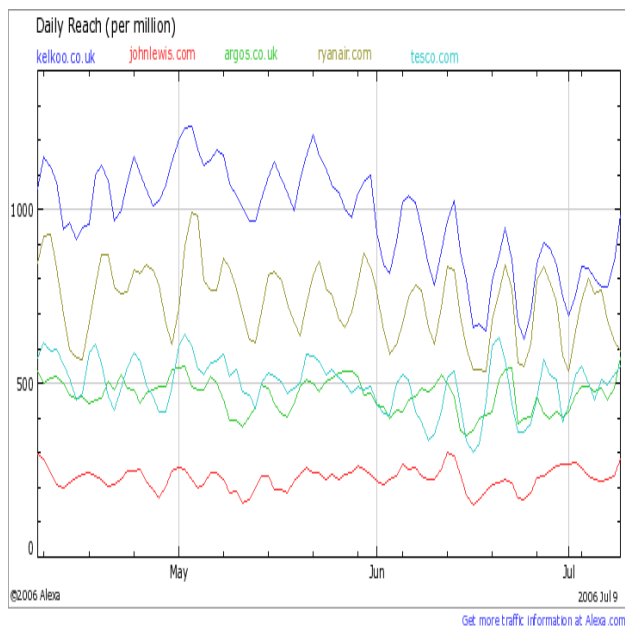
Do you get more traffic from Adwords than from Shopping Portals ?

Then you are missing out on the shopping portal Traffic and Sales.

How Much Traffic and Sales can I get from Shopping Portals ?

Lots of Traffic

According to ComScore Media Metrix, shopping portals had 15m unique visitors in February 2006. The leading UK shopping portal, kelkoo, gets more traffic than almost any ecommerce site in the UK, as shown in the Alexa reach graph below.



Shopping portals have more visitors than ecommerce shops. According to these statistics, you should get more traffic from shopping portals than from any other means !

Qualified Traffic

Shopping portals compare individual products. Once a prospect clicks through to you, it is because he has chosen your specific product and price. You have a qualified lead.

For shops in some categories, for example electrical goods, **sales which come from shopping portals can amount to 30% of total sales.**

For some financial services products, shopping portals or **comparison sites can account for up to 50% of their internet business.**

Pay on Sale: Cost Per Acquisition Advertising

In the UK, most price comparator and shopping sites work on a Cost Per Acquisition (CPA) payment model. You pay for a click-through only if the visitor buys from your site.

In contrast to Google's Adwords, Adsense and Overture, where you pay on click-through (Pay per Click, CPC), most price comparator sites offer a much more effective CPA payment model. The CPA model provides easier Return on Investment monitoring and eliminates any click-fraud issues.

Listing on Shopping Portals: Your Product Data Feed

A product data feed is a list of facts for the products you want advertised. Typically, the product webpage URL, name description, price, category and so on.

Each shopping portal has its product data feed format, and you must create a data feed for each, as there is no industry standard as yet.

In the UK, the price comparator and shopping portals to consider are:

- Kelkoo
- Froogle (Google shopping)
- Yahoo Shopping
- Shopping.com
- ShopZilla
- PriceGrabber
- PriceRunner
- [Enclick shopping](#)

Typically, retailers submit feeds daily or weekly so products and prices reflect stock and remain a competitive offer in the shopping portals.

Top Quality Data Feeds

Quality data feeds bring in Sales and Traffic from Shopping Portals. A valid data feed is merely well-formed and conforms to the data feed template and guidelines.

The quality of the product data feed depends on:

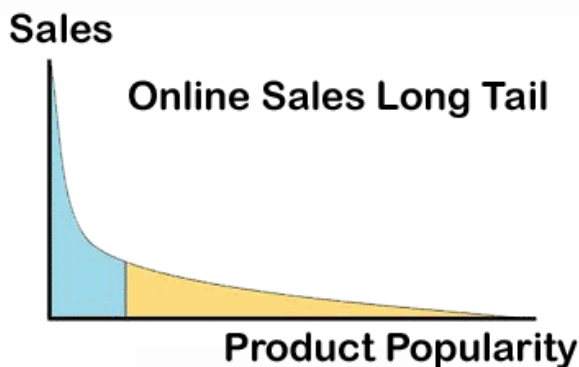
1. **Full Catalogue:** Are you promoting your entire catalogue of products?
2. **Product Description:** Do you include enough product description and detail?
3. **Product Categories:** Do you use the right Product Categories ?
4. **Product Identifiers:** Are you including the Manufacturer's Reference Numbers?

In general, the more information, detail and specifics in the data feed, the better the results. We have seen a **30% to 80% increase in traffic and sales** simply from optimising the quality of the product data feed in these three areas.

Top quality feeds are hard to prepare and require monitoring and optimization for best results. Enclick shopping feed manages this process for you and implements on-going optimisation to make your feeds as effective as possible.

The Long Tail – Put Your Entire Catalogue To Work

The top 10 products get 10% of the traffic; most of Google, Amazon and Shopping Portals traffic comes from thousands of low popularity products and phrases. The long-tail shown in the figure below; low ranking products get a lot cumulative traffic and sales relative the top 10 keywords.



If you have an extensive catalogue of products, you have a natural inventory of long tail products. Put

them to use ! In CPA advertising, including them all in the product data feed is free.

User & Search Engine Friendly Data

Search Engines and Shopping Portals use similar search engine technology. Each site has its own search algorithm that prioritizes the ranking of products its search function.

Full product descriptions are important for two reasons; informing and compelling the user to buy, and providing the long tail of keywords for the search engine technology used in shopping portals.

Product Identifiers: Model Number

Shopping and price comparator sites provide users with a list of offers from different shops of the same product.

Product identifiers such as manufacturer part numbers and UPC/EAN are critical for price comparator sites. Omitting manufacturer's reference means lower traffic, as you are left out of the comparison lists.

Product Categories: Correct Placement

Correctly categorizing products into the category tree of each Shopping portal is necessary to ensure the products are listed where search engine technology and users expect to find them.

Web analytics from our [shopping portal](#) shows that half of our visitors use navigation down our category directories to find products, while the rest use search. Placing products in the right category directory is essential for users to find them.

Incorrect or sub-optimal category placement is fairly common among [shopping merchants](#) in the data feeds sent to shopping portals.

Enclick's Product Feed Solution

Generating a quality product feed involves four phases:

1. collecting the data,
2. optimising and completing the information,
3. categorizing the products, and
4. testing and measuring the result

completing these four steps on a weekly basis requires extensive IT resources, know-how, investment and tools.

Over the years Enclick has developed technology and trained expert staff for use in our shopping portal, <http://shopping.enclick.com>. Responding to customer demand we have made this technology available to our customers in the form of a **data feed management service, where Enclick generates the product data feed and submits it to the appropriate shopping portals.**

Track Record

Enclick manages data feeds from over 500 merchants across Europe, with over 20 million products being processed by our optimisation algorithm.

What is the Guarantee?

The guarantee is easy: no sales or traffic, no pay.

Our fees are aligned with our client's goal. We have to add real value and grow sales in order to grow our revenues. This performance based model demands that the company stay abreast of products and strategies best suited to the needs of our retail clients.

Get in Touch

If you have over a thousand products on your website, it is probably worth trying Enclick out.

Contact:
Paul Salber
0845 868 2130

salber@enclick.com
<http://www.enclick.com>

Elmscott House, Arcadia Avenue, London N33JU