Feed Marketing Report

DataFeedWatch
by cart.com

2022

EXECUTIVE SUMMARY

Millions of online retailers worldwide advertise their products on channels like Google, Facebook and Amazon, generating billions in revenue. There have been reports analyzing the cost of advertising, the conversion rates, and the ROAS, but never before have we seen a detailed insight into how retailers organize their campaigns and catalogs, across which advertising channels, and what they do to be successful. DataFeedWatch (by Cart.com) uncovers this deeper layer of eCommerce success.

The Feed Marketing Report captures the state of eCommerce advertising, uncovering industry **trends**. The supply chain problems present since the pandemic still affect online retailers. On average, 16% of products are out-of-stock, but some industries are especially hard hit, like Vehicle & Parts (57%) and Sporting Goods (40%). There are also big differences between geographies, with Latin America suffering one of the lowest levels of stock availability. The corresponding inflation has led to discounts being widely offered by retailers, resulting in a global average of 26% products being on sale, with Shoes leading the discount-charts with 42% of products being offered at a lower price.

From a multi-channel strategy perspective, size of retailer makes a big difference. Larger retailers are able to focus on more advertising channels than their smaller counterparts, with very large retailers advertising on five times more channels (15.7) than an average shop (3.2). Search and Social are the dominant channels for almost every retailer (44% are using both) whilst Affiliate networks present an untapped market opportunity.

Data feed tactics are being used by most eCommerce marketers in pursuit of higher ROI from paid channels. Nearly 65% of advertisers exclude unprofitable products from data feeds to optimize budget spending. Other commonly used feed strategies include overwriting key product attributes for greater visibility & conversion, and bidding modification based on custom parameters.

The **competitive insights** and **benchmarks** featured in the report provide every retailer with actionable data to evaluate and advance their strategy; from knowing the prevalent channels in their own eCommerce sector, to understanding if 15% of products without UPIs places a retailer at a competitive disadvantage.

As the market leader in feed marketing, DataFeedWatch has been able to aggregate data from 15,000 shops in more than 60 countries. The data samples have been collected as snapshot data in March and April of 2022 and have been anonymized in order to protect the privacy and valuable business data points of DataFeedWatch customers.

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ABOUT DATAFEEDWATCH

[DataFeedWatch](#) is a leading Feed Management Solution that combines Data Transformation with Help & Advice, empowering Merchants and Agencies to succeed on 2,000+ eCommerce channels like Google, Facebook, and Amazon. Since its launch in 2013, it's operating in 60+ countries and is regarded as the most intuitive data feed solution on the market.

As of March 2022, DataFeedWatch became a part of [Cart.com](#) – the first end-to-end eCommerce platform that simplifies scaling for the world's greatest brands.

The Products

Gauging the state of global markets by the contents of advertising catalogs

Methodology

The reports in this chapter are based on a data sample snapshot consisting of 4.5 million products from over 15,000 channel feeds. The destination channels include Google Shopping, Facebook, Pinterest, Criteo, and Microsoft Advertising. The products in the data sample come from more than 50 different countries, including the United States, United Kingdom, Denmark, Sweden, Germany, the Netherlands, and Australia.
The sample spans over 20 different eCommerce sectors including Fashion, Home & Garden, Furniture, Beauty, Electronics, Automotive, Pet Supplies, and Sporting Goods.

The data has been anonymized in order to protect the privacy and valuable business data points of DataFeedWatch customers.

Key insights

- Supply chain disruptions continue to echo throughout the eCommerce industry, reflected in commodity shortages that are still evident across select sectors, and a wide currency of discounts (driven by inflation-led price surges).

- Certain markets seem to be bouncing back from supply issues: the U.S., UK, and several EU countries enter 2022 with a relatively good status of inventory availability.

- The Apparel sector leads in discount implementation with close to 37% of product catalogs being offered at a promotional price. Health & Beauty and Furniture follow right after, with roughly 33% discounted inventory each.

- A shortage of parts and the growing importance of sustainability opens up new market opportunities for retailers in the Electronics sector.

- Retailers in select eCommerce sectors, like Automotive, Fashion, and Home & Garden, deal with a higher complexity of data feed management, due to the high amount of products and variations.
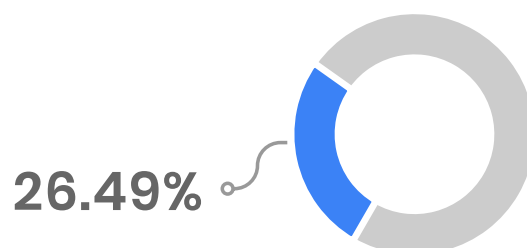
Reports Inventory

> ❯ **Skip to The Channels chapter**

1.1

Discounts hit digital shelves: 26% of inventory goes on sale

Usage of discounted prices in paid advertising
March/April 2022 | DataFeedWatch anonymized data

26.49%

As of March 2022, over **26% of products advertised across paid channels are on sale** and the current economic circumstances are only expected to encourage the popularity of discounts. The supply chain disruptions continuing throughout 2021 resulted in increased inflation, which led to considerable price surges.
Prices climbed 7.51% over the year (Jan. 2021 vs Jan. 2022, data: **Consumer Price Index, U.S**.) pushing shoppers to make more sensible buying choices and consider cheaper alternatives for their needs.

For businesses choosing to expand on their discount strategy, it is key to consider discounts as a double-edged sword: higher conversion potential, but a lower profit margin.

+18% conversion rate by leveraging discounted items with dynamic remarketing

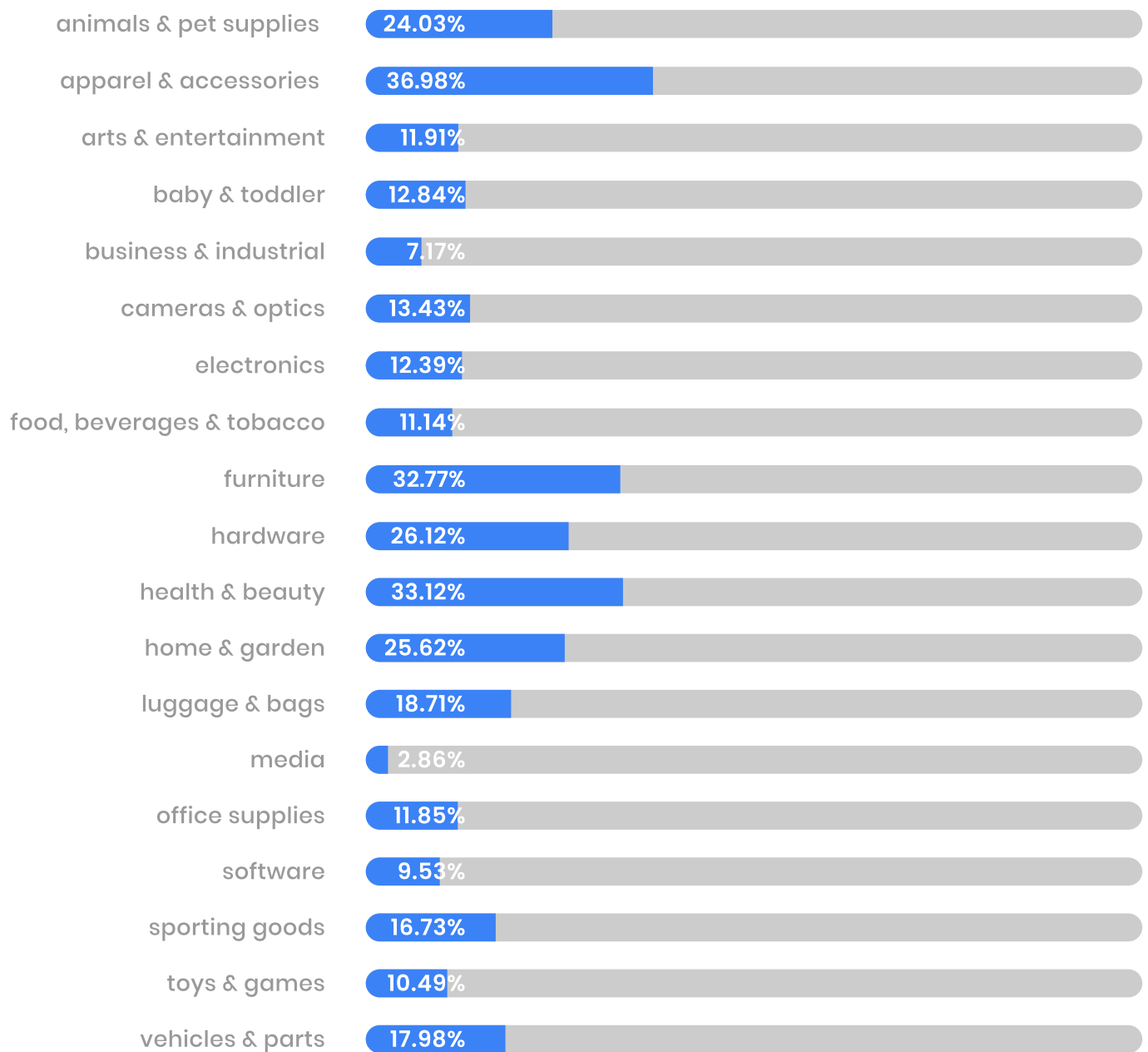> **Explore the case study**

💡 **Tip for advertisers**

Consider your main objective before crafting a discount strategy:
is it to increase sales, retain existing customers, gain new ones,
or something else entirely? Once decided, get useful ideas from this
Guide to Creating a Successful Discount Strategy.

1.2

Fashion, Beauty & Furniture retailers lead in discount strategies

Percentage of discounted products, by category
March/April 2022 | DataFeedWatch anonymized data

Price
discounted
regular

Category	Discounted %
animals & pet supplies	24.03%
apparel & accessories	36.98%
arts & entertainment	11.91%
baby & toddler	12.84%
business & industrial	7.17%
cameras & optics	13.43%
electronics	12.39%
food, beverages & tobacco	11.14%
furniture	32.77%
hardware	26.12%
health & beauty	33.12%
home & garden	25.62%
luggage & bags	18.71%
media	2.86%
office supplies	11.85%
software	9.53%
sporting goods	16.73%
toys & games	10.49%
vehicles & parts	17.98%

Q1 of 2022 has the **Apparel & Accessories** category with 37% of advertised inventory on sale, **going nearly 40% over the eCommerce industry average**, with *Shoes* being the subcategory taking the lead. The *Health & Beauty* sector, together with Furniture, follows right after, discounting around 33% of catalog items.

The regularity of discounts implies advertisers representing these sectors may currently be dealing with higher price sensitivity in the market (compared to other categories), as well as increased competition for top ad placements.

Products within *Business & Industrial* and *Media* (incl. Books, DVDs, Newspapers, etc.) are the least likely to be discounted, closing the rank with 7.17% and 2.86% respectively.

+50% increase in CVR thanks to optimizing product pricing

> **Explore the case study**

💡 **Tip for advertisers**

1. **Power your pricing strategy with competitive monitoring** - advertisers in categories where discounts are popular may benefit from repricing products or optimizing PPC campaigns based on the competitive insight.
Explore this **study** of how isolating products into separate campaigns based on price position (vs competitor) resulted in a 33% increase in CVR.

2. **Running frequent data feed updates daily** will ensure your ads reflect the store's price changes and prevent price **mismatches & ad disapprovals**.

Related resources

Useful price-monitoring tools:
Merchant Center Price Competitiveness Report,
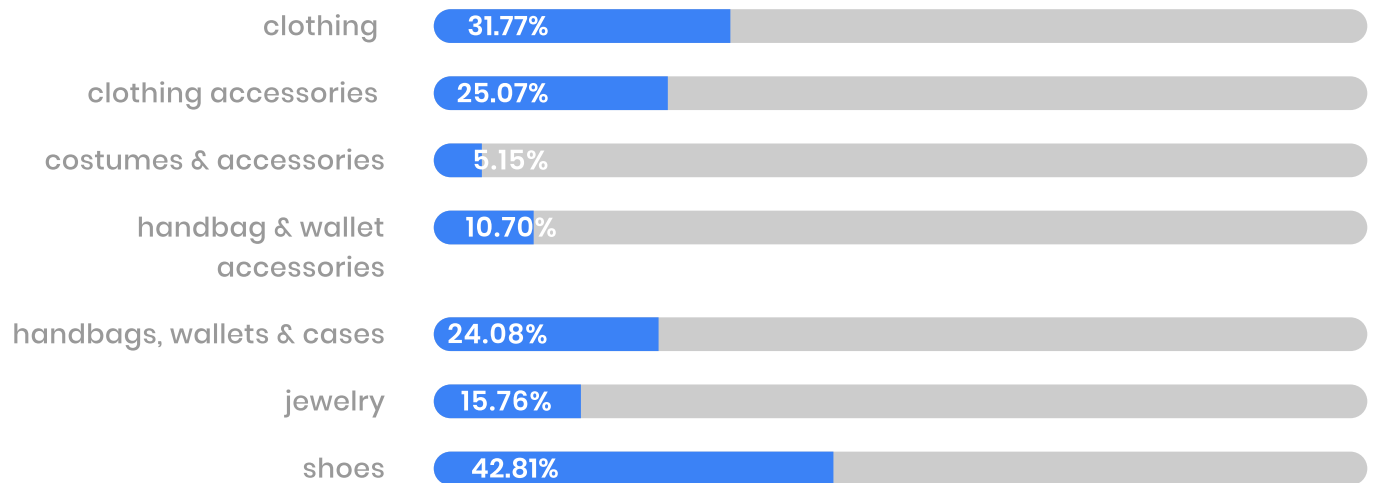Price Watch by DataFeedWatch.

DataFeedWatch by Cart.com

1.2.1

> **Skip to the next report**

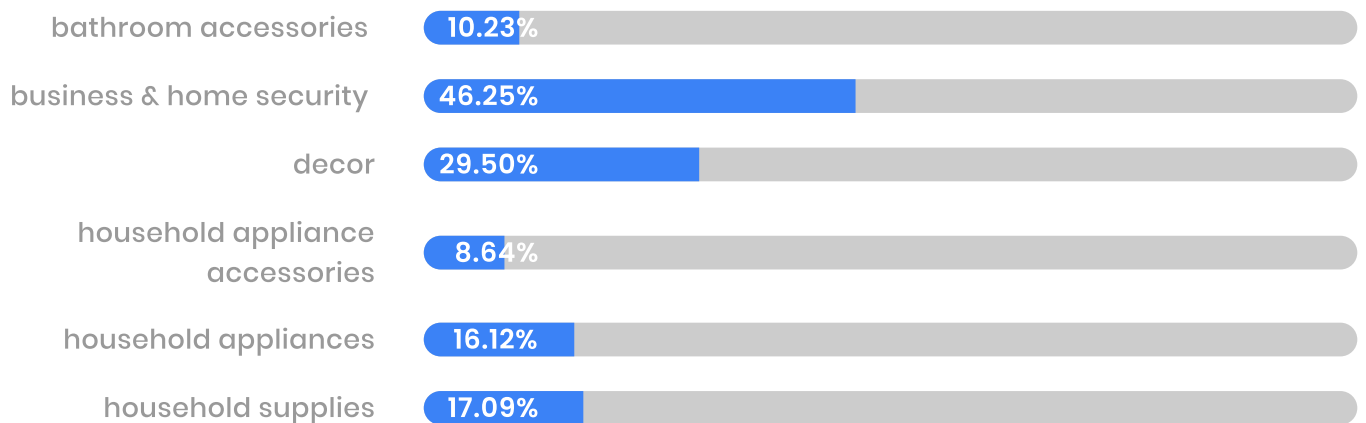# Discounted products subcategory deep dive for retailers

Percentage of discounted products within Apparel & Accessories category
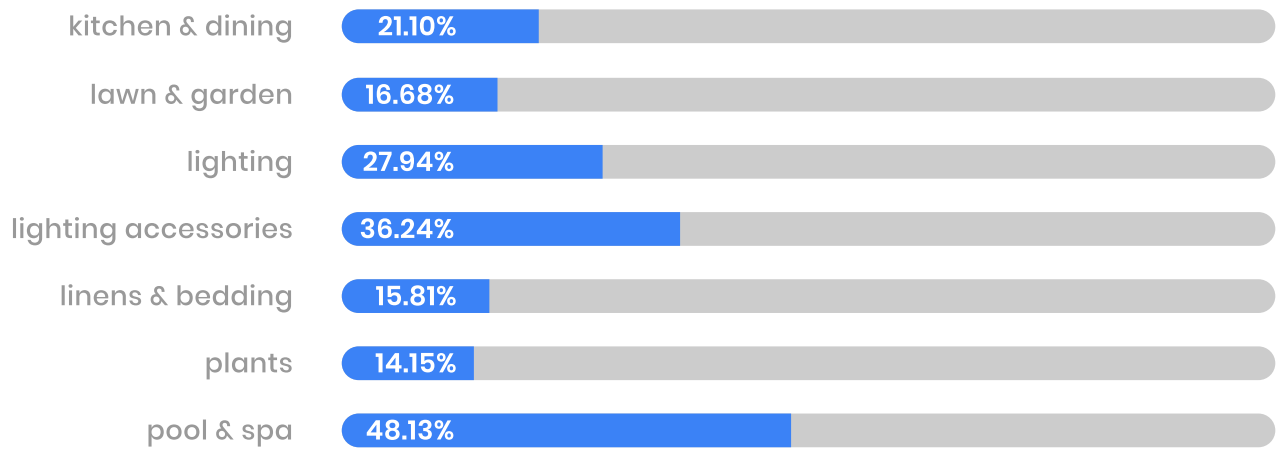March/April 2022 | DataFeedWatch anonymized data

Price
■ discounted
■ regular

clothing	**31.77%**
clothing accessories	**25.07%**
costumes & accessories	**5.15%**
handbag & wallet accessories	**10.70%**
handbags, wallets & cases	**24.08%**
jewelry	**15.76%**
shoes	**42.81%**

Percentage of discounted products within Home & Garden category
March/April 2022 | DataFeedWatch anonymized data

Price
■ discounted
■ regular

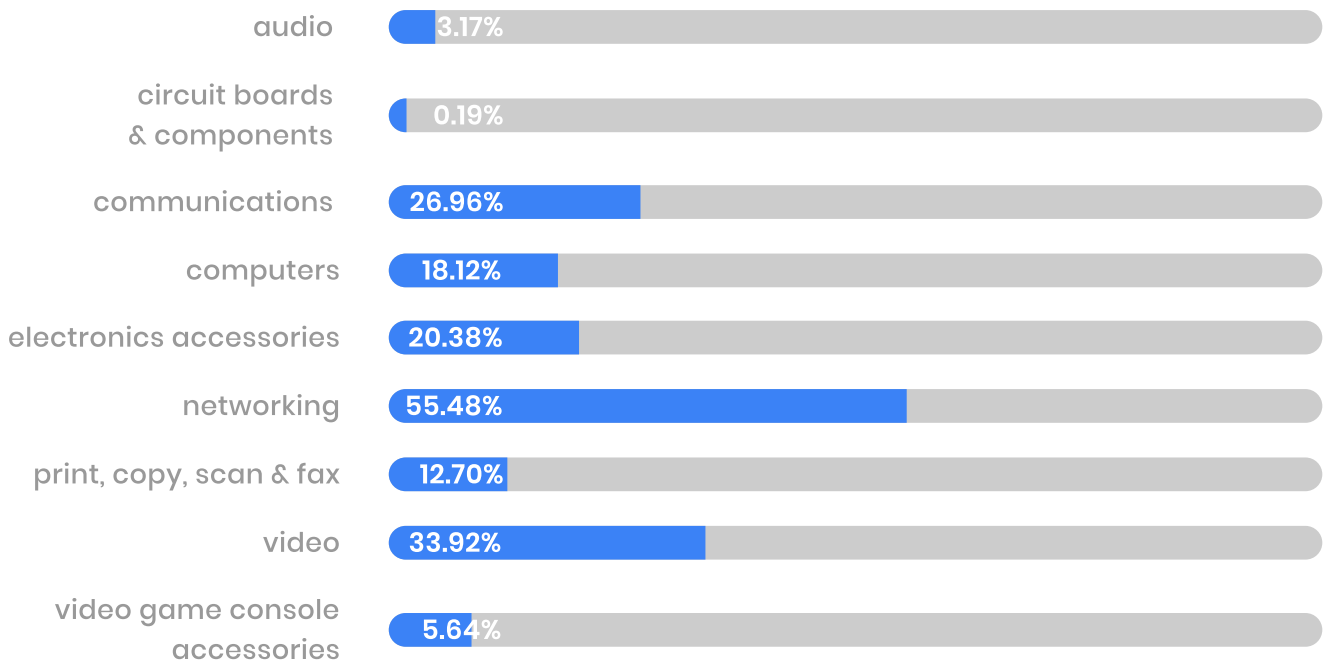| bathroom accessories | **10.23%** |
business & home security	**46.25%**
decor	**29.50%**
household appliance accessories	**8.64%**
household appliances	**16.12%**
household supplies	**17.09%**

kitchen & dining	21.10%
lawn & garden	16.68%
lighting	27.94%
lighting accessories	36.24%
linens & bedding	15.81%
plants	14.15%
pool & spa	48.13%

Percentage of discounted products within Electronics category
March/April 2022 | DataFeedWatch anonymized data

Price
- discounted
- regular

audio	3.17%
circuit boards & components	0.19%
communications	26.96%
computers	18.12%
electronics accessories	20.38%
networking	55.48%
print, copy, scan & fax	12.70%
video	33.92%
video game console accessories	5.64%

Percentage of discounted products within Health & Beauty category
March/April 2022 | DataFeedWatch anonymized data

Price
- discounted
- regular

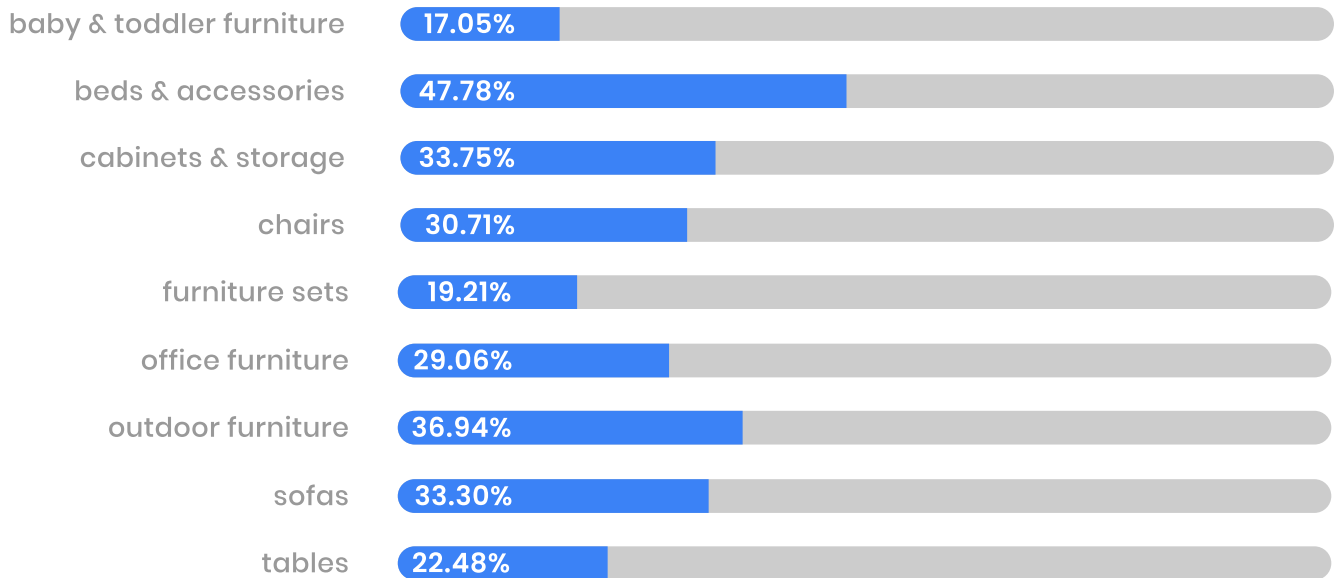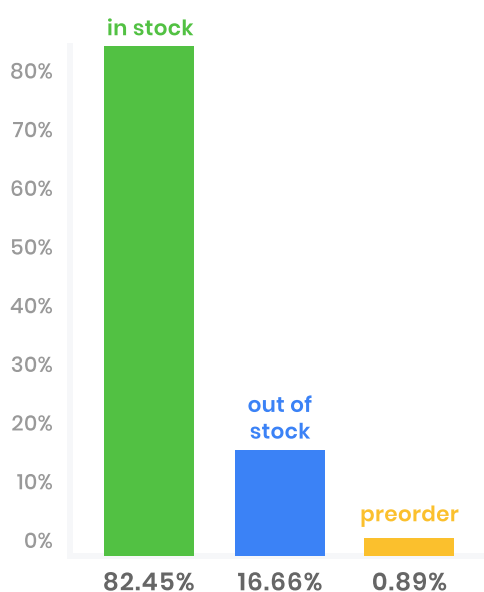| health care | 19.15% |
| personal care | 40.35% |

Percentage of discounted products within Furniture category
March/April 2022 | DataFeedWatch anonymized data

Price
■ discounted
■ regular

baby & toddler furniture	**17.05%**
beds & accessories	**47.78%**
cabinets & storage	**33.75%**
chairs	**30.71%**
furniture sets	**19.21%**
office furniture	**29.06%**
outdoor furniture	**36.94%**
sofas	**33.30%**
tables	**22.48%**

1.3

In Q1 2022, over 16% of products across all catalogs cannot be purchased

in stock

80%
70%
60%
50%
40%
30%
20% — out of stock
10%
0% — preorder

82.45%   **16.66%**   **0.89%**

Average availability of products
March/April 2022
DataFeedWatch anonymized data

On average, **16.66% of products included in advertising catalogs are not available for purchase**.

The good news is that many of the top eCommerce channels, like Google Shopping, automatically stop serving ads for out-of-stock products to prevent a poor shopping experience. Hence, it's key to ensure your data feed always contains up-to-date stock information to keep your ads relevant.

+181% ROAS increase
by excluding out-of-stock items
from Google Search Campaigns

> **Explore the case study**

Tip for advertisers

It's worth double-checking the policy of the channel you're advertising on. Some platforms continue serving product ads regardless of item availability, which may result in generating paid clicks without conversion potential.
If needed, use **data feed management software** to filter out selected products from your advertising catalog.

Related resources

7 ways to exclude products from your data feed to grow PPC performance

Useful tool: Feed-Driven Text Ads for full control over inventory advertised on Google Search
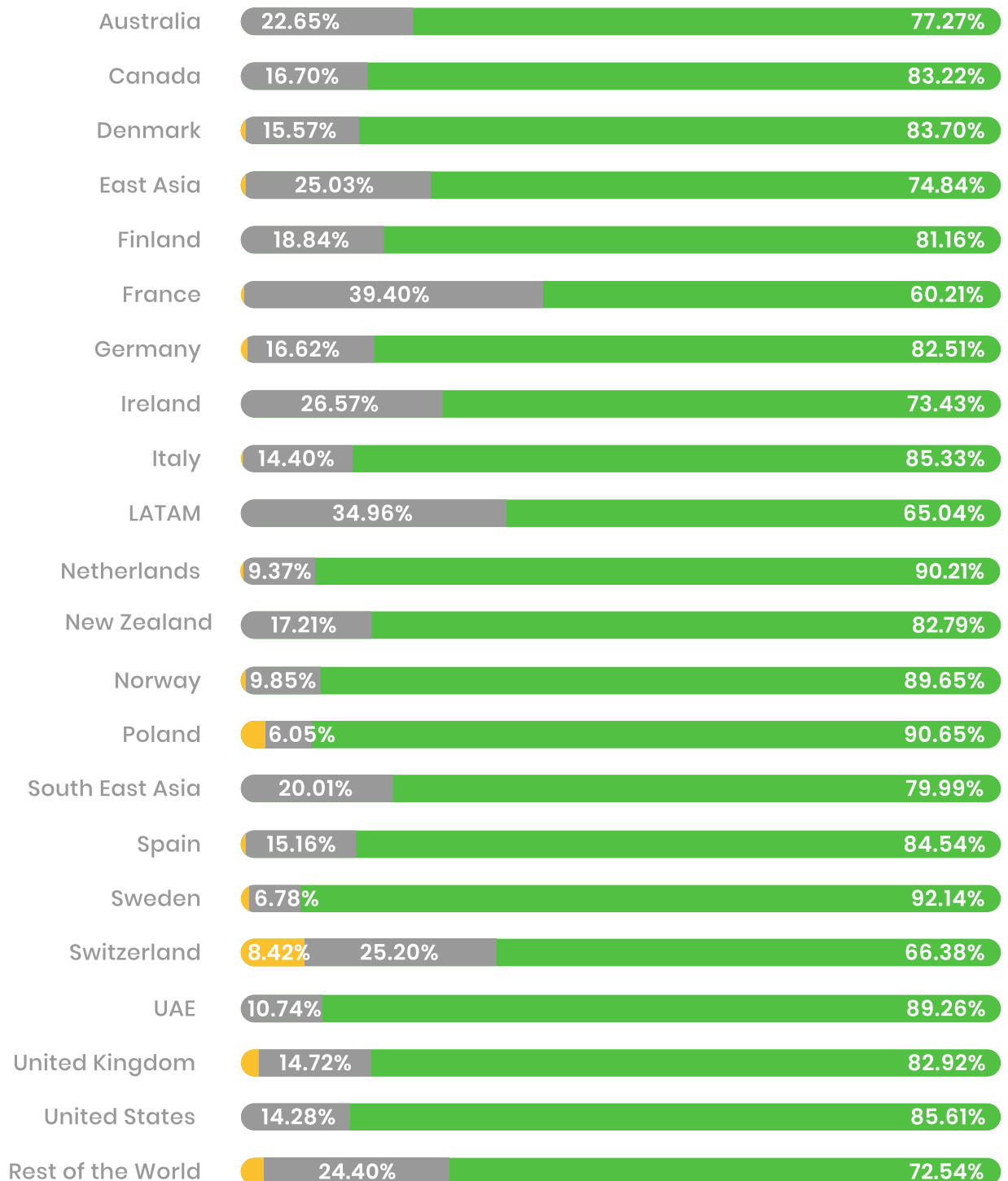
DataFeed Watch by Cart.com

1.3.1

U.S., UK, and certain EU markets enter 2022 with above-average stock levels

Availability of products advertised, split by country
March/April 2022 | DataFeedWatch anonymized data

Availability
- in stock
- out of stock
- preorder

Country	out of stock	in stock
Australia	22.65%	77.27%
Canada	16.70%	83.22%
Denmark	15.57%	83.70%
East Asia	25.03%	74.84%
Finland	18.84%	81.16%
France	39.40%	60.21%
Germany	16.62%	82.51%
Ireland	26.57%	73.43%
Italy	14.40%	85.33%
LATAM	34.96%	65.04%
Netherlands	9.37%	90.21%
New Zealand	17.21%	82.79%
Norway	9.85%	89.65%
Poland	6.05%	90.65%
South East Asia	20.01%	79.99%
Spain	15.16%	84.54%
Sweden	6.78%	92.14%
Switzerland	8.42% / 25.20%	66.38%
UAE	10.74%	89.26%
United Kingdom	14.72%	82.92%
United States	14.28%	85.61%
Rest of the World	24.40%	72.54%

Supply chain issues seem to be moving along a very dynamic curve. As reported in the **Statista Supply Chain Index**, the U.S. and EU markets were among the most affected by supply chain disruptions by August 2021.

In Q1 of 2022 however, **US retailers landed a place among the well-stocked markets with 85.61%** of products in stock, slightly above the global average score.

Conversely, we see 39.40% of out-of-stock inventory among French merchants, hit by **renewed supply difficulties** at the beginning of 2022 as a result of the spread of Omicron and higher-than-expected inflation.

Tip for advertisers

If the stock levels in your store are changing frequently throughout the day, **running multiple daily updates of your data feed** will keep your PPC campaigns up-to-date and prevent budget waste.

Related resources

Supply Chain Disruptions Make a Comeback | Statista

DataFeedWatch by Cart.com

1.3.2

The Automotive sector suffers disproportionately from product shortages in Q1 2022

Availability of products advertised, split by category
March/April 2022 | DataFeedWatch anonymized data

Availability
- in stock
- out of stock
- preorder

Category	out of stock / preorder	in stock
animals & pet supplies	7.79%	92.03%
apparel & accessories	14.52%	84.56%
arts & entertainment	7.31%	92.68%
baby & toddler	15.47%	84.46%
business & industrial	4.45%	95.43%
cameras & optics	22.29%	75.69%
electronics	11.14%	83.42%
food, beverages & tobacco	19.42%	78.73%
furniture	6.58%	92.52%
hardware	3.70%	95.85%
health & beauty	12.70%	86.96%
home & garden	6.75%	92.60%
luggage & bags	5.96%	93.98%
media	4.14%	95.79%
office supplies	5.62%	93.43%
software	11.14%	87.87%
sporting goods	40.09%	59.69%
toys & games	4.37%	94.82%
vehicles & parts	57.46%	42.54%

The Vehicles & Parts category reporting 57.46% of products out-of-stock shouldn't come as a surprise, considering the Automotive industry has repeatedly been reported to have taken the hardest hit by Covid-led manufacturing disruptions. New-car delivery delays have reached **between 3 and 12 months**.

The **Apparel sector**, also found on the list of strongly impacted industries in 2021 (according to a **survey by Economist Intelligence Unit**, sponsored by Citi), now seems to have regained supply management balance, showing an average of only **14.52% of inventory unavailable** for sale**.**

Tip for advertisers

Availability-based optimization for Fashion advertisers: consider filtering out products for which the related variants are unavailable. Example: excluding all variants of a given shoe model while over 50% of its sizes are sold-out. This tactic ensures your PPC ad budget goes towards products with full conversion potential as opposed to those with decreased potential.
Learn more about this practice →

DataFeed Watch by Cart.com

1.4

Electronics pioneer in embracing the refurbished market

All sectors - condition of advertised products
March/April 2022 | DataFeedWatch anonymized data

Condition
- new
- refurbished
- used

0.41%
99.01%
0.58%

Electronics sector - condition of advertised products
March/April 2022 | DataFeedWatch anonymized data

Condition
- new
- refurbished
- used

17.71%
81.78%
0.51%

Condition of advertised Electronics products, sub-category view
March/April 2022 | DataFeedWatch anonymized data

Condition
- new
- refurbished
- used

	new	refurbished	used
audio	99.72%	0.11%	0.17%
circuit boards & components	55.70%	43.04%	1.26%
communications	98.11%	1.52%	0.37%
computers	84.88%	11.98%	3.14%
electronics accessories	90.79%	9.17%	0.04%

DataFeedWatch by Cart.com

networking
0.49%   1.96%   97.55%

print, copy, scan & fax
0.18%   99.82%

video
0.82%   0.10%   99.08%

video game console accessories
34.68%   65.32%
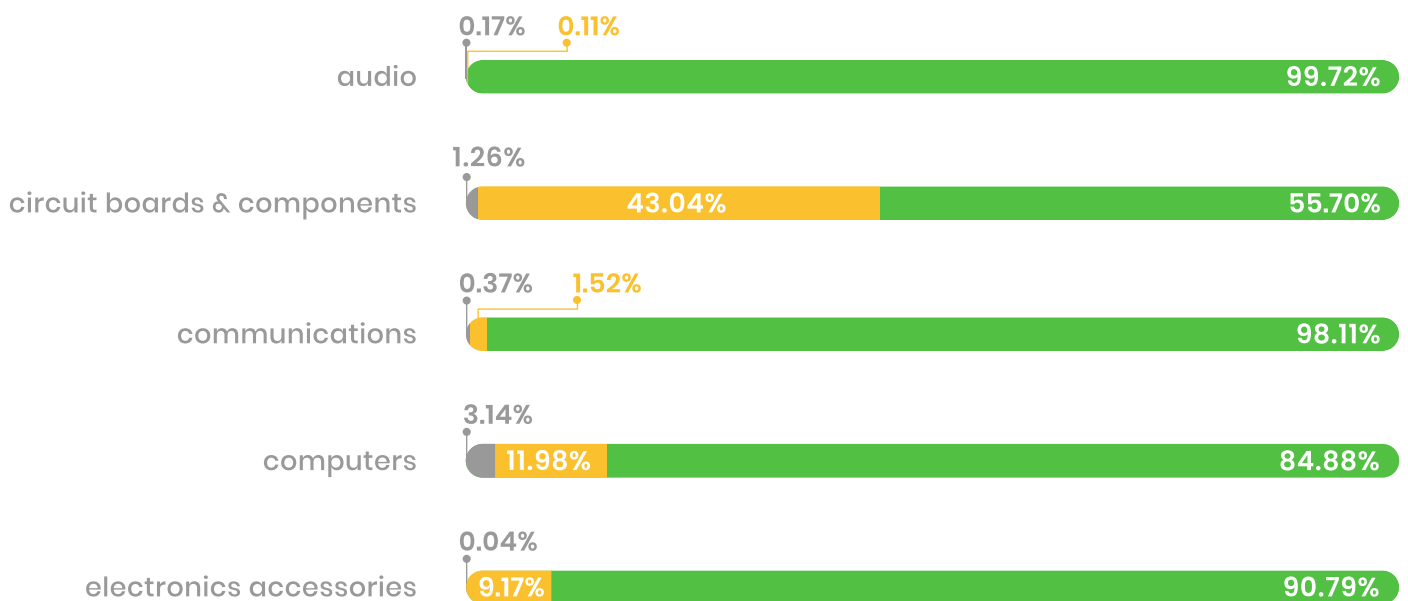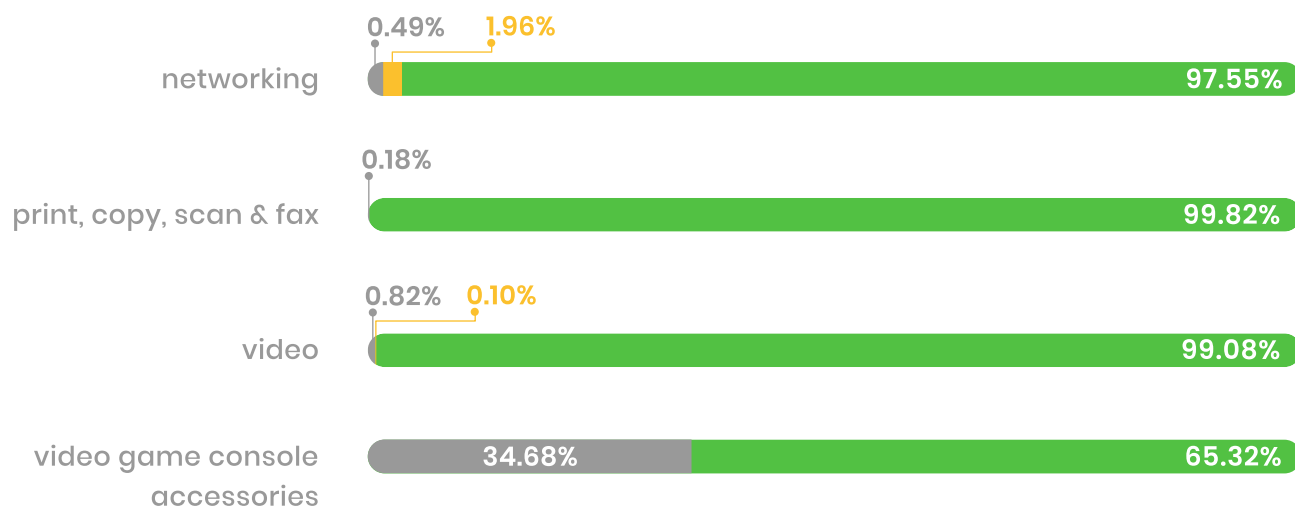
Almost all products are sold new, except for Electronics. Close to 18% of products advertised in the Electronics category come refurbished, which may attest to it being a **viable second-hand market**, and highlights the hierarchy of sustainability in today's consumer mindset.

Circuit boards & components seem to be the hit of the season, considering 43% of available inventory is pre-owned and reported by Shopify to have experienced a **1,478% Global order growth (YOY)**.

Interestingly, **only 36.4% of advertisers** selling pre-owned products **include the words 'used' or 'refurbished'** in the product title, going against the practice of 'maximum data accuracy' encouraged by shopping channels.

Tip for advertisers

1. **Increase data accuracy by adding 'used' or 'refurbished' to your product titles** to achieve a better ad <> query match. You can do it automatically within your product feed (independently of the storefront) by **extracting or inserting data**.

2. **Selling both new and used/refurbished products?** Try creating product groups based on the *condition* attribute within your Google Shopping campaigns to revise bids for each product group individually.

3. **To strengthen your presence within the second-hand market**, consider the following refurbished-friendly channels: **eBay (Refurbished Program)**, **Amazon (Renewed)**, **Back Market** & **Facebook Marketplace**.

DataFeedWatch by Cart.com

1.5

Almost 17% of products are advertised without identifiers

Products with and without submitted UPIs
March/April 2022 | DataFeedWatch anonymized data

Product identifiers
- Submitted
- Not submitted

16.98%
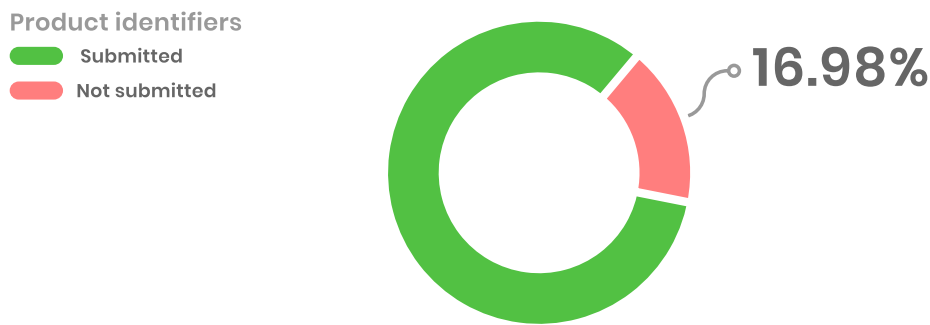
Products with and without submitted UPIs, category view
March/April 2022 | DataFeedWatch anonymized data

Product identifiers
- Submitted
- Not submitted

Category	Submitted	Not submitted
animals & pet supplies	94.43%	5.57%
apparel & accessories	91.39%	8.61%
arts & entertainment	87.79%	12.21%
baby & toddler	95.38%	4.62%
business & industrial	88.78%	11.22%
cameras & optics	95.23%	4.77%
electronics	95.08%	4.92%
food, beverages & tobacco	77.54%	22.46%
furniture	72.10%	27.90%
hardware	88.52%	11.48%
health & beauty	96.11%	3.89%
home & garden	77.99%	22.01%
luggage & bags	84.92%	15.08%
media	97.67%	2.33%

office supplies	50.02%	49.98%
software	94.19%	5.81%
sporting goods	96.06%	3.94%
toys & games	58.22%	41.78%
vehicles & parts	95.10%	4.90%

Products with no Unique Product Identifiers (brand, MPN and/or GTIN), **constitute 17% of products** available on shopping channels. This includes custom goods, items produced before GTINs were introduced, and other special products.

Interestingly, retailers facing data gaps (e.g. missing GTINs even though they've been issued) sometimes report "no existing identifiers" in hopes of avoiding penalties. This practice, however, may have a reverse result, considering the **2019 update to the enforcement of UPIs**.

💡 Tip for advertisers

In the Office supplies (recording 50% items without identifiers) and Toys & Games sectors (>40% with no UPIs), **retailers in possession of GTINs may find a gainful opportunity** in being present on Google Shopping. They'd be competing against not-yet-established brands (well-established ones usually produce UPIs) and getting an upper hand over a considerable part of merchants, seeing as Google grants **higher priority to products with GTINs provided**.

Related resources

How to add GTINs to a data feed from a secondary data source in DataFeedWatch

DataFeedWatch by Cart.com

1.6

Car parts stores handle the largest product offering across eCommerce

Median volume of SKUs per shop, split by category
March/April 2022 | DataFeedWatch anonymized data

Median count of products

- vehicles & parts: **7,937**
- home & garden: **6,819**
- apparel & accessories: **6,454**
- electronics: **6,041**
- furniture: **5,527**
- arts & entertainment: **4,757**
- sporting goods: **2,986**
- hardware: **2,757**
- health & beauty: **1,361**
- food, beverages & tobacco: **738**
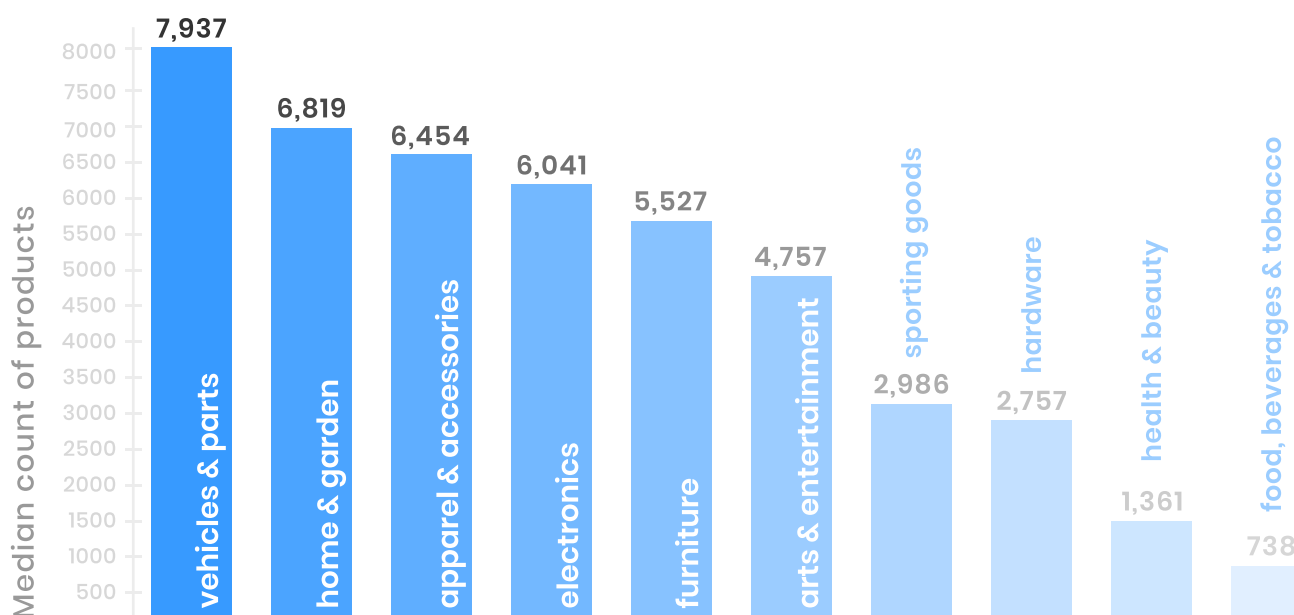
Considering all product categories, 999 is the median number of products in a store. **Auto parts stores manage 16% more product inventory** than the runner-up of the SKUs volume rank - the *Home & Garden* sector. Fashion closes the podium with a 6,454 median volume of items.

Handling a larger product count and multiple variations comes with more challenges on the feed management front:

- **Strategic**: deciding between advertising variants or parent products only
- **Technical**: correctly mapping out variant data (such as colors, sizes, models, images, etc.)

For the leading category - *Vehicles & Parts* - those challenges become even more evident when looking at the multichannel presence of merchants representing the sector - marking their spot 25% below the eCommerce industry benchmark (**see report 2.3**).

Tip for advertisers

1. Should you opt for advertising both parent and child products, remember to **include the distinguishing details** (e.g. color, model, unique variant image) in the feed to achieve a better ad <-> query match and to avoid duplicate ads.

2. For channels such as Facebook where you advertise based on users' interest, it's usually advisable to **merge size variations together** to avoid showing your audience multiple copies of the product with the same image.

Related resources

Should you include variants and parent products in your data feed?

8 Must-Try Google Shopping Feed Optimization Tips: Expert Level

[Case Study] How to Effectively Manage Product Variations across Facebook & Google

The Channels

Behind the scenes of multichannel advertising strategies & PPC trends

Methodology

The reports in this chapter are based on 2 snapshots of data sets:

The first data set is channel-oriented and covers over 45 thousand channel feeds, targeting Google Shopping, Facebook, Amazon, and hundreds of other channels. It includes channels from more than 50 countries, including the United States, the United Kingdom, Denmark, Sweden, Germany, the Netherlands & Australia. Reports 2.1, 2.2, 2.3, and 2.5 are based on this dataset.

The second data set is shop-oriented and covers over 14,000 stores. Regions of store origin span over 60 countries, including the U.S., the UK, Denmark, Sweden, Germany & the Netherlands. Shops span product offerings from various categories, including Apparel & Accessories, Home & Garden, Health & Beauty, Electronics, and more. The product count of a shop varies from a few to hundreds of thousands. Reports 2.4, 2.6, 2.7, 2.8, and 2.9 are based on this dataset.

The data has been anonymized in order to protect the privacy and valuable business data points of DataFeedWatch customers.

Key insights

- Affiliate channels pose an untapped market opportunity for eCommerce retailers, being utilized by merely 11% of online advertisers.

- Home & Garden, Electronics, and Furniture categories lead in multichannel strategy, likely thanks to the pandemic-led spikes in consumer spending.

- Retailers in Austria incorporate 22% more channels into their advertising strategy compared to the eCommerce industry average.

- More than 44% of online retailers choose to advertise products on both Google Shopping and Facebook.

- Out of retailers selling on 2 or more marketplaces, 68% choose Amazon & eBay combination.

- Retailers leverage English product ads as a speed entry ticket into the markets with a different primary language.

Reports Inventory

Skip to The Tactics chapter

2.1

Large product catalog volumes drive multichannel selling

Average number of channels, overview by advertiser's product catalog size
March/April 2022 | DataFeedWatch anonymized data
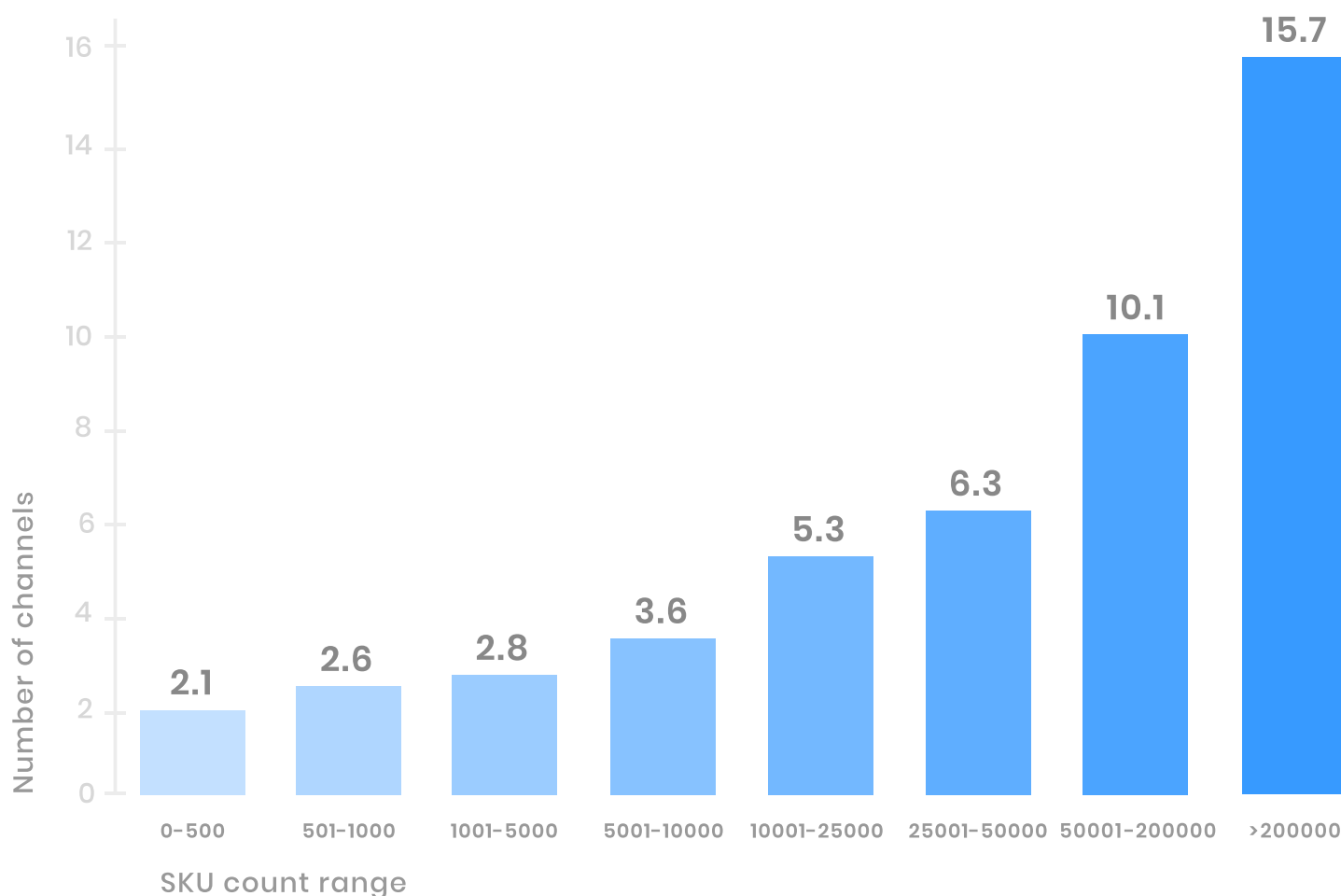
The multichannel presence of a shop not only increases along with their product offering, but accelerates at the higher end - a phenomenon likely related to the size of the ad budget at disposal.
Stores with over 200,000 SKUs advertise on 50% more channels than those within the 50,000 - 200,000 SKUs range. Much less significant differences can be observed on the lower end of the scale: retailers in the SKU ranges between 1 and 5,000 all advertise on just over 2 channels on average.

+451% ROAS increase
from easy data optimization
in multichannel selling

> **Explore the case study**

For advertisers integrating a small number of marketing channels the focus seems to be on Search-based comparison engines (like Google Shopping).
At the higher end, as the channel stack develops, different channel types come into play, like social, affiliate, or niche platforms.

It's noteworthy that 70% of merchants who advertise on more than 1 channel are targeting a single country, while the remaining 30% expand their presence cross-border.

Tip for advertisers

Optimize multichannel advertising costs:

- **Cost-effective visibility** - consider expanding to channels that require a small up-front investment. Many affiliate networks like AWIN, ShareASale, or Commission Factory operate primarily on a per-sale-commission model.

- **Merge product variations** - you may get the same ad budget to distribute among fewer products. Consider merging items in the feed when advertising based on interest (eg. Facebook Product Ads) or on other channels if consumers in your category typically perform very generic product searches.

Related resources

8 Methods PPC Teams Use To Improve Their Feed Management Operations

2.2

DACH merchants boast the strongest multichannel presence in eCommerce

Multichannel presence, by advertiser's region
March/April 2022 | DataFeedWatch anonymized data

Number of channels
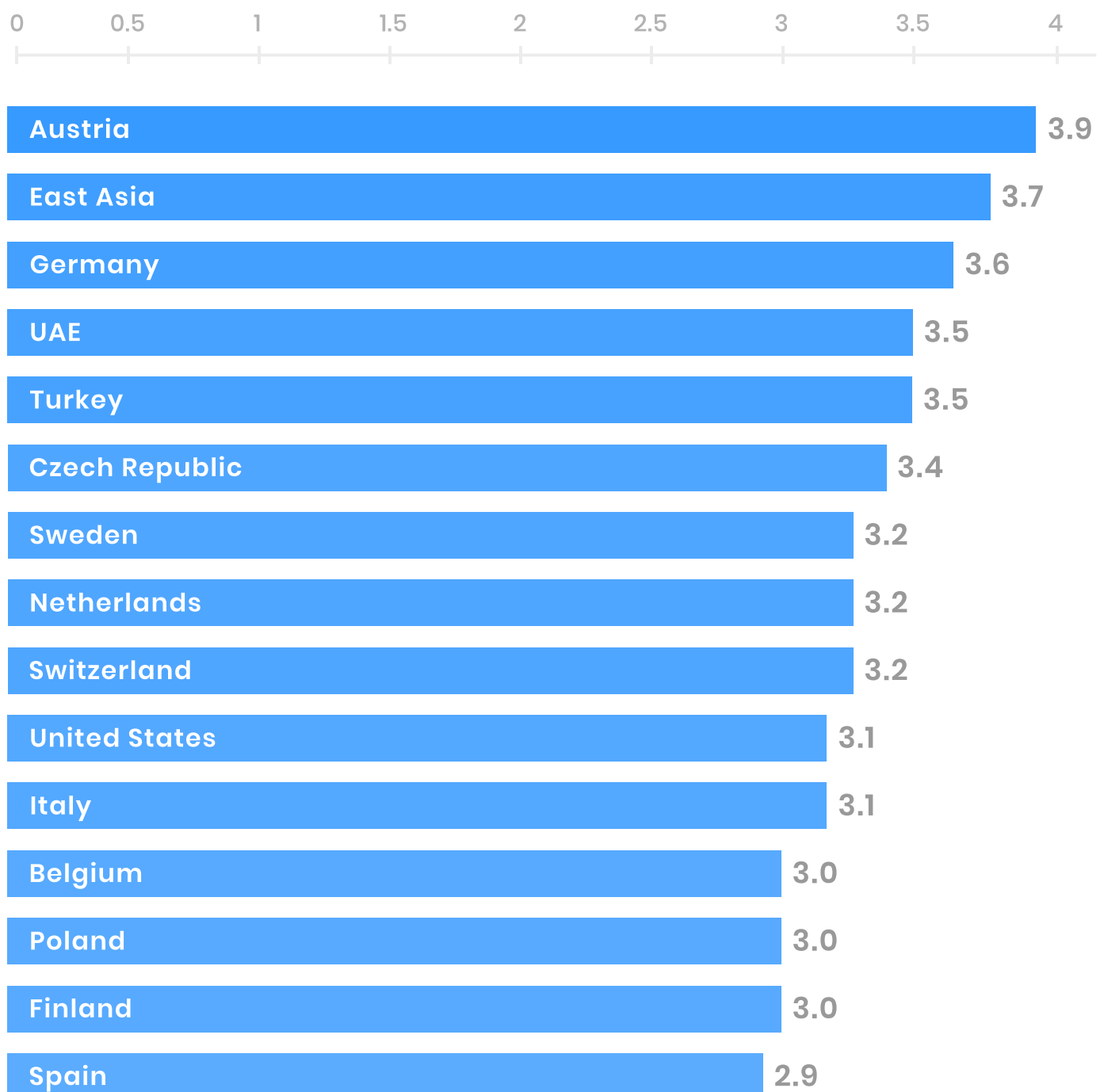
Region	Number of channels
Austria	3.9
East Asia	3.7
Germany	3.6
UAE	3.5
Turkey	3.5
Czech Republic	3.4
Sweden	3.2
Netherlands	3.2
Switzerland	3.2
United States	3.1
Italy	3.1
Belgium	3.0
Poland	3.0
Finland	3.0
Spain	2.9

Number of channels

0	0.5 1 1.5 2 2.5 3 3.5 4

Region	Number of channels
Ireland	2.8
South East Asia	2.7
Australia	2.5
Norway	2.5
New Zealand	2.4
Canada	2.3
Rest of the World	2.3
Denmark	2.2
United Kingdom	2.1
France	2.1
LATAM	2.1

Austrian merchants take the win for the strongest multichannel presence, with the average AT retailer employing close to 4 marketing channels. Germany follows closely with 3.6 eCommerce channels on average.

The above-average (>3.2 channels) online presence developed in regions like DACH, East Asia, or UAE may indicate a more **balanced channel market share**. Instead of having a few players rule the market, several eCommerce channels enjoy similar levels of popularity among online merchants.

To find out the preferred marketing channels by region head to **report 2.8**.

💡 **Tip for advertisers**

Simplify integrating new marketing channels by reusing your Google Shopping feed to expand to platforms with similar feed requirements like Facebook Product Ads or Pinterest (see table below). To learn more, explore this case study on **how to use a Google feed to advertise on Facebook & Instagram**.

Simplifying channel expansion by reusing Google Shopping feed

eCommerce channels that have similar data feed specifications as Google Shopping:

- Criteo
- Facebook Product Ads (and Instagram Shopping)
- Microsoft Advertising
- Pinterest
- Snapchat
- TikTok

2.3

The home furnishing sector excels in multichannel expansion, capturing market potential

Multichannel presence, by advertiser's product category
March/April 2022 | DataFeedWatch anonymized data

Bar chart — Number of channels by product category:
- home & garden: 3.9
- electronics: 3.6
- furniture: 3.4
- health & beauty: 3.3
- sporting goods: 3.2
- apparel &accessories: 3.1
- food, beverages and tobacco: 2.9
- arts & entertainment: 2.5
- hardware: 2.5
- vehicles & parts: 2.4
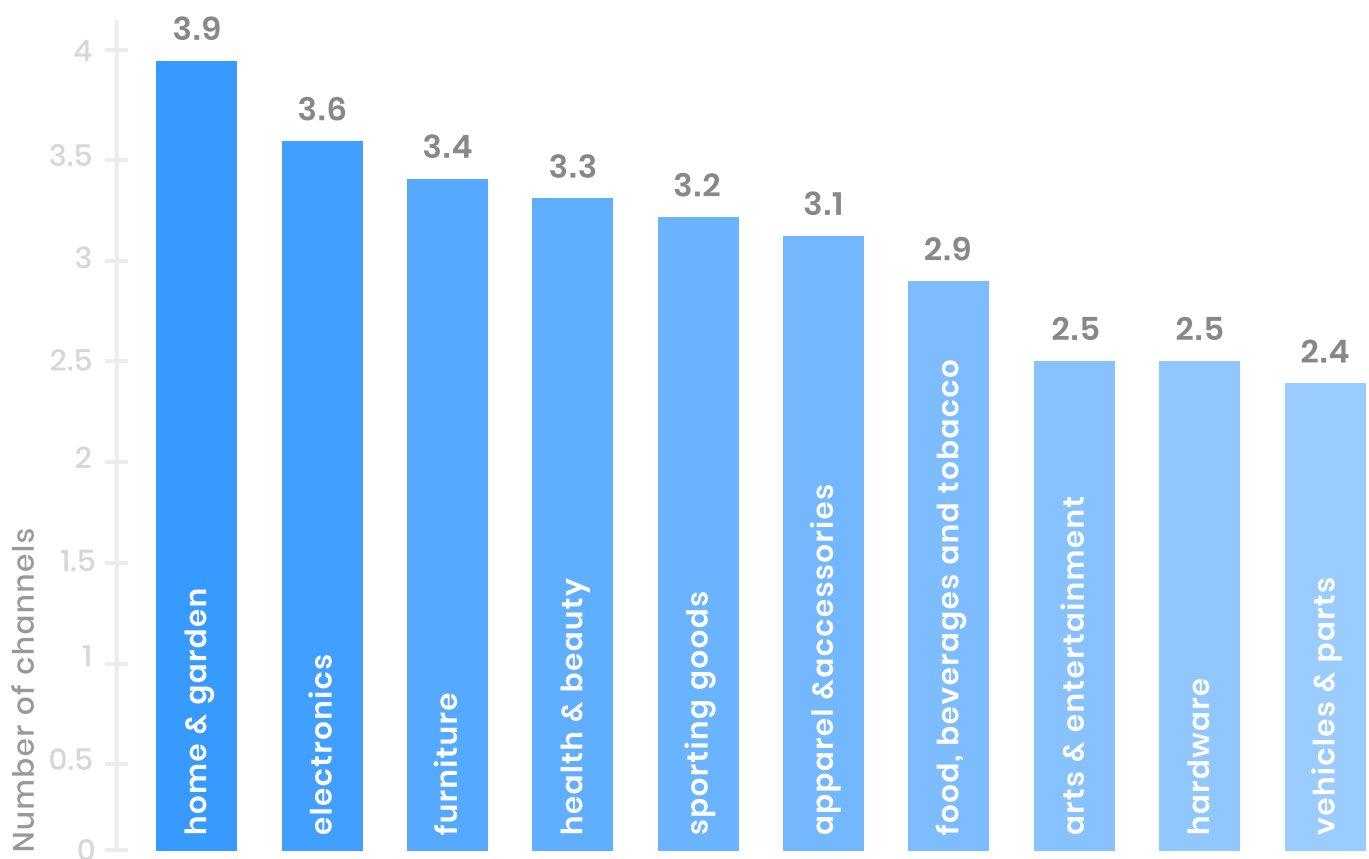
Retailers and brands in the category of **Home & Garden** advertise on almost 4 marketing channels on average, making their mark 22% above the eCommerce industry benchmark of 3.2 channels.
The related category – **Furniture** – closes the podium with 3.4 marketing channels, while the **Electronics** sector takes 2nd place, averaging 3.6 channels.

Interestingly, the 3 categories leading in multichannel strategy have all been highly impacted by online consumer spending as the pandemic unfolded, allowing sellers in those sectors to substantially **increase sales through 2020 and 2021**.
This is a factor that may have easily spurred their multichannel growth and placed them ahead of the other categories.

2.3.1

Popular channels per category deep dive

Apparel & Accessories sector - popular channels*

- Google Shopping
- Facebook
- Pinterest
- Criteo
- Amazon
- Microsoft Advertising
- Google Search
- AWIN

Electronics sector - popular channels*

- Google Shopping
- Facebook
- Amazon
- eBay
- Google Search
- Idealo
- Criteo
- Pricerunner

Furniture sector - popular channels*

- Google Shopping
- Facebook
- Pinterest
- Amazon
- Pricerunner
- Criteo
- ShopAlike
- Tradedoubler

Health & Beauty sector
- popular channels*

- Google Shopping
- Facebook
- Amazon
- Google Search
- Microsoft Advertising
- Shareasale
- Adtraction
- Pricerunner

Home & Garden sector
- popular channels*

- Google Shopping
- Facebook
- Pinterest
- Amazon
- eBay
- Google Search
- Pricerunner
- Kelkoo

*This report is meant to provide advertisers with inspiration for category-based multichannel expansion, not to indicate the market share of the listed channels.

2.4

Search & Social dominate eCommerce advertising

The popularity of Search, Social, and Affiliate channels among online retailers
March/April 2022 | DataFeedWatch anonymized data
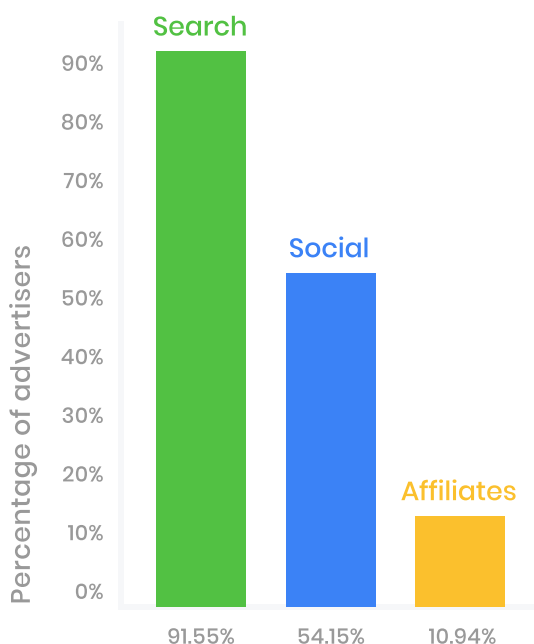
Considering that **Paid Search channels** connect to consumers actively looking to make a purchase, it's no surprise that close to 92% of advertisers choose to integrate Search into their online strategy.

Over 54% of sellers find Social channels (popular among fashion-related categories) to be a viable medium to promote products. Despite the lower purchase intent of the audience, it remains an important revenue stream.

Insider Intelligence forecasts retail Social commerce sales in the U.S. will rise by 24.9% in 2022.

Affiliate advertising channels (like AWIN, Criteo, CJ Affiliate, etc.) **seem to be the outlier**, engaging only 11% of eCommerce businesses. However, low volume doesn't mean low value. It may just be the high-potential, untapped market opportunity, seeing as affiliate marketing drives **16% of eCommerce sales** in Canada and the U.S., and has seen consistent growth in interest over the last 5 years with a big spike in 2021 (as shown in **Google Trends**).

Related resources

Social Commerce 2022: Brand Trends & Marketing Strategies | Insider Intelligence

Key Affiliate Marketing Insights for 2022 | Influencer Marketing Hub

Growing interest in affiliate marketing | Google Trends

2.5

Over 44% of merchants advertise on both Google and Facebook

Usage of Google Shopping and Facebook Product Ads by online retailers
March/April 2022 | DataFeedWatch anonymized data

44.18%

Percentage of advertisers

Using Google & Facebook ads
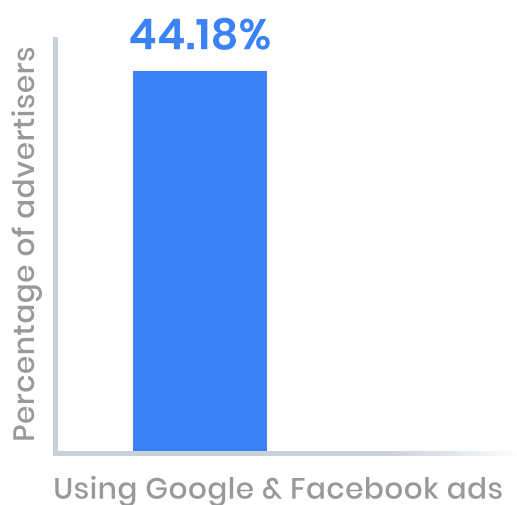
Over 44% of advertisers placing product ads on both Google and Facebook highlights how the two channels complement one another. Strategically, Google is the source of end-of-the-funnel conversions, while Facebook is used by retailers to grow brand awareness and generate impulse-based purchases.

Interestingly, for **55.84% of sellers** who advertise on both, the number of **products included in the feed differs** between Google and Facebook. That means advertisers consider different factors when revising the product set for each.

HOW TO
Use Google Shopping feeds
to expand to Facebook & Instagram

> **Explore the case study**

Tip for advertisers

Optimize product feeds per channel to drive the best possible results. Consider the advertising goal, audience intent, and even the visual build of the ad to adjust the feed attributes (such as title or image) and the product set successfully.

Related resources

8 Must-Try Google Shopping Feed Optimization Tips: Expert Level
Case Study: How To Create Facebook Ads That Are Always Fresh

2.6

Amazon and eBay are the hottest pair among marketplaces

Popularity of marketplace sets among merchants selling on more than one
March/April 2022 | DataFeedWatch anonymized data

Percentage of advertisers

Marketplace set	Percentage
amazon, ebay	67.57%
amazon, manomano	8.10%
amazon, houzz	8.10%
ebay, houzz	5.41%
ebay, fruugo, onbuy	5.41%
bol, beslist	5.41%
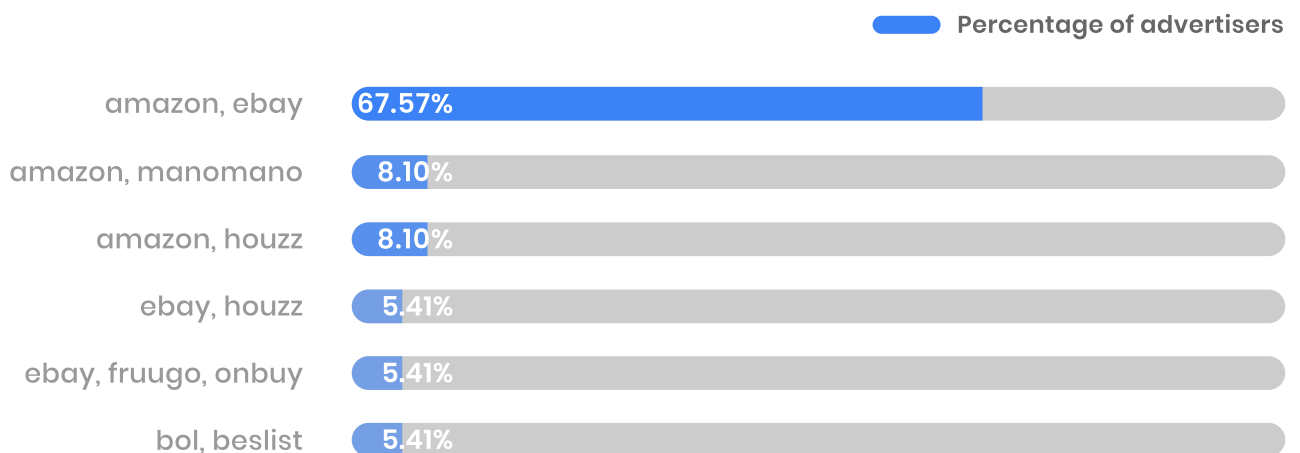
Among retailers who sell on more than 1 marketplace channel, Amazon and eBay are the strongest duo, chosen by 68% of retailers, beating any other channel pairing even up to 13 times. This not only speaks for the popularity of the two marketplace giants but also shows that merchants often find these two equally attractive platforms for product discoverability and brand exposure.

Retailers advertising on more than one marketplace need to pay particular attention to aligning the orders and inventory information in the data feeds submitted to each marketplace to prevent overselling.

Note: For this report, the following marketplaces were included in the data sample: Amazon, Beslist, Bol, eBay, Fruugo, Houzz, Manomano, Miinto, OnBuy, Spartoo, Vida.

Tip for advertisers

Increase your revenue from marketplaces: If you're already successfully listing products on Amazon and eBay, consider expanding to multiple countries.
Once you've achieved the platform's approval in one country, additional countries can be added relatively easily and much faster.

2.7

Top 10 eCommerce advertising channels globally

Popularity of eCommerce channels - global context
March/April 2022 | DataFeedWatch anonymized data

1. Google Shopping	2. Custom Channels*
3. Facebook Product Ads	4. Amazon
5. Google Search	6. Pinterest
7. Criteo	8. Microsoft Advertising
9. eBay	10. Pricerunner

The top advertising channels overview reflects the market need for all advertising types: **Shopping, Search, Social Media, Marketplaces, Display & Affiliate**. Employing this kind of all-encompassing strategy allows merchants to fulfill the demands of growth in a competitive environment, by building multiple revenue streams and solidifying their online presence.

The popularity of Custom Channels* indicates that advertisers routinely seek growth opportunities beyond the standard set of sales channels. Through custom feeds, they expand to new & niche channels, feed-driven product recommendation engines, feed-based personalized email marketing platforms, or connect to distribution partners.

*Custom Channels is a DataFeedWatch solution that enables marketers to create a product data feed tailored to their own specifications, for any advertising channel of their choice.

Tip for advertisers

Treat this rank as a list of potential online destinations that have gained the confidence of eCommerce marketers worldwide. A **data feed management solution** can help streamline new channel onboarding and optimize ad performance.

2.8

⊙ **Skip to the next report**

Local channels play a role in every country

Note: This overview is meant to provide merchants with insight and inspiration for multichannel expansion, not to reflect the actual market share of the channels listed. Channels that are included in the "Top 10 eCommerce advertising channels globally" rank (**see report 2.7**) or considered global (eg. TikTok, Snapchat) **have been excluded from the local channels report**.

Popularity of local marketing channels, by country
March/April 2022 | DataFeedWatch anonymized data

Australia

▬ Usage of given channels out of all local channels

myshopping	24.32%
commisionfactory	21.62%
getprice	17.57%
adroll	13.51%
Kogan	4.05%

Percentage of channel feeds

Austria

▬ Usage of given channels out of all local channels

performancehorizon	68.54%
idealo	16.85%
geizhals.at	5.62%
ladenzeile	4.49%
kelkoo	2.25%

Percentage of channel feeds
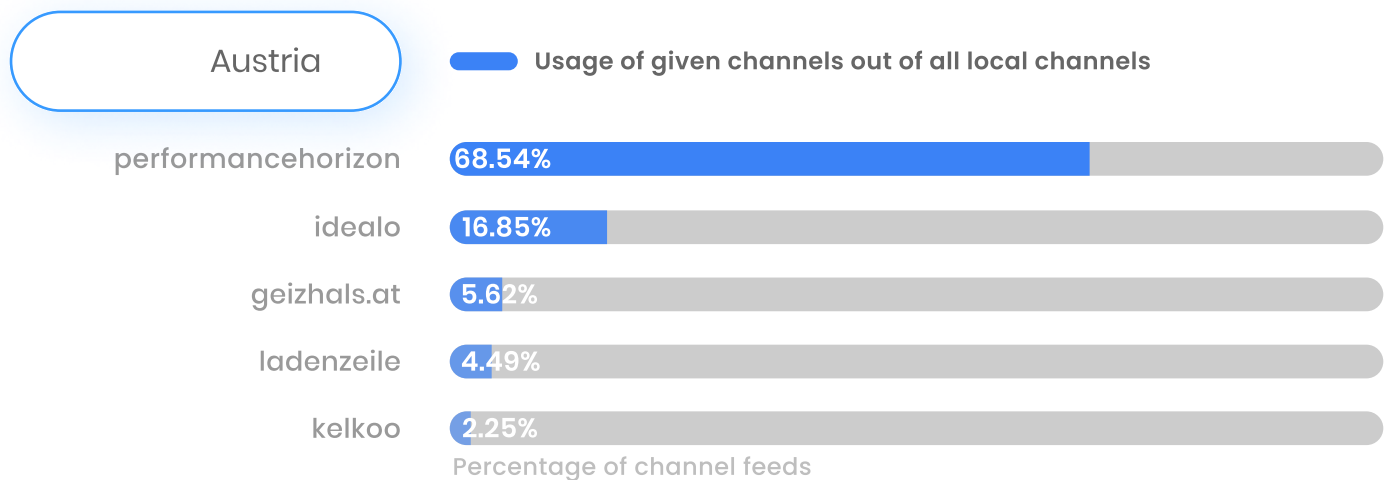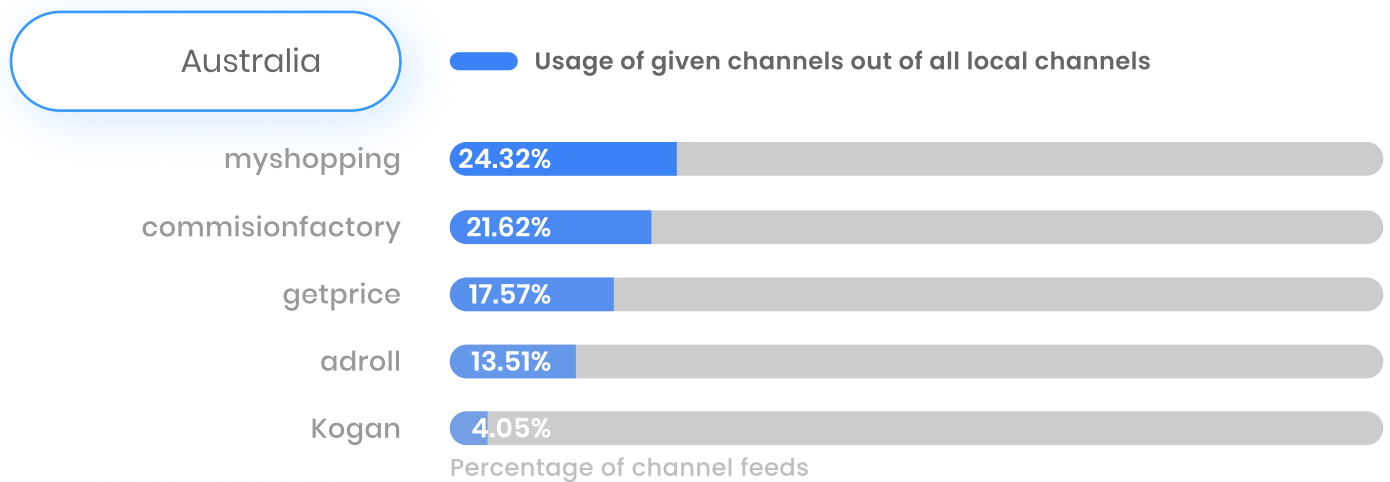
Belgium

Usage of given channels out of all local channels

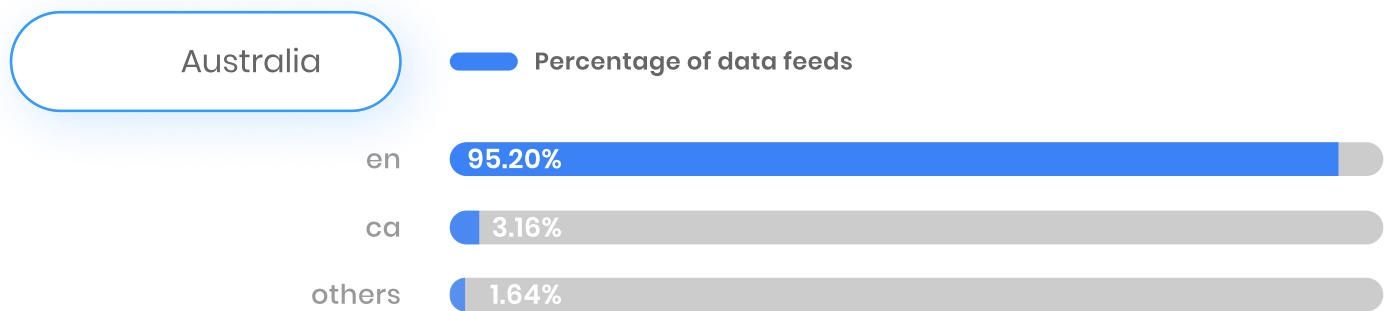| bol | 19.35% |
admarkt	17.74%
daisycon	12.90%
beslist	9.68%
tradetracker	9.68%
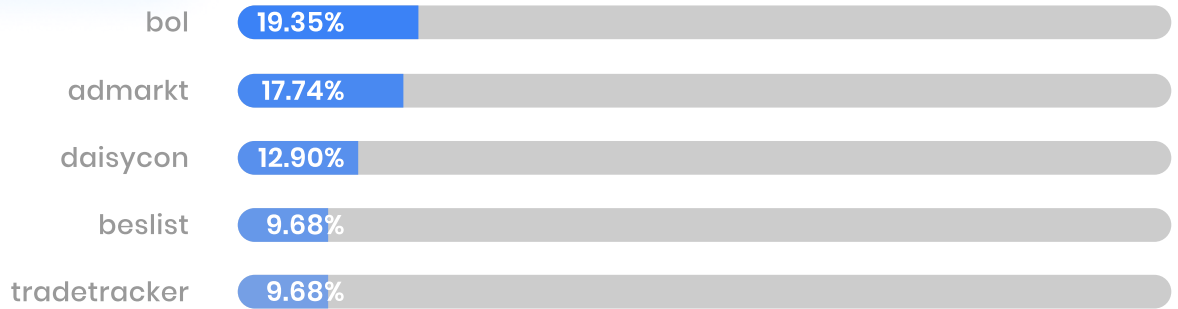
Percentage of channel feeds

Czech Republic

Usage of given channels out of all local channels

heureka	43.46%
seznam	27.27%
glami	20.00%
performancehorizon	5.45%
shopalike	1.82%
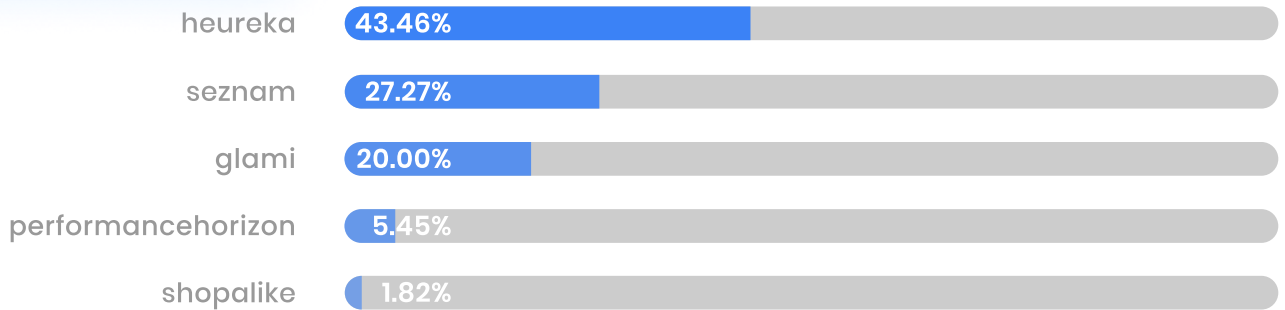
Percentage of channel feeds

Denmark

Usage of given channels out of all local channels

pricerunner	43.91%
partner ads	36.52%
kelkoo	3.26%
prisjagt	3.04%
adtraction	2.83%
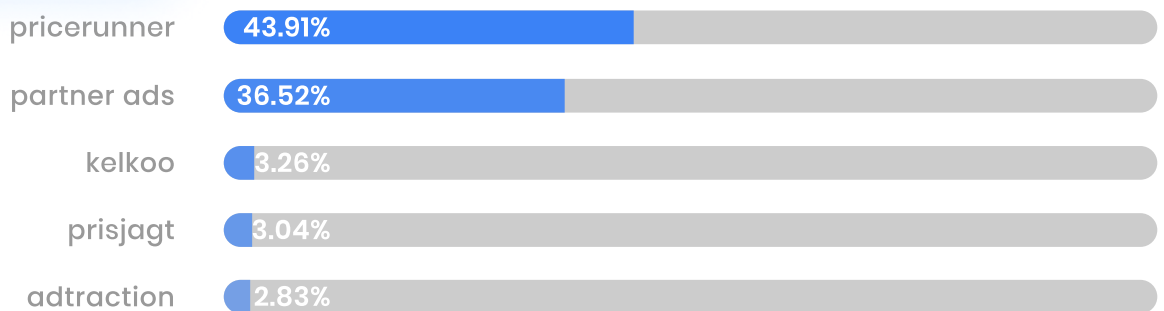
Percentage of channel feeds

Finland

Usage of given channels out of all local channels

smartly.io	36.26%
hintaopas.fi	9.89%
kelkoo	9.89%
vertaa	9.89%
adtraction	8.79%
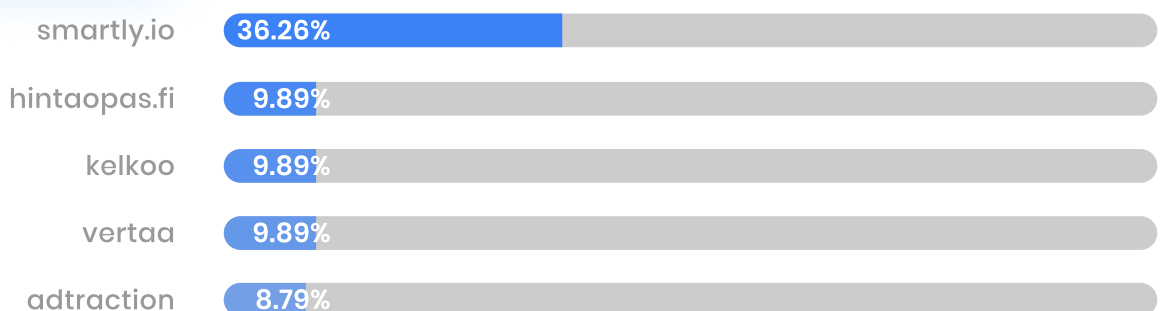
Percentage of channel feeds

France

Usage of given channels out of all local channels

Channel	Percentage
idealo	20.00%
tradetracker	15.71%
performancehorizon	10.00%
kelkoo	7.14%
stylight	7.14%
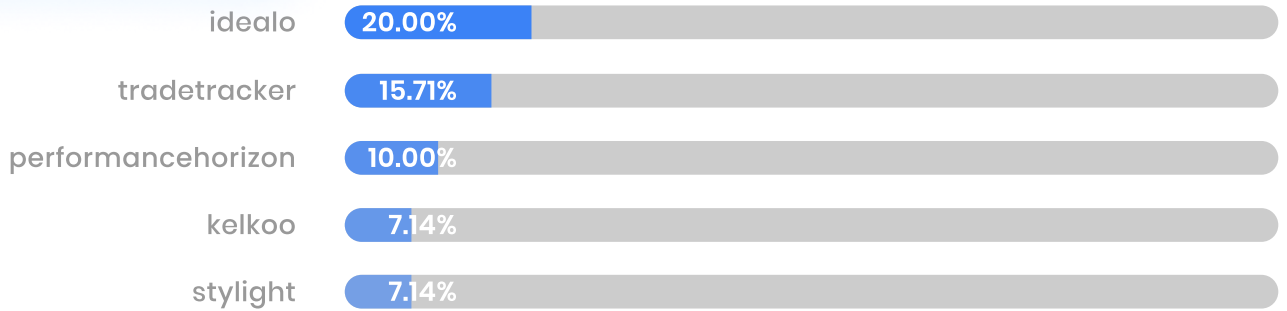
Percentage of channel feeds

Germany

Usage of given channels out of all local channels

Channel	Percentage
neocom.ai	25.47%
idealo	14.86%
kelkoo	7.31%
billiger	7.08%
ladenzeile	6.37%
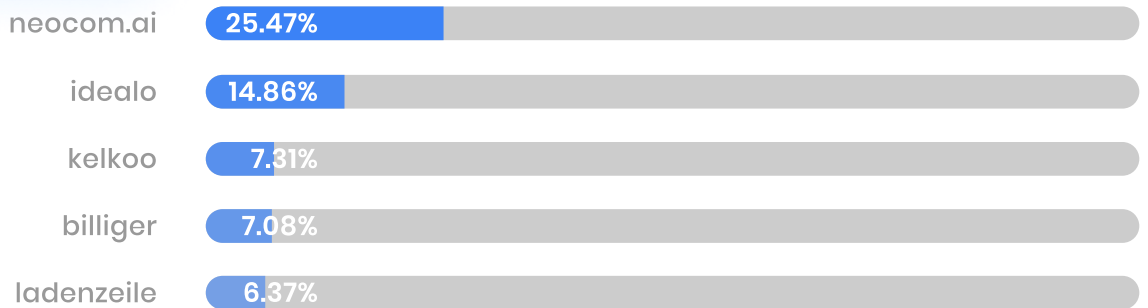
Percentage of channel feeds

Italy

Usage of given channels out of all local channels

Channel	Percentage
trovaprezzi	37.60%
idealo	12.00%
kelkoo	10.40%
stileo	9.60%
manomano	7.20%
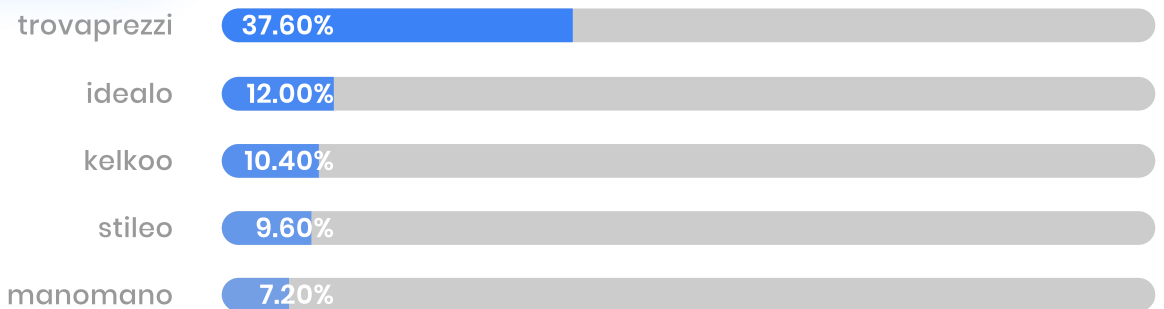
Percentage of channel feeds

Netherlands

Usage of given channels out of all local channels
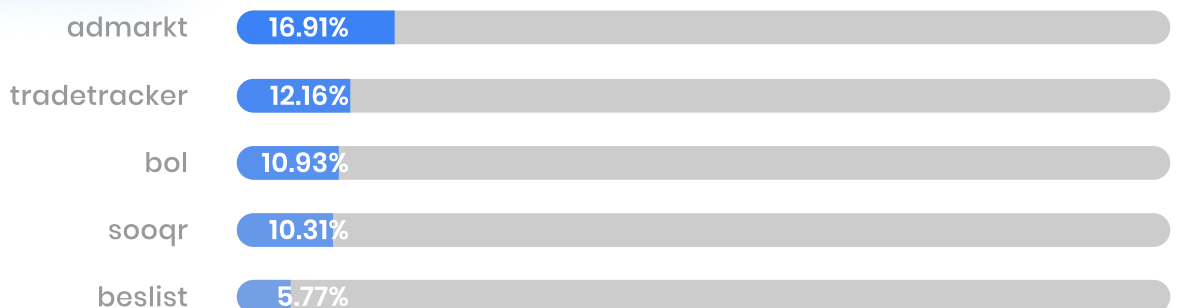
Channel	Percentage
admarkt	16.91%
tradetracker	12.16%
bol	10.93%
sooqr	10.31%
beslist	5.77%

Percentage of channel feeds

DataFeedWatch by Cart.com

Norway

Usage of given channels out of all local channels

prisjakt	43.90%
prisguide	21.95%
kelkoo	17.07%
adtraction	4.88%
shopello	4.88%
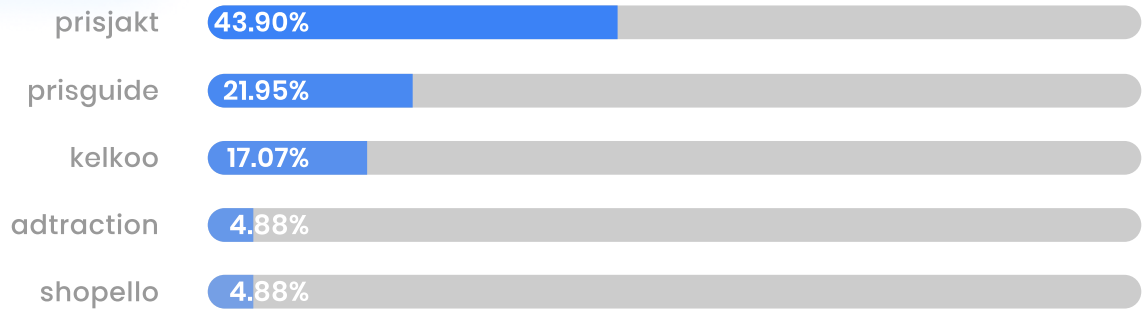
Percentage of channel feeds

Poland

Usage of given channels out of all local channels

ceneo	40.91%
domodi	11.36%
shopalike	11.36%
nokaut	9.09%
performancehorizon	9.09%
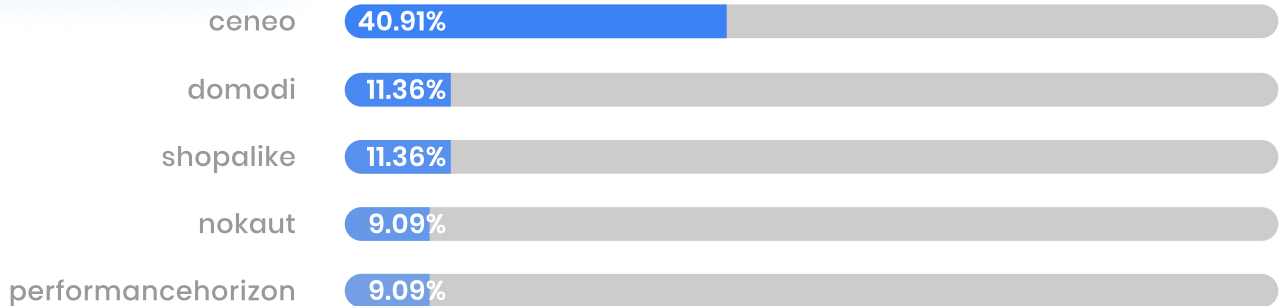
Percentage of channel feeds

Spain

Usage of given channels out of all local channels

idealo	37.78%
kelkoo	11.11%
shopalike	6.67%
manomano	4.44%
mercamania	4.44%
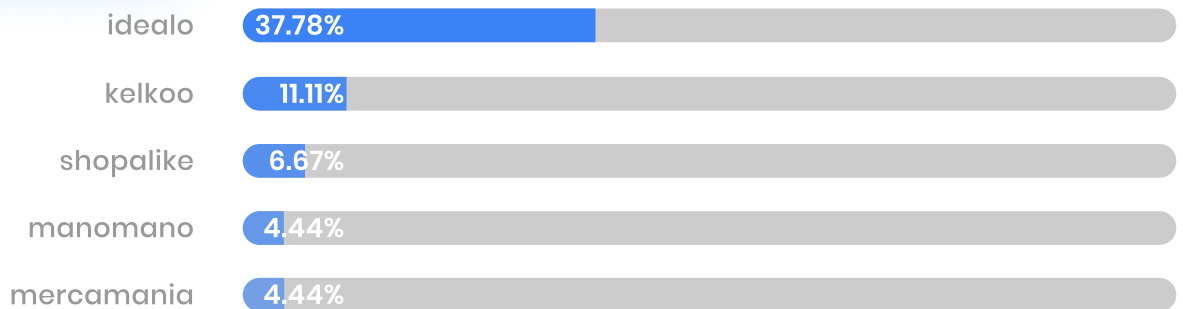
Percentage of channel feeds

Sweden

Usage of given channels out of all local channels

pricerunner	36.90%
prisjakt	26.79%
kelkoo	7.74%
tradedoubler	7.14%
shopalike	5.95%
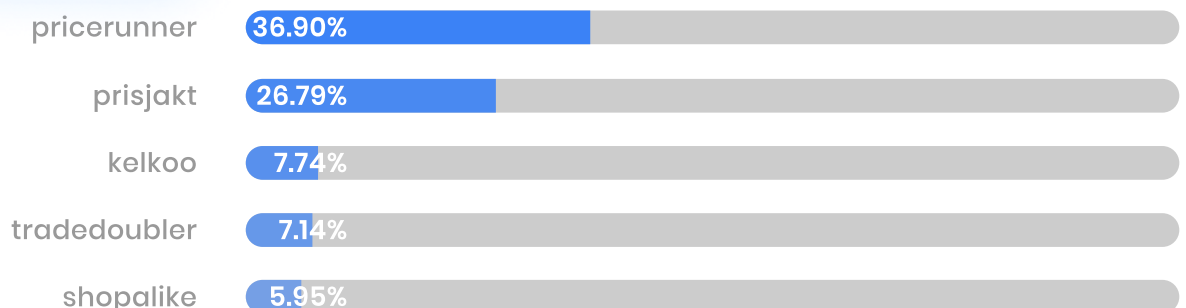
Percentage of channel feeds

United Kingdom

Usage of given channels out of all local channels

Channel	Percentage
webgains	17.28%
pricerunner	10.47%
fruugo	7.33%
idealo	7.33%
onbuy	7.33%
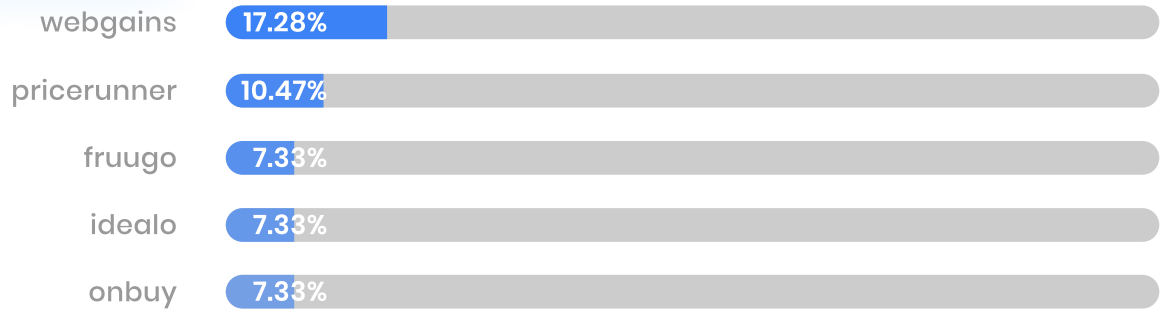
Percentage of channel feeds

United States

Usage of given channels out of all local channels

Channel	Percentage
bazaarvoice	36.01%
shareasale	20.08%
rakuten	3.88%
connexity	3.48%
pepperjam	3.48%
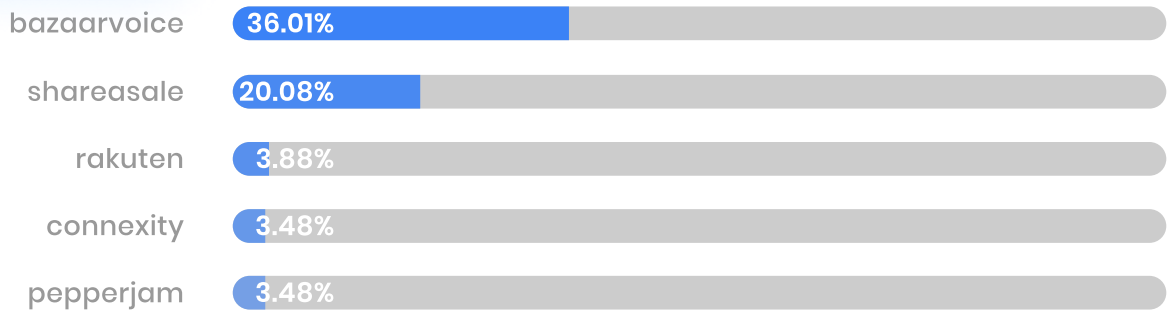
Percentage of channel feeds

2.9

> **Skip to the next chapter**

English is the dominant second language in product ads

Overview of languages used in product feeds targeting a given country
March/April 2022 | DataFeedWatch anonymized data

Australia
Percentage of data feeds

en	95.20%
ca	3.16%
others	1.64%

Austria
Percentage of data feeds

de	54.61%
en	25.53%
others	19.86%

Belgium
Percentage of data feeds

nl	53.54%
en	24.26%
fr	16.02%
others	6.38%

Canada
Percentage of data feeds

en	79.67%
fr	16.91%
others	3.42%

DataFeedWatch by Cart.com
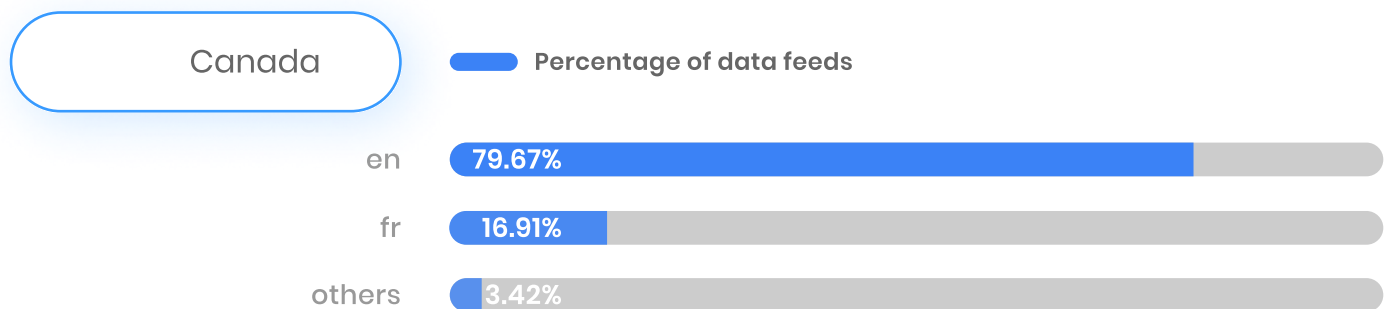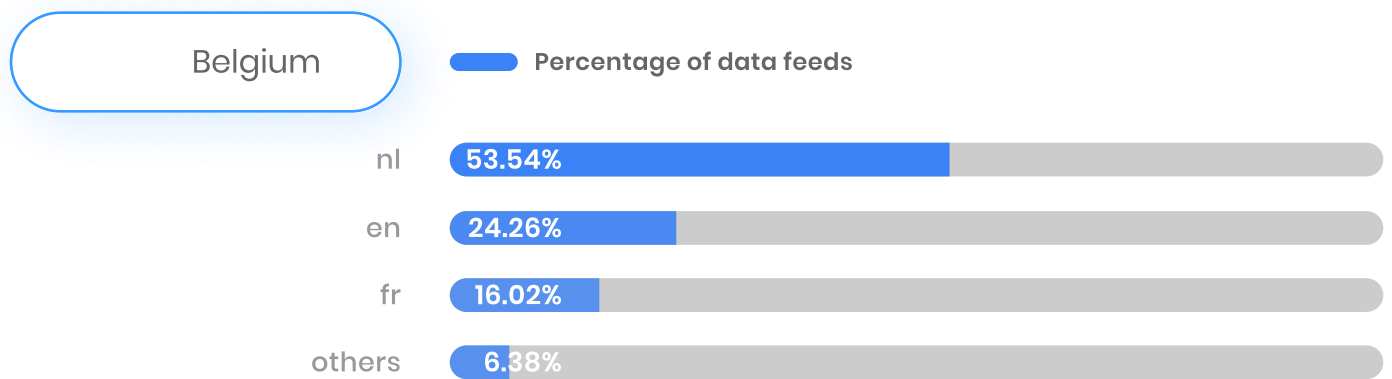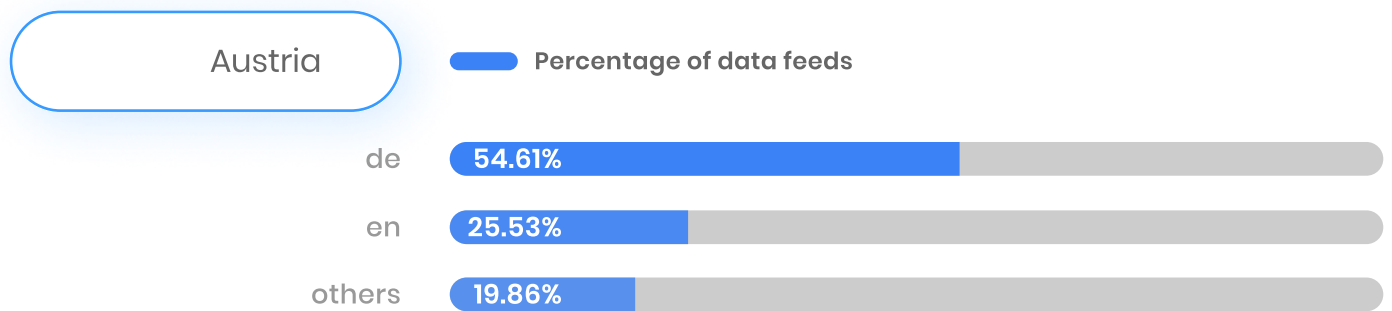
Denmark

Percentage of data feeds

da	73.01%
en	13.26%
sv	3.21%
ca	3.19%
nl	2.69%
others	2.43%
no	2.20%

Finland

Percentage of data feeds

fi	71.01%
en	18.93%
others	10.06%
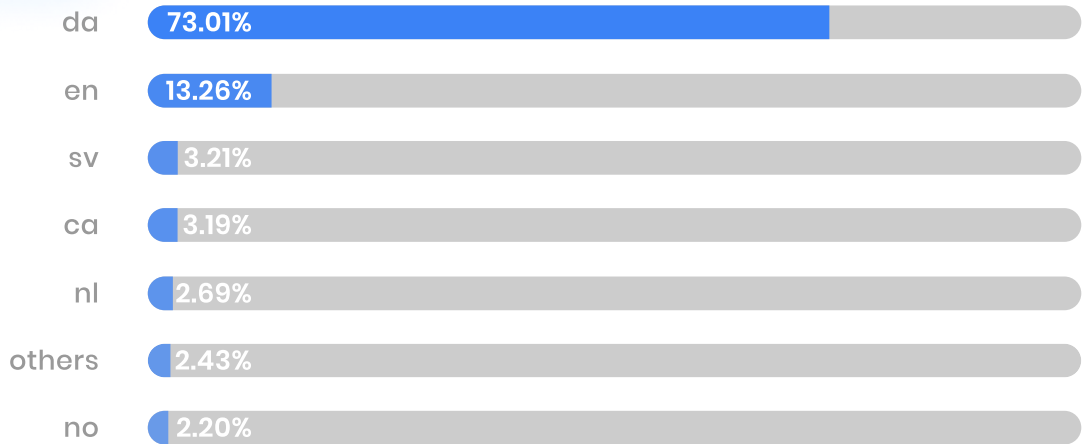
France

Percentage of data feeds

fr	70.42%
en	20.57%
fr	5.57%
others	3.44%
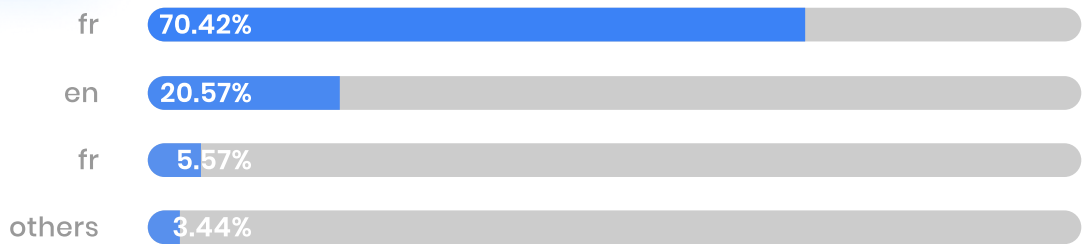
Germany

Percentage of data feeds

de	60.70%
en	24.63%
others	6.34%
ca	3.46%

nl **2.64%**

fr **2.23%**

Italy

🔵 **Percentage of data feeds**

it **67.13%**

en **21.33%**

others **6.09%**

ca **5.45%**
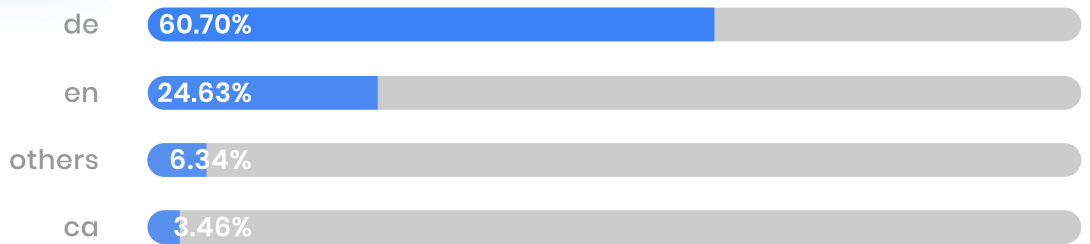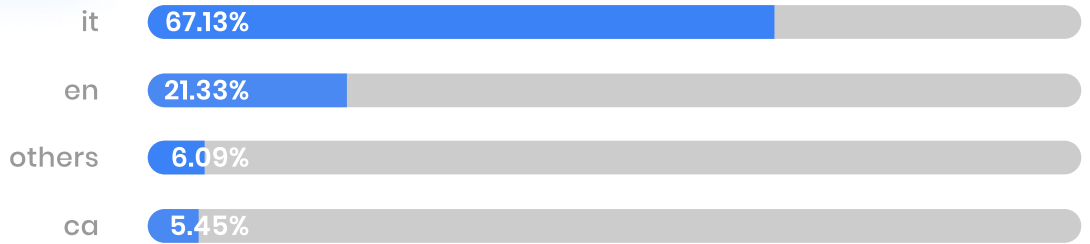
Mexico

🔵 **Percentage of data feeds**

es **78.19%**

en **15.45%**

others **6.36%**
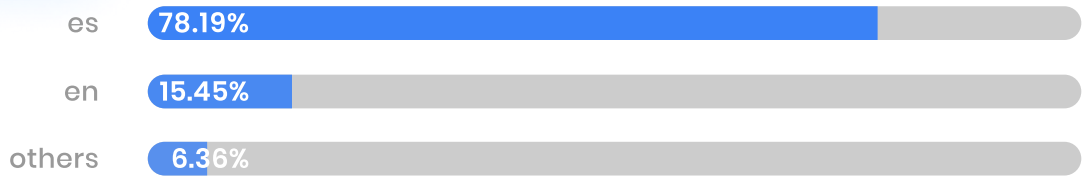
Netherlands

🔵 **Percentage of data feeds**

nl **70.58%**

en **14.93%**

ca **6.10%**

others **8.39%**

DataFeedWatch *by Cart.com*

Norway

■ Percentage of data feeds

no	69.48%
en	18.56%
others	4.67%
da	3.87%
ca	3.42%

Spain

■ Percentage of data feeds

es	67.71%
en	20.90%
others	6.71%
ca	4.68%
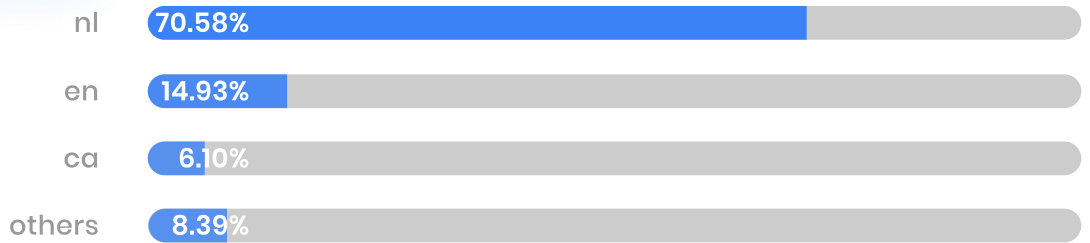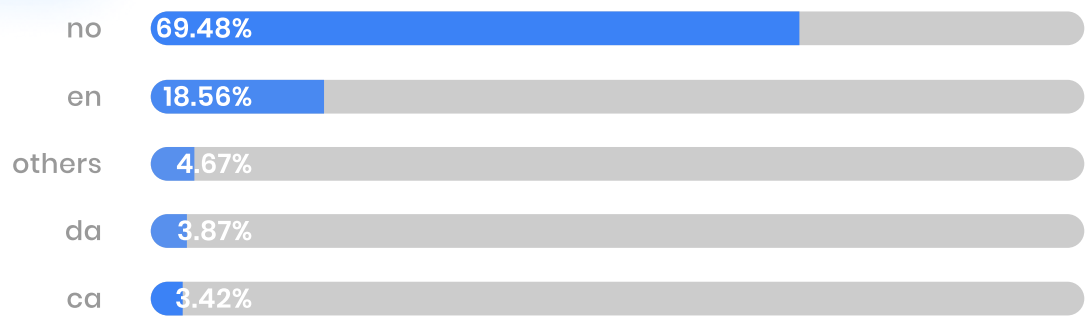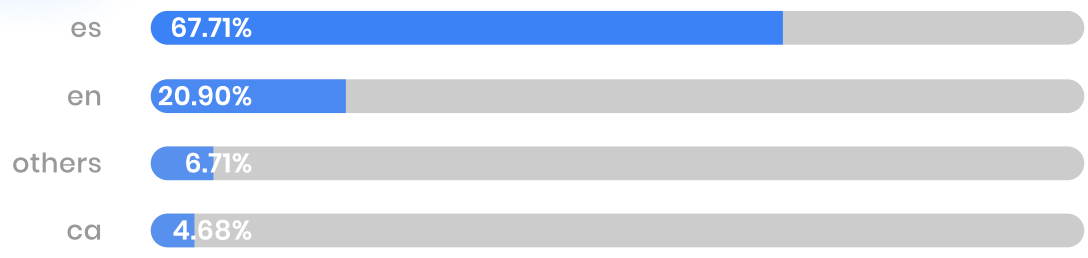
Sweden

■ Percentage of data feeds

sv	65.91%
en	17.79%
others	10,92%
ca	5.38%
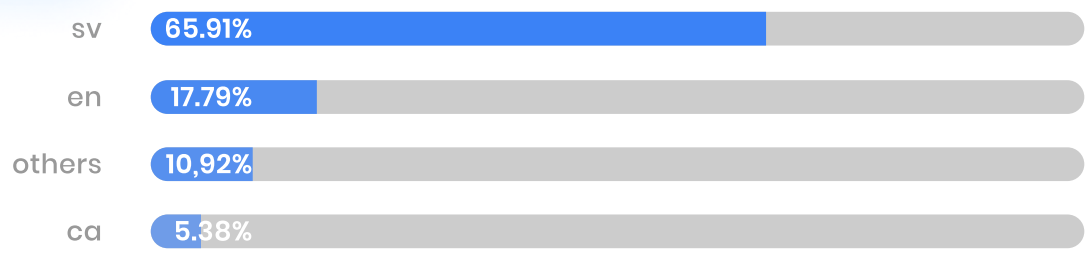
Switzerland

■ Percentage of data feeds

de	44.20%
en	26.15%
others	15.09%
fr	14.56%

DataFeedWatch by Cart.com
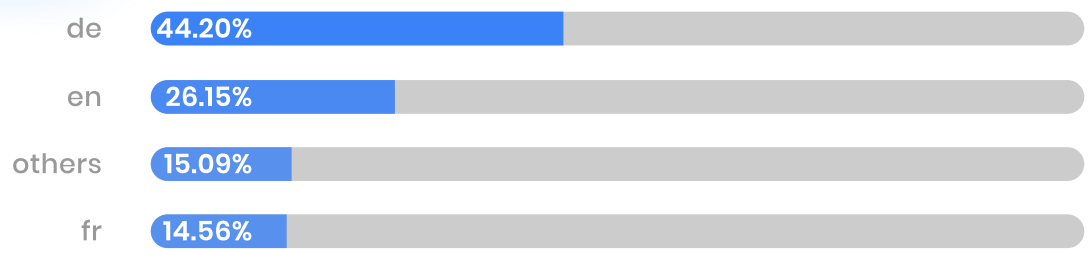
United Kingdom

🔵 **Percentage of data feeds**

en   86.94%

others   8.90%

ca   4.16%
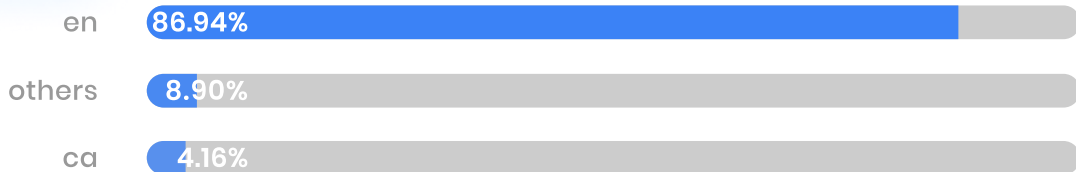
United States

🔵 **Percentage of data feeds**

en   82.52%

others   7.86%

ca   6.09%

ar   3.53%
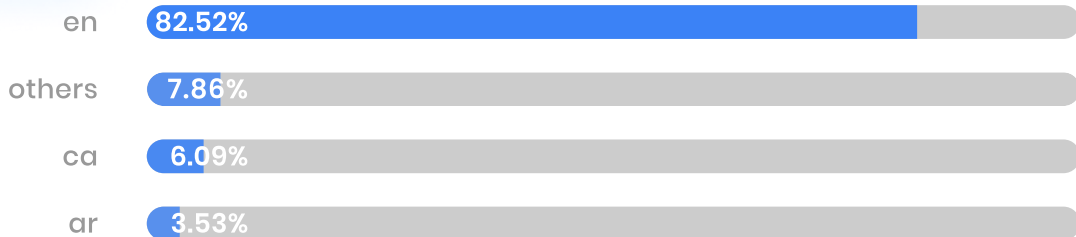
English product listings make up 13 to 26% of all listings served in a given country, making it the most common second language used to advertise in countries where there's a different primary language. Countries like **Belgium, France, Italy, and the DACH region are leading in the adoption of English** product ads, all averaging over 20% of product feeds being submitted in English rather than the primary language of the target country.

For retailers looking to expand cross-border advertising, starting out with non-native ads could be a speed entry ticket into the market. It does, however, come with its own set of cons like limited visibility potential and likely lower conversion rates compared to listings of the same products served in the local language.

**+151% increase in conversions
by managing multi-language feeds
with DataFeedWatch**

> **Explore the case study**

Related resources

How to Run International Google Shopping Campaigns Successfully

Useful tools for creating product listings for cross-border:

- Langify for multilingual Shopify stores
- Weglot for website translations across all CMS platforms
- DataFeedWatch for managing multilingual data feeds

The Tactics

Top feed-based strategies to drive PPC performance up

Methodology

Data presented in this chapter comes from an evaluation of actions, habits, and strategies used by eCommerce businesses in feed-driven marketing. The sample was obtained from more than 15,000 shops with various product categories and sales volumes. It provides insight on feeds using multiple data sources, additional images, custom labels, and product filtering. The same stores were analyzed in the previous chapters.

The data has been anonymized in order to protect the privacy and valuable business data points of DataFeedWatch customers.

Key insights

- Product titles are the most optimized pieces of data in a product feed.

- 2 out of 5 eCommerce advertisers use custom_labels to optimize their PPC campaigns.

- 64.74% of eCommerce businesses filter products out of data feeds – often those less profitable.

- Product price is the #1 reason for removing products from paid advertising campaigns.

- Over ¼ of online merchants provide ad platforms with additional product images (about 2.2 extra images on average).

- At least 1 in 10 eCommerce advertisers supply additional product information in the feed by leveraging secondary data sources.

Reports Inventory

3.1 Product data enrichment: 12.32% of advertisers add supplementary data sources

3.2 Optimizing titles: Product titles are the #1 focus when optimizing data feeds

3.3 Product exclusion: 64.74% of marketers cut products from ads. The main factor is price.

3.3.1 Low-priced products are typically excluded from the PPC budget

3.4 Powerful visuals: Over 27% of online shops include additional images in shopping ads

3.5 Bidding optimization: Products on sale is the biggest reason to modify bids

> Skip to The Errors chapter

3.1

Product data enrichment: 12.32% of advertisers add supplementary data sources

Percentage of advertisers who use secondary data source(s) in their feeds
March/April 2022 | DataFeedWatch anonymized data

SINGLE DATA SOURCE
87.68%

12.32%
MULTIPLE DATA SOURCES
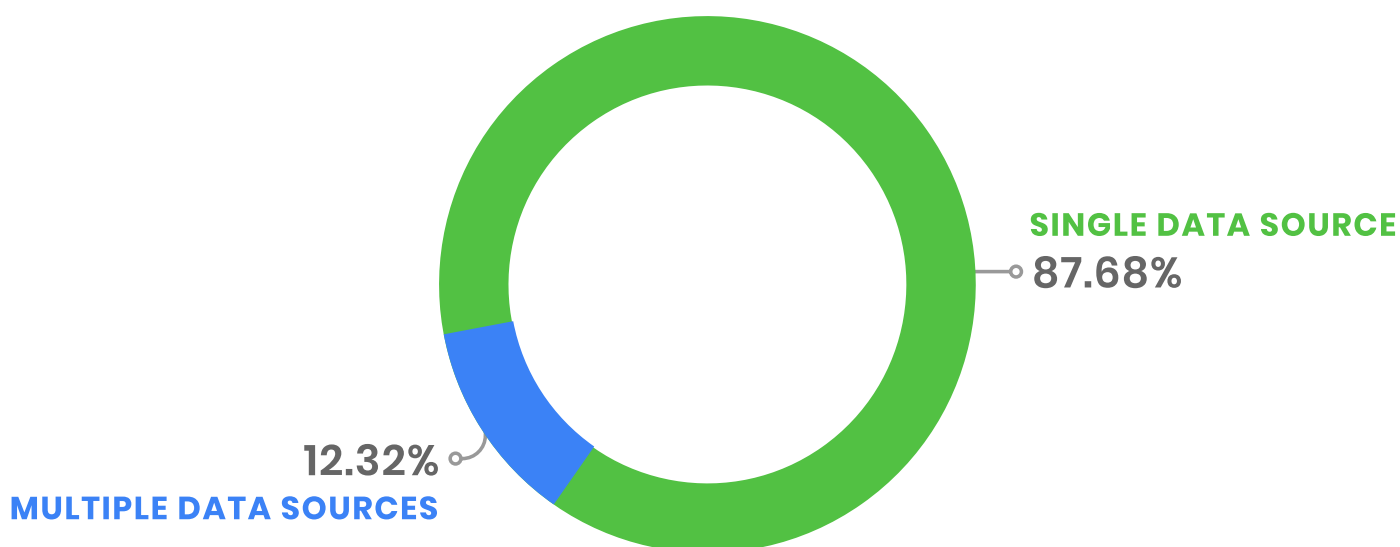
Besides the primary feed, which is usually a shop data export, at least 1 in 10 advertisers supply additional product information through secondary data sources.

Marketers typically seek to achieve 1 of 3 objectives:

- **Satisfy the requirements of ad platforms** (e.g. when key data is missing from the original source)

- **Increase sales** by providing additional context for both online shoppers and ad platform algorithms (e.g optional attributes like material)

- **Improve campaign performance** by including actionable data for PPC campaign segmentation and optimization (e.g. profit margin)

Types of secondary data sources used include: inventory management systems, analytics, Google Sheets, and others.

💡 **Tip for advertisers**

This vetted practice is especially useful for digital agencies. It allows for product data modification in the feed, **independent of the clients' store backend** and without interfering with the POS (Point of Sale) set up.

Related resources

[The Power of Merging Multiple Data Feeds](#)

3.2

Optimizing attributes: Titles are the #1 focus when optimizing data feeds

Attributes commonly overwritten directly in the product feed
March/April 2022 | DataFeedWatch anonymized data

Percentage of shops that performed overwrites

0	3% 6% 9% 12% 15%

Attribute	Percentage
title	13.58%
custom_label	11.98%
description	11.39%
image_link	8.65%
color	5.99%
brand	5.66%
category	5.52%
product_type	5.23%
gtin	4.92%

DataFeed Watch by Cart.com

0	3%	6%	9%	12%	15%

availability	4.45%
price	3.05%
link	2.61%
gender	2.24%
size	2.00%
	1.43% additional_image_link
	1.29% id
	1.19% sale_price
	1.00% promotion_id
	1.00% age_group
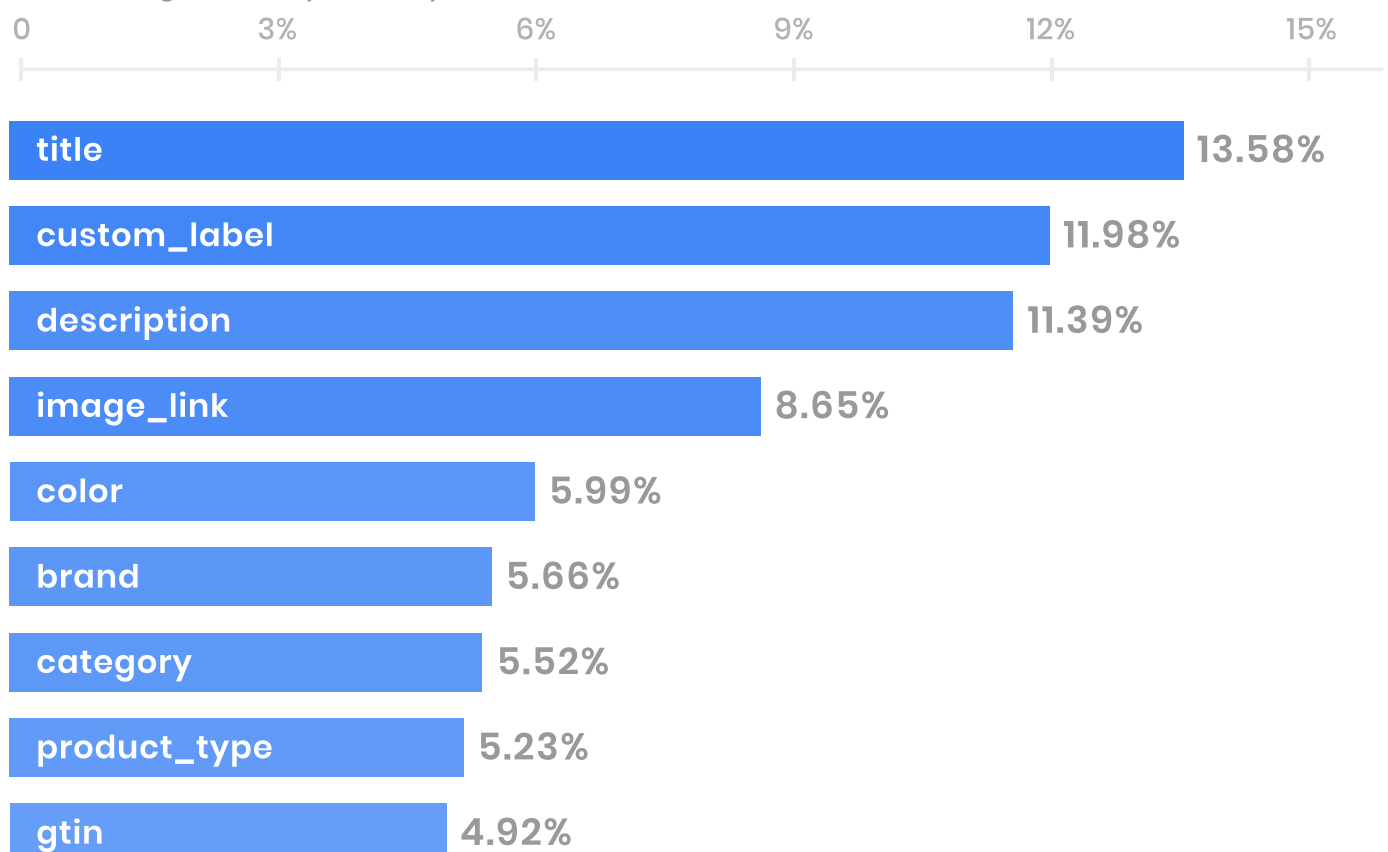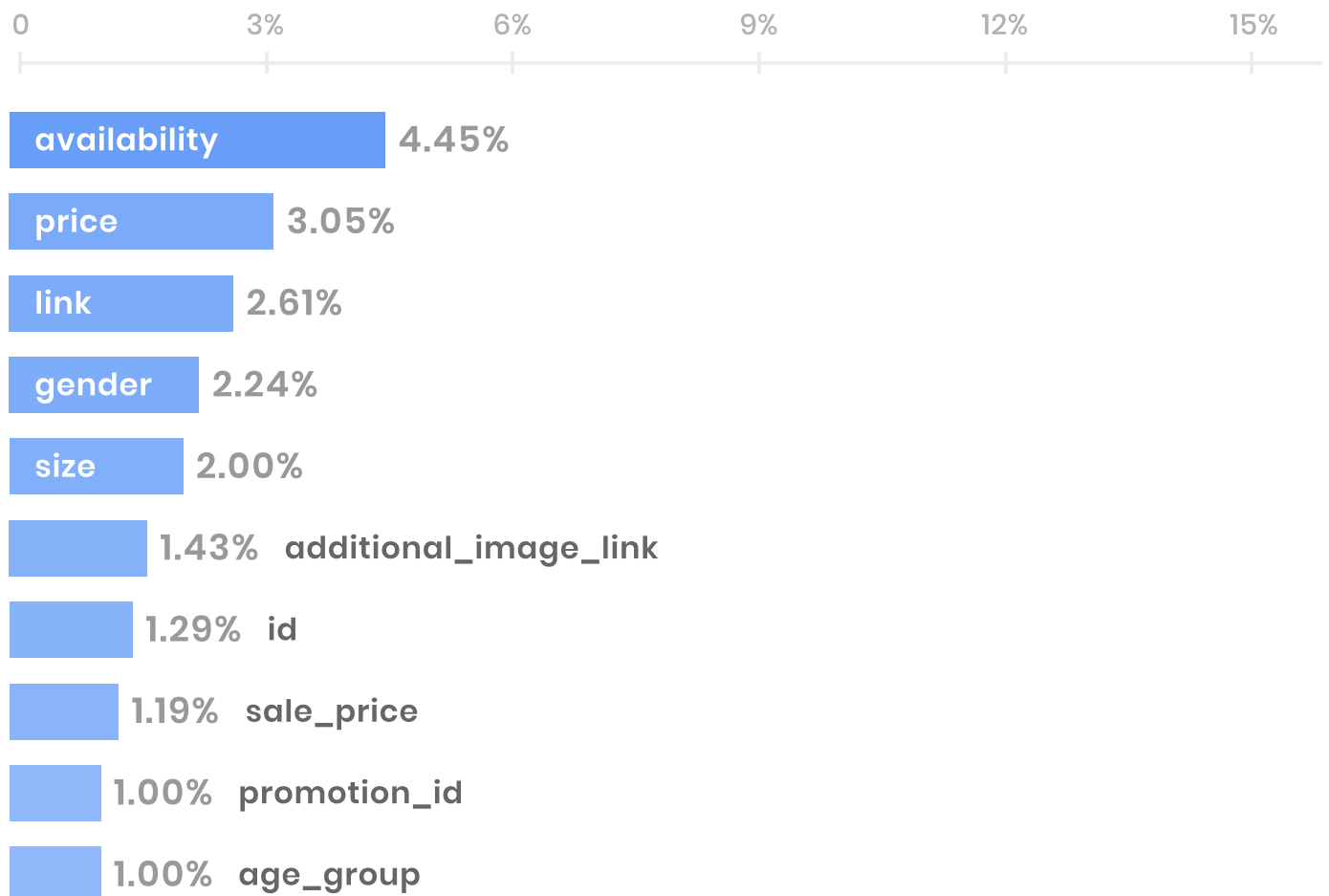
The overview sheds light on an issue many ad managers are faced with. Original data passed from stores is often lacking, or includes data that is inadequate for PPC campaign goals. On average, **20% of merchants apply extensive changes to product attributes** prior to submitting to the ad platform.

Out of all shops that have overwritten data, 14% were in-depth changes to titles. They are either rewritten from scratch or have had multiple words replaced to align with consumers' search patterns. When executed well, optimized titles have a trifold effect on key campaign metrics: when the ad is shown (impressions), and how likely shoppers are to click (CTR) and buy (conversion rate).

+250% increase in clicks
after optimizing top product titles

> Explore the case study

Tip for advertisers

The starting point for titles: Follow this **recommended title structure template** for different product categories to meet industry-set standards.

Advanced title optimization: Use performance analysis to find opportunities for improving titles. For example, the Search Terms Report can help marketers identify keywords with high purchase intent to include in the product name.

Related resources

A/B Testing Product Titles for Better Ads Performance

Useful for discovering queries and keywords with high commercial intent:

- Google Search Terms Report
- Ahrefs
- SEMrush

DataFeedWatch by Cart.com

3.3

Product exclusion: 64.74% of marketers cut products from ads. The main factor is price.

Product attributes used to filter products out of data feeds
March/April 2022 | DataFeedWatch anonymized data

0	3% 6% 9% 12% 15%

price — 15.79%
title — 15.77%
availability — 14.70%
image — 10.00%
id — 7.04%
product_type — 4.65%
brand — 3.41%
description — 3.35%
link — 2.91%
2.45% quantity
2.18% tags
1.91% sku
1.78% group_id
1.17% vendor
1.03% gtin
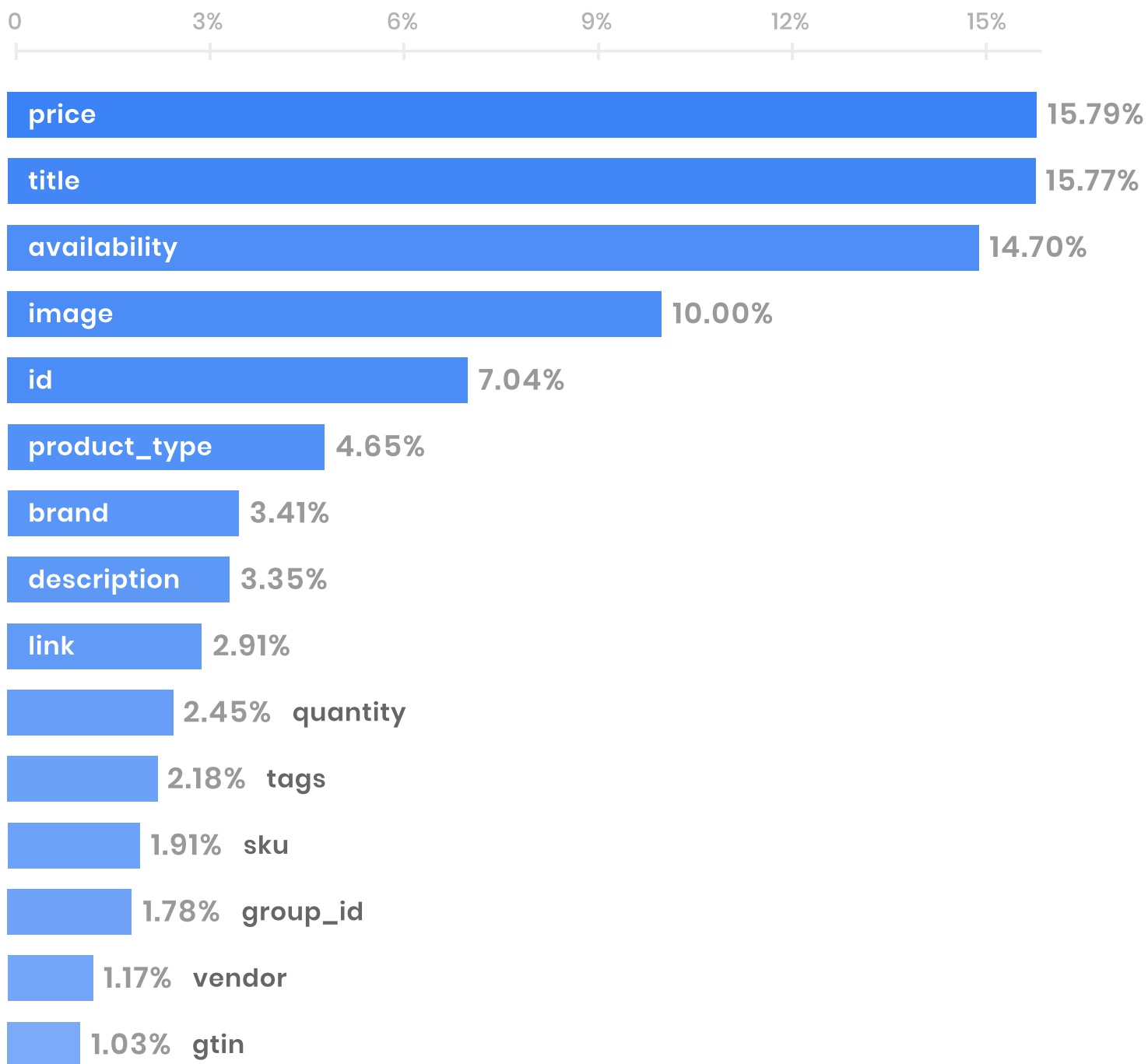
Percentage of shops

64.74% of eCommerce marketers implement a product exclusion strategy as sending paid traffic to all products within a store can potentially be unprofitable.

- **The top factor that motivates almost 16% of shop owners decisions to cut products is the price.** In almost all occurrences it's because the price goes below a certain threshold (see report 3.3.1 for details).

- **Title – used to cut out specific collections or product types** – nearly tied for the lead. 15.77% of the group reduced the product listings count using this attribute.

- **Filters based on images, links, or availability/quantity** are often driven by missing or incorrect data and low stock levels.

- **Coming in 5th place, exclusion of select IDs is a tactic** related to profitability. It's typically used to remove the underperforming products in pursuit of a better campaign ROI.

Tip for advertisers

To boost your advertising ROI, consider excluding items with low profitability potential:

- Low-margin products
- Seasonal products
- Products with most of their variations out-of-stock
- Products for which CPA > profit margin

Related resources

7 Ways to Exclude Products From Your Data Feed
How to Exclude Products When Certain Variants Go Out of Stock

3.3.1

Low-priced products are typically excluded from the PPC budget

Conditions of product exclusion based on price
March/April 2022 | DataFeedWatch anonymized data

LOWER PRICE
90.92%

9.08%
HIGHER PRICE
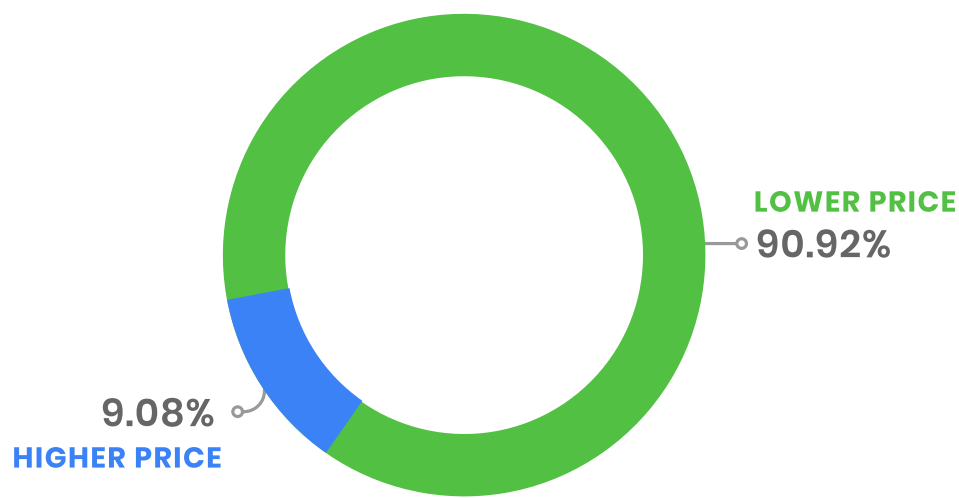
When excluding products from paid ads based on the item price, 90.92% of marketers choose to remove goods below a specified price point. Only 9% filter those exceeding the upper price limit defined by the marketer.

Both the price thresholds differ from merchant to merchant and are **often reliant on the profit margin of the items in question**. In the case of cheap products, advertisers may find that the ad cost ultimately outweighs the profit - hence the exclusion.

Tip for advertisers

Factors to take into account when planning tactical exclusions based on pricing:

- Your price position vs competitor
- Avg. order value for products that are often purchased in quantity
- Whether CPA exceeds the profit margin

DataFeedWatch by Cart.com

3.4

Powerful visuals: Over 27% of online shops include additional images in shopping ads

Usage of additional images in data feeds
March/April 2022 | DataFeedWatch anonymized data

NO ADDITIONAL IMAGES
72.53%

27.47%
ADDITIONAL IMAGES
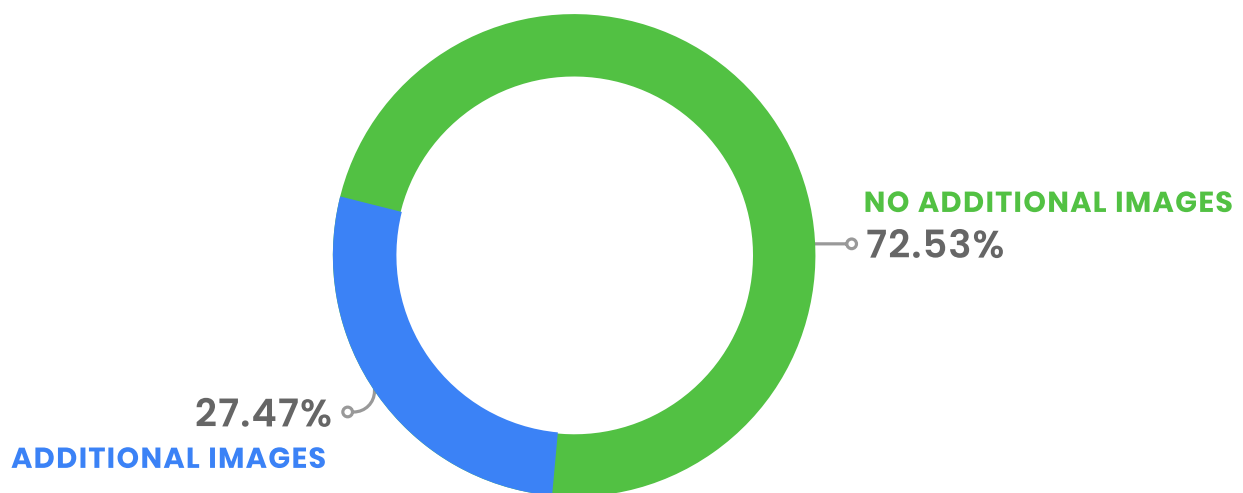
Over ¼ of online merchants provide ad platforms with additional images of the advertised product. **On average, about 2.2 extra images**.

Additional images usually show the product from a different angle, or with product staging elements. The aim is to give online shoppers the best possible idea of what they are buying and how it can be used. It reduces the anxiety of a first-time purchase and can therefore contribute to increasing conversion rates.

Tip for advertisers

Even the best images can lose their effectiveness over time. Especially when following potential customers around social networks. To **avoid ad fatigue**, make sure to refresh the product image in social ads every once in a while. Testing different visual types (for example, plain images vs lifestyle shots) can also prove effective.

Related resources

7 Rules To Abide By with your Google Shopping Images

DataFeed Watch by Cart.com

3.5

Bidding optimization: Products on sale is the biggest reason to modify bids

Product information used by marketers in creating custom_labels
March/April 2022 | DataFeedWatch anonymized data

0	2% 4% 6% 8% 10% 12% 14%

sale	13.39%
category	7.39%
bestseller	7.30%
product_type	5.94%
price	5.85%
collection	4.94%
title	4.57%
id	4.01%
brand	3.31%
offer	3.02%
condition	2.51%
sku	2.46%
tags	2.34%
color	2.33%
gender	1.99%
margin	1.97%
	1.92% availability
	1.88% item_group_id
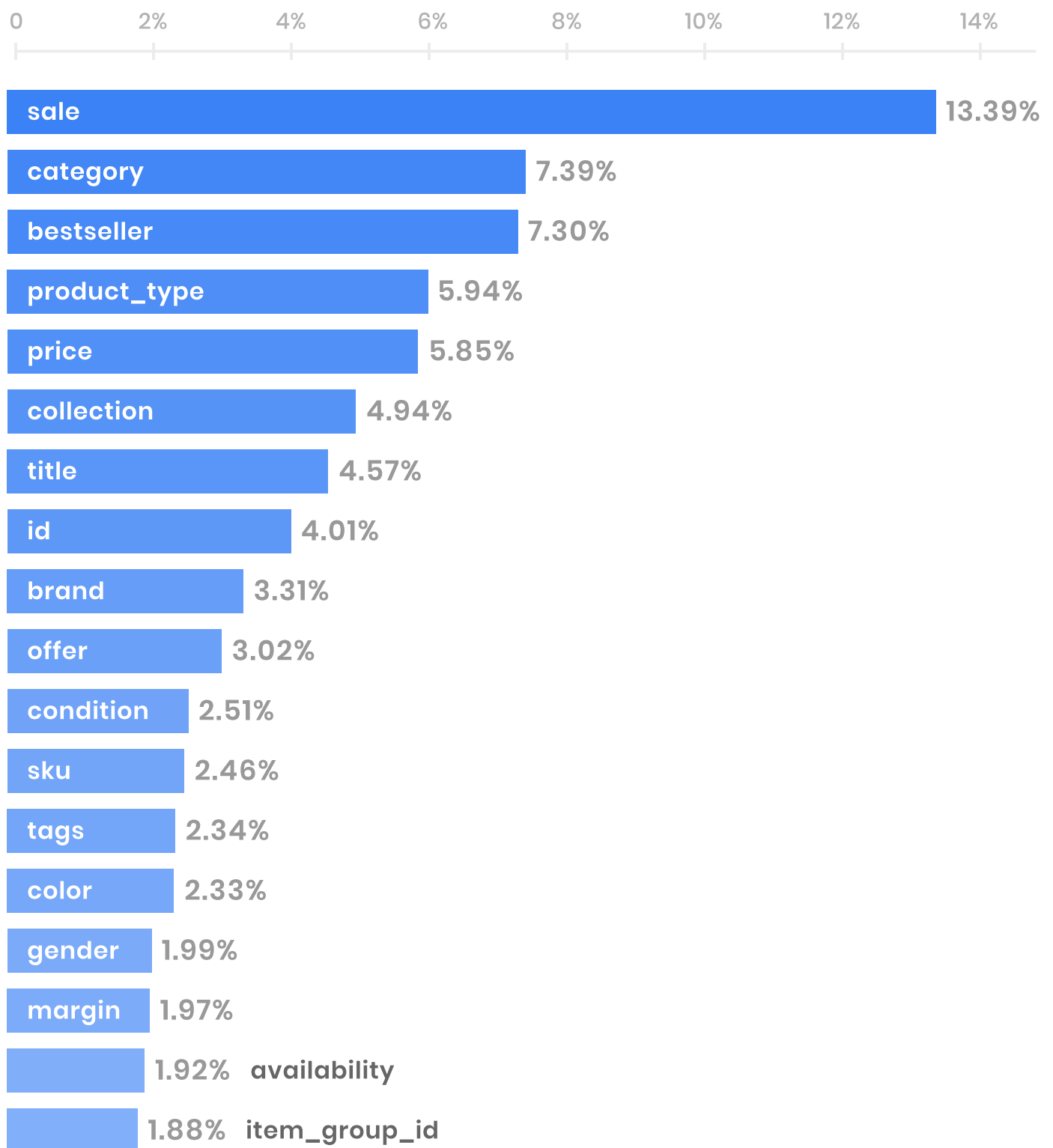
Percentage of advertisers

2 out of 5 eCommerce advertisers use custom_labels with the aim of increasing the ROI for their PPC campaigns. 13% of these advertisers create product groups based on if the product is in an ongoing sale. This happens nearly twice as often as the methods in the shared second spot: segmenting products by "category" and labeling products as "bestsellers".

+96% ROAS increase
thanks to margin-based
campaign segmentation

> **Explore the case study**

When analyzing the various attributes that serve as a base
for custom product groups, several factors stand out as main influences:

- The appeal of the product offer (sale, bestseller)
- Product category (category, product type, collection)
- Current product performance (bestseller)
- Pricepoint (price, sale)

Since custom_labels are commonly used for bidding optimization, one could assume the factors listed above are the primary angles advertisers consider when allocating ad budget.

Related resources

12 Powerful Custom Labels to Consider for Google Shopping Campaigns

How To Conquer Custom Labels for Facebook Dynamic Ads

[Case Study] 85% Increase in Revenue by Using Custom_Labels to Prioritize High Margin Products

The Errors

**Uncovering common data feed
pitfalls and practical fixes**

Methodology

The reports in this chapter are based on a data set snapshot consisting of over 2 million products from more than 400 Google Shopping feeds across 20+ countries. Feed issues analyzed vary in severity and type. The most common feed errors include missing data, incorrect data, and wrongly formatted feed attributes. Overall, 7% of products are affected by errors leading to product disapproval.

The data has been anonymized in order to protect the privacy and valuable business data points of DataFeedWatch customers.

Key insights

- Magento merchants struggle with almost 10% of products affected by feed errors, exceeding the industry average of 7%.

- Shopify sellers record the best result of data feed health with only 5.47% disapproved listings.

- Shipping and Image issues combined are responsible for almost 44% of all product ad disapprovals.

- 25.82% of titles across Google Shopping listings go above 70 characters, which means reduced visibility due to being trimmed.

Reports Inventory

> **Skip to the BONUS chapter**

DataFeedWatch by Cart.com

4.1

On average, 7% of product listings are not eligible for ads

Product disapproval in Google Shopping feeds
March/April 2022 | DataFeedWatch anonymized data

7%
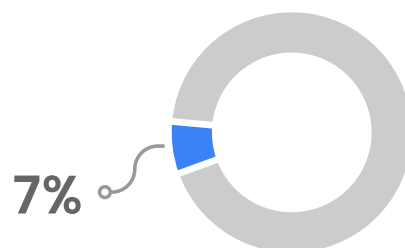
On average, **7% of all products included in Google Shopping feeds get disapproved** due to critical data errors. The main problem areas include shipping settings, images, and GTINs.

Disapproved products that are also bestsellers, and error messages that cause **account suspension**, may deepen the extent to which advertisers' performance is hindered.

Troubleshooting the feed in a data feed tool prior to submission, and getting familiar with the **data specifications**, helps prevent listing disapprovals.
For solutions to existing errors, refer to the bonus chapter that covers common error messages found in Google Merchant Center.

Tip for advertisers

Leaving error messages unaddressed for an extended period of time puts the Merchant Center account at risk of suspension - a status that can be difficult and time-consuming to recover from. If your active data issues will take time to resolve, **excluding the affected products** from the feed will mitigate the risk.

Related resources

35 Common Merchant Center Errors + How to Fix Them

6 Most Common [Price] Errors in Google Merchant Center - RESOLVED

How to Handle a Suspended Google Merchant Center Account

4.2

Magento sellers see the most product feed issues

Percentage of data errors in product feeds, by merchants' POS system
March/April 2022 | DataFeedWatch anonymized data

Percentage of products with errors

9.82% Magento	**8.27%** Woocommerce	**7.03%** Bigcommerce	**5.47%** Shopify

Product feed data source platform
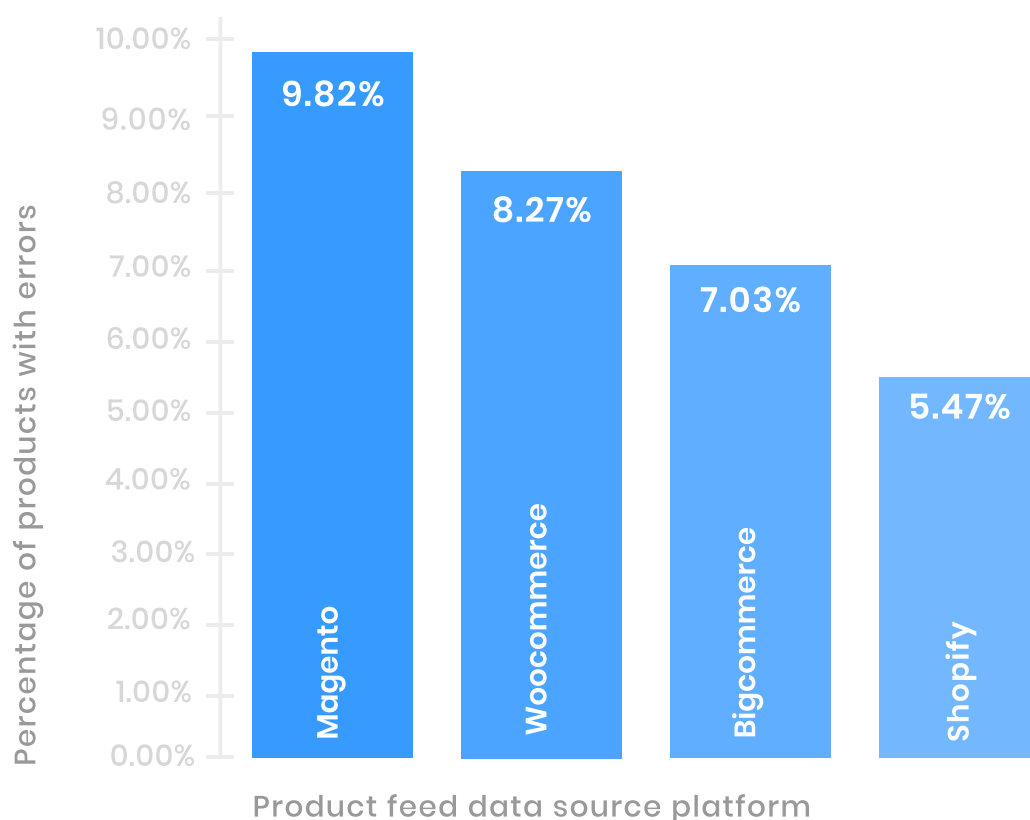
Merchants using Magento struggle with having almost 10% of their advertised products affected by errors. Although moderate, this result goes 40% above the average item disapproval rate, which stands at 7%.

BigCommerce and WooCommerce users land in the middle of the rank for feed issues. Shopify sellers enjoy the healthiest Google Shopping feeds, with only 5.47% of products impacted by errors. They close the rank with a result 22% better than the industry average.

The volume of feed errors is a likely indicator of the level of data management complexity within each platform. To simplify the process and take full control of the feed, marketers often integrate feed management software.

Tip for advertisers

Choosing the right Magento product types to advertise, and proper configuration in the data feed, are foundational elements to successful product listings.
More about different product types **here**.

Related resources

How to Properly Match Magento Fields with Google Shopping Attributes
How to Properly Match Shopify Fields with Google Shopping Attributes

4.3

Shipping and Image issues make up 44% of all data errors

Distribution of feed issues in Google Shopping feeds across error-affected products
March/April 2022 | DataFeedWatch anonymized data

Percentage of products with errors

| 0 | 4% | 8% | 12% | 16% | 20% | 24% |

shipping **23.49%**

image link **20.32%**

gtin **19.23%**

price **13.19%**

link **9.51%**

availabilty **9.28%**

2.07% item group id

2.91% other feed attributes
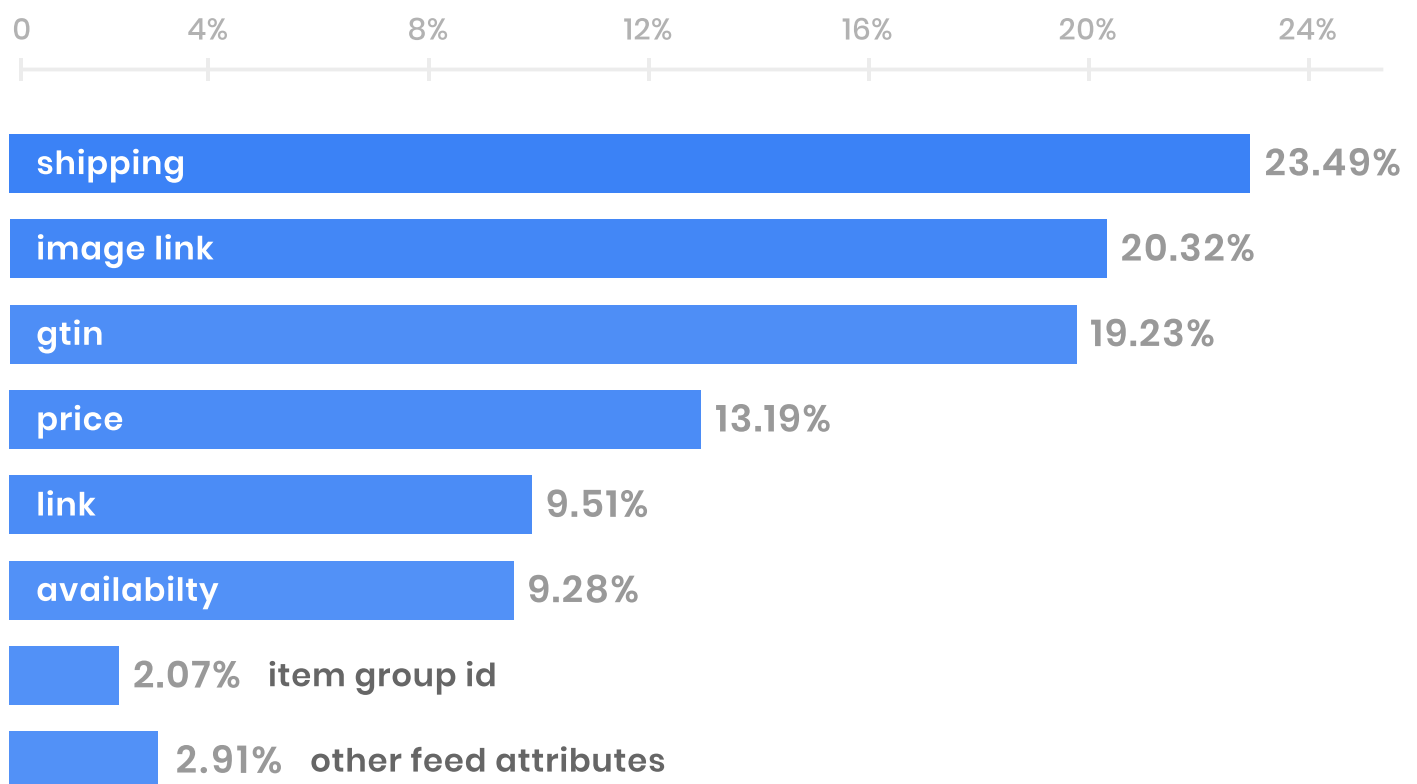
Shipping is the most troublesome piece of a product data set-up, causing 23.49% of product rejects. The dominating errors are too-high values submitted via [shipping_weight] and unspecified attributes (like missing shipping country). The correct shipping set-up has been described in-depth in this **guide**.

Image attribute issues are responsible for 20.32% of all disapprovals due to having a relatively high number of requirements. Top image errors include promotional overlays on images, images that are too small, missing or invalid images, and generic visuals. For suggested solutions, refer to **the bonus chapter**.

Note: Errors related exclusively to the merchant's policies or website (like "unavailable mobile landing page") have been skipped in this report.

Tip for advertisers

When submitting images for products in various colors, make sure to map your visuals in the feed to specific color options. That way you will avoid confusing shoppers and serving duplicate ads.

For more image best practices see our guide **7 rules to abide by with your Google Shopping Images**.

DataFeed Watch by Cart.com

4.4

Advertisers hit a 5.5% error rate with submitted GTINs

Validity of GTIN values submitted with feeds
March/April 2022 | DataFeedWatch anonymized data

VALID
94.47%

INVALID
1.40%

4.13%
NOT UNIQUE
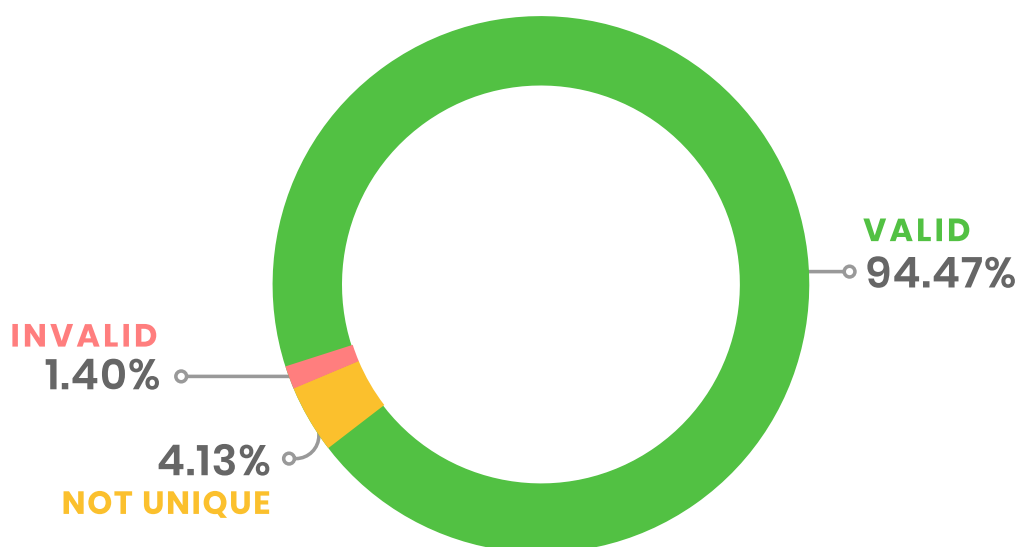
Unlike skipping GTINs altogether, **submitting incorrect values is penalized by Google with a product listing disapproval**. This problem touches 5.53% of products with submitted GTINs, with two types of issues adding up to the number: identical GTINs repeated for multiple products (affects 4.13% of items) and invalid GTINs (affects 1.4% of items).

Removing GTINs from the feed (for affected items) is an immediate fix a merchant may use to make their listings eligible. If proper product identifiers exist, it is recommended to overwrite the flawed data with correct values for better ad performance.

4.5

1 in 4 products gets their title truncated in Shopping ads

Length of product titles in Google Shopping feeds
March/April 2022 | DataFeedWatch anonymized data

70 CHARACTERS OR FEWER
74.18%

ABOVE 70 CHARACTERS
25.82%
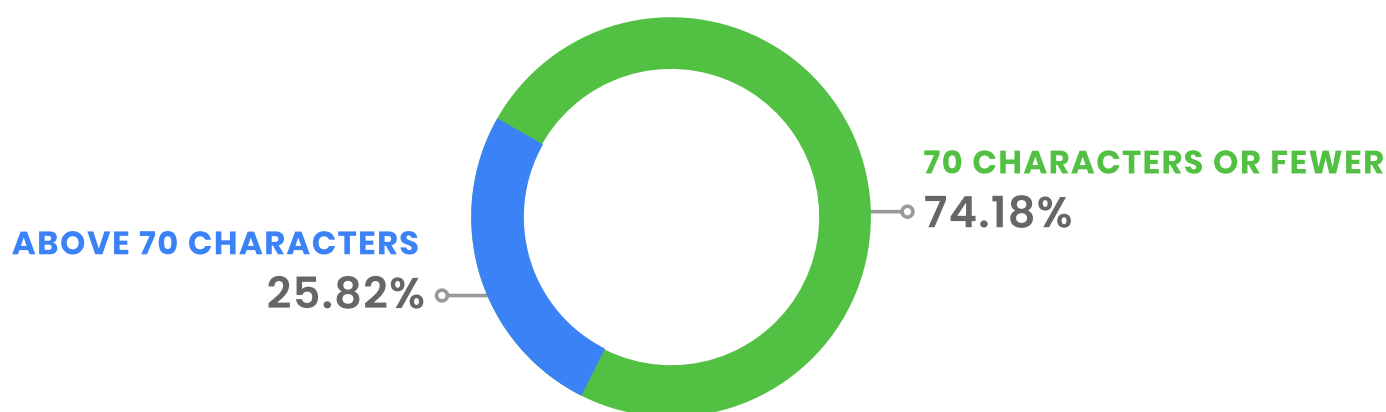
Google Shopping product titles have a total character allowance of 150, but are trimmed after 70 characters. 25.82% of titles across Shopping listings go above 70 characters, which means that important product data may not be visible.

Being one of the most important elements of the ad, titles should be evaluated from 2 strategic angles:

- **Ad serving:** Content in the title attribute influences query <> ad matching. Hence, using the full character limit to provide more context can potentially help the algorithm achieve better accuracy.

- **Consumers' point of view:** Creating titles with the most relevant information first focuses on shoppers' decision making process, likely impacting the CTR and consequently conversions.

+250% growth in clicks
after optimizing product titles

> **Explore the case study**

For a full overview of recommended practices for titles refer to this **guide**.

Tip for advertisers

Enhance titles by running automated experiments: Test 2 title structures simultaneously in your feed and identify the best performing configuration. **Learn more about this practice >>**

DataFeedWatch by Cart.com

Bonus

Practical guide to 10 common error messages in Google Merchant Center

This guide is dedicated to advertisers who currently have the following errors active in their Merchant Center account. Every error message is explained and followed by a suggested solution that can be carried out within the affected data feed.

For coverage of other common feed issues refer to **35+ Merchant Center Errors & How to Fix Them**.

Errors and solutions covered in this chapter:

> **Back to the table of contents**

1 Invalid value [gtin]

The 'invalid value [gtin]' error message is typically displayed when the value submitted contains additional (usually non-numeric) characters in the product code, or doesn't follow the standard formatting of GTIN types (UPC | EAN | JAN | ISBN). To pinpoint the exact cause, review the affected items through Merchant Center Diagnostics.

Solution

If the GTIN submitted contains dispensable characters, or is provided in the wrong format, it can be edited or replaced directly in the feed by using a data management solution.

Option 1: Overwrite values for selected products

Example feed rule overwriting the original value for a specific product | DataFeedWatch

Option 2: Remove specific characters

Change values for "gtin"

Mapping type:

Remove single value ▼

Input:

⌨ - ▼

☐ use regexp

Example feed rule to remove a redundant character | DataFeedWatch

Option 3: Use a regular expression to fix an issue that follows a pattern in bulk

Change values for "gtin"

Mapping type:

Remove single value ▼

Input:

⌨ [a-z] ▼

☑ use regexp

Example feed rule to remove a range of characters using regex | DataFeedWatch

2 Promotional overlay on image [image_link]

Promotional overlay in the form of CTAs, logos, watermarks, or similar elements is not allowed on images. The product should be presented against a plain background.

Solution

Edit or replace the affected images.

Option 1: Enable automatic image improvements in the Merchant Center
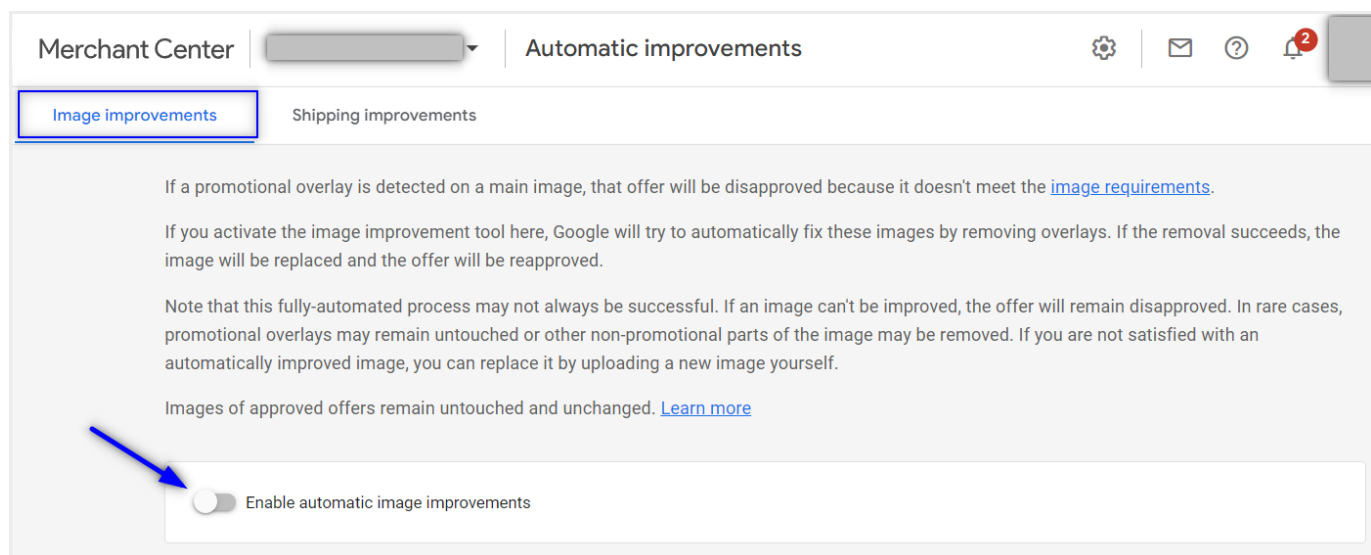
Google Merchant Center Automatic Improvements Settings

When enabled, Google's system will automatically remove the redundant elements from images. The success rate of this method is not at 100% yet. Therefore, if the system's attempt to fix the image fails, resort to the 2nd option.

Option 2: Change the assigned image

Assign another image (make sure it's one without extra elements) representing the product by editing the data feed. Then fetch the feed in your Merchant Account again.

Replacing images for selected products | DataFeedWatch

3 Image too small

Submitted images that don't meet Google's minimum size requirements, which stand at 100x100 pixels, or 250x250 for products within the apparel category.

Solution

Change the image assignment in the feed. Refer to error #2 for a practical example of a feed rule (see above).

4 Mismatched value (page crawl) [price]

The price for the product submitted in the feed doesn't match the price found on the product landing page.

Solution

The method depends on the exact cause of the error.

Cause #1: Errors present in your structured data markup

If you've verified that your data feed contains the correct prices, the error is likely generated by issues in your structured data markup. The solution needs to be carried out on your store's website by editing the data markup settings. More guidance can be found in this **article by Moz**.

Cause #2: Prices in your store change more often than your data feed is being refreshed in Google Merchant Center

Increase the frequency of feed updates by using an API or **FTP upload method**. Remember to **match the update schedule** in Google Merchant Center with when your shop and data feed is synced.

Cause #3: Wrong input was submitted in the [price] attribute

Review and edit the data assignment for the [price] attribute to pull the current product price from your store.

Reviewing product data imported from the store | DataFeedWatch

5 Missing value [image_link]

The image attribute in your feed was submitted when empty.

Solution

Assign available visual assets from your store in the data feed, or exclude products for which images don't exist. This error can also be easily detected, and prevented, by **running a feed review** prior to submitting the feed to Google.

Option 1: Image assignment based on the availability of visuals

Example image assignment | DataFeedWatch

Option 2: Product exclusion

Product exclusion based on availability of visuals | DataFeedWatch

6 Unsupported value (reserved) [gtin]

The GTIN submitted hasn't been released for use yet by GS1. It's reserved for future use.

Solution

If you don't have the correct GTINs at your disposal you should contact the manufacturer or get in touch with **GS1**. If you are based outside of the US, refer to **this resource**. Until you have obtained valid GTINs, consider clearing the feed attribute for affected products to eliminate disapprovals of product listings.

Removing incorrect GTINs from the feed for products affected by errors | DataFeedWatch

7 Incorrect value [identifier exists]

The [identifier_exists] product attribute is incorrect for 1 of 3 reasons:

- **It's incorrectly 'true':** The value of the attribute is set to 'TRUE' for items that don't have identifiers

- **It's incorrectly 'false':** You've marked this attribute as 'FALSE' but Google recognized the items submitted as products with existing identifiers

- **The value submitted is outside of the accepted range:** 'TRUE' or 'FALSE'

Note: If this attribute is not present in your product data, Google assumes its default value ("TRUE") for all submitted products.

Solution

Adjust the value submitted in the [identifier_exists] attribute accordingly to the root cause of the error. Remember to leave the identifier fields (GTIN, MPN & brand) empty for products that you are labeling with "FALSE".

Find full, step-by-step instructions for fixing this error in this **guide by DataFeedWatch**.

8 Invalid image [image link]

Images submitted are either inaccessible or in a non-accepted format.

Solution

Review your image file location to ensure it is accessible to third parties, and that the image format used is one of the following: JPEG, WebP, PNG, GIF, BMP, TIFF.
If needed, reassign image data in the feed to different product images (see solution for **error #2 'change image assignment'**).

Allow Google to conduct a quicker verification of the solution and product approval by submitting the images for affected products under a new URL.
Image crawling for images submitted under the same URL will come with a delay.

9 Generic image

Images provided must display the product offered in a clear way and as a main focus of the visual. If you are seeing this error it means some of your images don't meet this requirement, or that you've used a placeholder image.

Solution

Option 1: Review and change the image assignment for the affected items

If your store holds several images for each product, try selecting one of the remaining visuals that meet Google's criteria.

Replacing images for selected products | DataFeedWatch

Option 2: Exclude products for which a proper image doesn't exist

When the correct image is not available, it is best to remove the affected items from the feed to keep your Merchant Center account error-free. Use the Merchant Center Diagnostics report to gather a list of products with generic images and create an exclusion rule based on product IDs to remove disapproved items.

Excluding a list of selected products with errors | DataFeedWatch

10 Invalid value [google product category]

The category name or ID submitted doesn't match any category in the Google product taxonomy. When categorizing your products in the feed you can only use the full path of your desired category,
eg. "Apparel & Accessories > Clothing > Dresses", or its ID e.g "2271".

Solution

The solution will depend on whether you'd like to leave the categorization up to Google, or prefer to have full control over it yourself.

Option 1: Leaving categorization up to Google

Whenever you don't submit any information for the [Google_product_category] attribute, Google will automatically categorize the products submitted to Merchant Center. If this option sounds good to you, simply skip the category attribute when re-submitting the feed and the error should go away.

Example of mapping to skip manual categorization in the Google Shopping feed | DataFeedWatch

The downside of this solution: the automated assignment may at times be inaccurate, which is the reason some merchants opt for deciding on the category themselves.

Option 2: Fixing categorization

To fix the issue for affected items, review the errors list (in the Merchant Center Diagnostics) and then:

- Compare the values submitted with the **latest version of Google taxonomy**. Next, make edits in your product feed accordingly.

OR

- Leverage a semi-automated categorization through feed management software (no need to review the taxonomy). By using simple rules, or by matching your internal categorization with the accepted categories, you can categorize products individually or in bulk.

Example rule to assign pre-loaded categories to clothing items | DataFeedWatch

Example of matching in-store categories with Google product taxonomy | DataFeedWatch

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DataFeedWatch
by cart.com

Schedule Your Feed Management Consultation

Connect with DataFeedWatch experts for a complimentary session to analyze opportunities for your feed-driven PPC campaigns.

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