ACADEMY

Create Your Library of Feed Rules, AKA Internal Fields

After linking your store's product data with DataFeedWatch you will be prompted to create a **library of master feed rules**. We call it *Internal Fields*.

Different e-commerce channels may require a different set of data, different feed formats, and may even have their own names for feed attributes. Think of *Internal fields* as a universal template, thanks to which you can create optimized feeds for multiple channels in an easy and efficient way.

Let's take a look at a real-life example.

You are looking to list your products on Google Shopping, Amazon, and Criteo, and you want your feed in the best possible shape. You've decided to optimize your product titles. Following best practices, you created a feed rule that makes your product title more specific and relevant. You also ensured that all other fields are mapped correctly and you save your collection of rules.

Once your internal fields library is mapped, you can proceed to **add channel feeds**. Upon adding them, the **auto-fill feature will match the internal fields you created with the required attributes**. This means your optimized title structure will be applied to all channels, without you having to re-create the set-up each time.

You can change it at any point and select a different internal field or one of the original fields downloaded from your store to adjust the set-up of a specific channel. It's easy to tell them apart by the field symbol. **A shopping cart indicates an original, raw field from your store, and DFW logo is used to mark your internal fields.**

To change a feed rule for many channels at once, jump back to the Internal Fields and apply adjustments there. All feeds that are using the adjusted internal field will be automatically updated with the newest changes.

In summary *Internal fields* allow you to:

- Create universal feed set-up that can be re-used for multiple channels
- Apply changes to multiple feeds at once
- And even create new fields, such as profit margin, that enable advanced feed optimization tactics