



Export Your Product Feed

At any stage of creating and optimizing your product feed, you may want to take a holistic view of what your output feed currently looks like. That way you can get a better feel for which areas of your feed require more attention and optimization.

There are 3 ways you can go about it:

- **First, you can export your output feed to a file**

To do that, open the dropdown to the right side of your channel feed and select *Export Output feed to File*. Then you'll be given an option to choose the desired format: csv. File, Excel file or a more technical one - XML file.

- **Another way to access your output feed overview is to visit the feed link**

Feed link is automatically generated for every feed you create. It's your product data located under a live URL. In this case, the format depends on the default feed format set-up for a specific channel. For example, Google Shopping feed will be available in an XML format. Access it by clicking on the link icon under Feed URL column.

- **Last but not least, you can take a closer look at your output feed by going to Show Feed**

Access it from the same dropdown menu we used in the beginning. In this view, you will be able to look closely at all products included in the feed or even individual products. You can also use filtering to zoom in on a specific product group.

That's it! Now that you know the state of your feed, it's time to further optimize it for your channel of sale.