

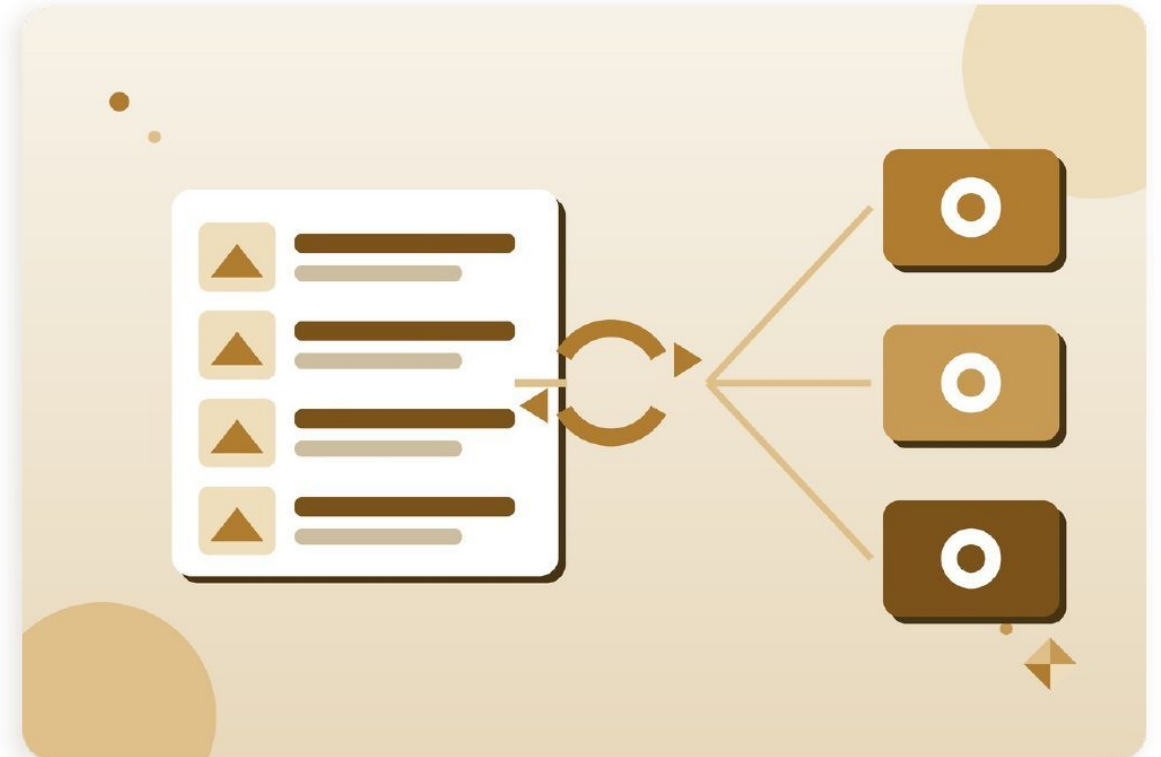
## TECHNOLOGY SERVICE

# Product Feed Management

Dynamic and shopping campaigns are only as good as the product feed behind them. We build, optimise and maintain product feeds — cleaning data, enriching attributes and keeping everything in sync with your advertising channels — so your ads stay relevant and your coverage stays strong.

**WHAT FEED MANAGEMENT DELIVERS**

- Clean, enriched and well-structured product data
- Feeds kept in sync across advertising channels
- Better coverage and relevance in dynamic campaigns
- Stronger performance from shopping and retargeting



**Clean feeds that power relevant, dynamic campaigns.**