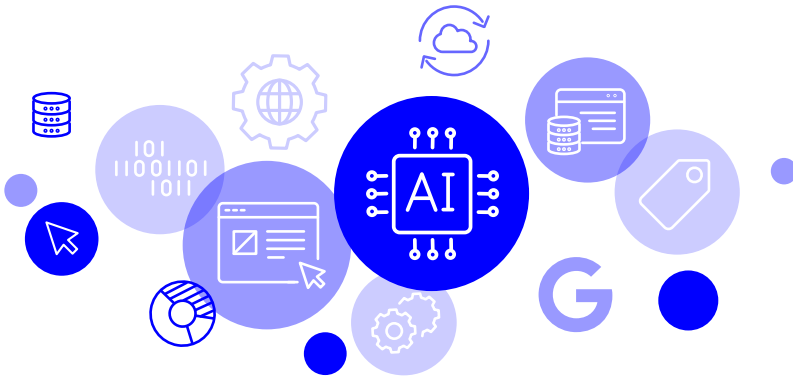


The AI Advantage in Data Feeds

In a year-long study of over 100,000 products in Google Merchant Center, VersaFeed consistently improved both engagement and conversion rates (CVR) by enhancing product feeds with AI.



Challenge

Google's stringent data feed requirements are challenging for merchants to meet. How can AI help improve compliance and boost performance by filling gaps in product data?

Solution

VersaFeed used proprietary AI tools and randomized A/B testing to both optimize existing data and generate missing item attributes:

- **Data Optimization:** Enhanced existing [title] and [description] attributes to add relevant product details and keywords.
- **Data Generation:** Filled in missing or incomplete data, such as [color], [size], [material], [pattern], and created new attributes including [product_highlight] and [product_detail].

Results were collected over a comprehensive 12-month test period, providing valuable, actionable insights.

Results

AI Optimization

Increased CVR by attracting quality, high-intent shoppers.

TITLES

+9.3% CVR

DESCRIPTIONS

+5.5% CVR

AI Generation

Increased visibility and engagement by synthesizing missing data.

COLOR/SIZE/MATERIAL/PATTERN

+3.7% CLICKS

PRODUCT_HIGHLIGHT/PRODUCT_DETAIL

+2.3% CLICKS

By both optimizing data and generating new attributes, AI can significantly improve impressions, clicks, and CVR in Google Shopping!

Contact us to supercharge your product data with AI.

www.versafeed.com/ai