

COMPLETE ECOMMERCE SHOPPING FEED MANAGEMENT

"Feeding" Rapid Success -
Across Platforms



We challenge you to rethink your shopping feeds and ecommerce in general.

Companies around the world are looking for the ecommerce edge to gain control and grow their brand market share. We work with growth-minded companies that expect results.

We combine our people, technology stack, and proven data-driven framework to deliver exceptional ecommerce results for our customers.

As with all our products, Shopping Feed Management is a strategic imperative and included with all our ecommerce packages.

Our proven approach has helped hundreds of companies like yours to scale their business.

Experience the power of award-winning digital advertising with best-in-class product feed management.



YOUR STRATEGIC ECOMMERCE POWERHOUSE



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Supercharging Bidding Strategies

We take a “ROAS-first” approach to feed management and bidding strategies, leveraging everything from automation and day parting to robust audience targeting and remarketing. This programmatic approach helps you outperform the competition—without overspending for results!



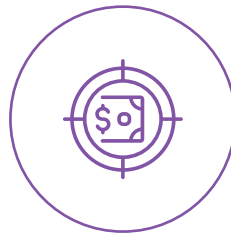
Ad Placement Gets Granular

Nothing is created equal when it comes to strategic ad placement. Fueled by your ROI goals, our experts dig deeper to uncover the most valuable ad placement opportunities—putting your message in the right place at the right time in order to rapidly scale your success.



Budgets Are Not Created Equal

When it comes to ecommerce, it is more important to know “where” your budget needs to go than “what” your budget is. Data from your campaigns reveal the ad platforms and ecommerce feed placements that provide the greatest margin and returns. ROI and ROAS are always top of mind.



Targeting That Dives Deeper

Targeting strategies will make or break your ecommerce success. We not only pinpoint who your most valuable audience is but we also understand what drives their purchasing online. Our award-winning targeting capabilities leverage every stage of the sales funnel so no opportunity falls through the cracks.



Shrinking Optimization Timelines

When we save time, you save money. There is no “plug-and-play” at National Positions and getting you results is our number one priority. Our experts “bake in” agile campaign testing and shopping feed optimization from day one—helping your campaigns and shopping feeds scale success faster.

ECOMMERCE FEED DATA ADVANTAGE



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Shopping Feed Data Injects Intelligence

More data means more opportunity for growth. Through proactively layering shopping feed performance data into your ecommerce shopping campaigns (and vice versa) we can rapidly spotlight your highest performing products. This lets you move more products—on more platforms—in less time.



Fueling Machine Learning Speeds

Machine learning thrives on data—using product feed metrics in your ad campaigns provides a data-rich fuel source for quickly optimizing campaign performance. With the ability to leverage thousands of data points in seconds, machine learning is an essential ingredient for ecommerce success.



Optimizing Platform Success

A single keystroke, missing category, or product description requirement can hamper your product/shopping feed success. If placement is suppressed, your data will be skewed and success will be an uphill climb. Our team ensures your ecommerce feeds are flawless on every shopping platform.



Rapid Testing Capabilities

When we say “hands-on” we mean just that. Not only is every aspect of your campaign—from design to technical requirement—handled by our in-house team, we proactively test every creative and technical aspect of your campaign. Nothing is left to chance—ever.



Only Working Smarter

The only true path to ecommerce success comes from leveraging every piece of valuable data to uncover the “Goldilocks zone” for your brand’s campaign. Doing the right thing means working smarter to maximize your budget and amplify your success. We don’t give you “every” strategy—just the “right” ones that align with your ROI goals.

ELIMINATING ENDLESS FEED & CAMPAIGN GUESSWORK



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TROAS Realization & Clarity

Combining your custom strategy and robust data lets you realize the True Return on Ad Spend (TROAS). What shopping feeds are truly feeding your bottom line? What ad campaigns drive the greatest ROI? What impact are your campaigns fueling in-store and online? Success attribution is closer than ever because we have eliminated the guesswork.



Precision Feed Management

Our shopping feed management focuses on “how” your products are represented just as much as “which” shopping feed platforms you are on. Every product, description, and image is an opportunity that we optimize with precision. If there is an opportunity—we will optimize it.



Your Success Is Personal

Why is National Positions a partner and not just a product? Because we take your success personally. We have seen the damage that “hack” agencies can do in very little time. After over 15 years of success, nobody knows like we do that we only succeed when you do. We win when you do.



You Still Call the Shots

Ecommerce marketing, advertising, and product feed management may be our business, but it is your investment. Before any campaign is launched our team reviews every aspect of what is to come so you understand our strategy and how it aligns with your goals. You still approve and call the shots.



Know Your Impact—Anytime

Total transparency is one of our core values. You have the right to know the impact of your campaigns and have access to your success metrics. To this end, we provide anytime access to our Insights Dashboard where you can log on and see what is happening...or you can call your team directly on speed dial!

CONCLUSION

You can see that in the ecommerce world shopping feed management is a critical ingredient for rapid and scalable success. By eliminating the complexity that comes with building product feeds and streamlining your campaign holistically, you reduce your time investment and are able to get back to business.

We provide your product/shopping feed setup, optimization, and management—**100% included alongside your ecommerce shopping campaign management**—no questions asked. Why? Because your success is our success, and feed management adds far too much value to be “added later.”

We like to say that National Positions shopping feed management is not a “product”—it is a partnership. This partnership is built on your goals and our strategies to drive long-term success through complete ecommerce management.

It's time to think “beyond the feed” and discover what success can truly be.

- Bernard May, CEO National Positions



LEARN MORE

There you have it! Now that you know all about us, we're excited to get to know you and your brand. Contact us to set up a complementary Digital Marketing Audit. Act now if you are serious about taking your business growth to the next level.



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