



RetailBackboneSM
.com
CONNECT | STREAMLINE | CUSTOMIZE

Dynamic Data Feeds

Retail Backbone White Paper

Introduction to Dynamic Data Feeds

With so many sales channels available on the web today, it's becoming a daunting task to manage them all. Not to mention the hours of research and experimentation to determine what is even worth the time and expense. After a quick initial setup, Retail Backbone's dynamic data feeds solution leverages data from the inventory software you're currently using to automatically populate as many sales channels as you deem profitable, and as often as you deem necessary.

With experience on our side, we are able to quickly setup your business with the largest channels available in the industry today. This will eliminate the hassle of specification documents and configuration requirements.

Current dynamic data feeds include:

- Amazon
- AvantLink
- NexTag
- Google
- Shopping.com
- Become.com
- Shopzilla
- Price Grabber
- The Find
- Traffic Leader



Let us put the data at your fingertips! Retail Backbone can quickly create a custom solution to suit your needs.

Managing Feeds is Easy!

With an intuitive interface, you can see all jobs responsible for generating and promoting your data feeds at a glance. For clients managing a large amount of feeds, the list is easily filtered allowing you to quickly find what you are looking for. View schedule information, last run times, and even run jobs on demand to ensure a fast turn-around on last minute product changes.

The screenshot shows the 'Manage Dynamic Data Feeds' interface. At the top, there is a 'Job Information' section with fields for Name, Level, Frequency, and FTP File Name, along with 'clear' and 'search' buttons. Below this is a table listing various jobs:

Job ID	Name	Level	Frequency	Last Run	Edit	Remove	Run
1	Amazon	InStockProductStyles	Daily	Dec 12 2011 5:30AM	edit	remove	run
19	AvantLink Feed	InStockProductStyles	Daily	Dec 12 2011 5:32AM	edit	remove	run
2	Become.com	InStockProductStyles	Daily	Dec 12 2011 5:30AM	edit	remove	run
3	Google Base	InStockProductStyles	Daily	Dec 12 2011 5:31AM	edit	remove	run
4	NexTag	InStockProductStyles	Daily	Dec 12 2011 5:32AM	edit	remove	run
5	PriceGrabber	InStockProductStyles	Daily	Dec 12 2011 5:31AM	edit	remove	run
6	Shopping.com	InStockProductStyles	Daily	Dec 12 2011 5:31AM	edit	remove	run
7	Shopzilla	InStockProductStyles	Daily	Dec 12 2011 5:31AM	edit	remove	run
8	TheFind	InStockProductStyles	Daily	Dec 12 2011 5:32AM	edit	remove	run

An 'Add New Job' button is located at the bottom right of the table.

It's all in the Details

Quickly modify details of a particular job right down to specifying a custom formatted output file. Job scheduling allows you to automatically run the job as often as needed, at any times you specify. Schedules can be configured to

The screenshot shows the 'Edit Dynamic Data Feed' interface. It includes sections for 'Job Information' (Job Name, Feed Level, Output Format, Column Headers, Field Mappings), 'Schedule Information' (a table with columns for ID, Frequency, Run Time, Initialize Feed, Active, Edit, Remove), and 'Filtering Rules' (a table with columns for ID, Rule Name, Edit, Remove). A 'Save Changes' button is visible at the bottom right of the job information section.

ID	Frequency	Run Time	Initialize Feed	Active	Edit	Remove
23	Daily	5:00 AM	Yes	Yes	edit	remove

ID	Rule Name	Edit	Remove
80	Filter on WebReady	edit	remove

generate initialization feeds, including a full list of all products, or incremental feeds including only products that have changed since the last feed was run, reducing the time required to generate and transfer data feed files. You may not want or be allowed to list all of your products on every channel available. Easily define what to include and what to exclude from a particular feed by creating filtering rules on a per job basis.

Retail Backbone's Dynamic Data Feeds can increase your visibility and sales while saving you an abundance of time and expense.

Mapping it all Together

Field mappings are the core functionality of all dynamic data feeds. This is where we turn complexity into convenience as every e-commerce channel has different specifications for the files they expect to receive, right down to differing field names and an acceptable type/length for associated values. Link defined fields to the data already stored within Retail Backbone by selecting a source field. Available Retail Backbone fields will be automatically populated in a dropdown based on the type of data feed your creating. You can set default values for fields for scenarios where no data is present within Retail Backbone or where all output values are the same for a particular field, such as company name. For more complex mappings and calculated default values, our staff can quickly create a custom solution.

Edit Dynamic Data Feed Field Mappings

[Manage Dynamic Data Feeds](#) » [Edit Dynamic Data Feed](#) » Edit Dynamic Data Feed Field Mappings

Field Mappings for AvantLink Feed:

ID	Retail Backbone Field	Output Field Name	Data Type	Length	Default Value	Edit	Remove
416	PFID	SKU	string	100		edit	remove
417	MPN	Manufacturer ID	string	100		edit	remove
418	VendorName	Brand Name	string	100		edit	remove
419	ProductName	Product Name	string	500		edit	remove
420		Long Description	string	1000		edit	remove
421	LongDescription	Short Description	string	1000		edit	remove
422	CategoryTree	Category	string	1000		edit	remove
423		Subcategory	string	100		edit	remove
424		Product Group	string	100		edit	remove
425	ImageURL	Thumb URL	string	1000		edit	remove

1 2

Add/Edit Field Mapping:

Retail Backbone Field: Output Field Name:

Output Data Type: Output Length:

Output Default Value:

CONTACT US

For more information about Retail Backbone or to schedule a demo, please email us at info@retailbackbone.com or visit our website: www.retailbackbone.com