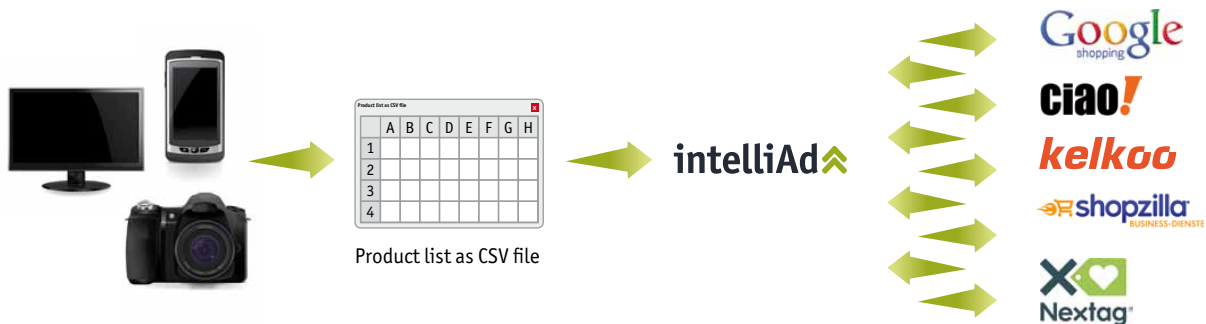


Price Comparison Tool

The intelliAd Price Comparison Tool exports products from e-shops into price comparison portals, such as Google Shopping, pricegrabber, Shopping.com, Nextag, Shopzilla and Kelkoo. intelliAd provides individual settings for controlling your ads based on performance factors like clicks, margin, CPO and ROI in the price comparison sites. In addition, a daily server upload ensures that only current products are shown. Through data exchange between price search engines and your Google Adwords account, successful products are identified for more focused advertising. The result is decreased time and costs and increased sales.



Daily data exchange between online shop, intelliAd and price comparison engines

What can the product do?

- ✓ Export products to over 20 comparison engines
- ✓ Automatically adapt product lists to the required format
- ✓ Track performance for individual products in each price comparison site
- ✓ Adjust CPC prices in price comparison engines with Bid Management
- ✓ Analyze search queries in price comparison portals to discover new Google Adwords keywords
- ✓ Identify successful products in price comparison sites and increase corresponding CPC for your ads in Google AdWords
- ✓ Securely upload product lists in CSV format
- ✓ Increase conversions and ROAS

Who benefits from the product?

- Helpful for online stores with a large product portfolio
- Retailers advertising their products in various price comparison engines

Customer Review



“We finally only need one product list as the basis for all price comparison portals. The automatic export saves us a lot of time and offers interesting insights on the success of the products.”

Michael Spang, Head of Online Marketing, Betzold