ChannelAdvisor Managed Services for Retail Content Management

Streamline product content creation and optimisation, at scale, for your retail partners

More and more selling destinations require high quality product data and retailers are no exception. Many retailers even reward brands' optimized content by giving the products added visibility, as enhanced product data improves chances to show up in search results on retail pages.

Each retailer can have their own unique data requirements and preferred delivery method, making it increasingly difficult for brands to keep up. Manually managing the content for retailers is error prone and can cause chargebacks.

Streamline product data optimization with ChannelAdvisor Managed Services for Retail Content Management

ChannelAdvisor Managed Services for Retail Content Management helps brands to store, optimize and map product data to a retailer's native product template by leveraging our robust data transformation engine.

Save time	Protect brand equity	Ensure compliance and consistency
Scale your reach	Improve visibility	Improve shopper experience

We provide a strategic partnership for:

- **Product data optimization:** We work with you to determine the best optimization strategy based on your catalog and retailer requirements

- **Compliance and data enhancement:** The Managed Services team leverages our robust data transformation engine to optimize your product data and map it to each retailer's native product template

- **Error resolution:** Our team ensures each error is resolved in a timely manner

- **Quality Assurance:** Next to leveraging constant monitoring and timely error resolution, we ensure no opportunity is missed by running regular template and data audits

Interested in learning more?

To find out more about ChannelAdvisor Managed Services for Retail Content Management and how we can help you grow your business, email us at marketinginfo@channeladvisor.com or call 866-264-8594
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