



Powered by Searchspring, Intelligent Reach, and Klevu

Drive Google Shopping Performance with Smarter Product Feeds

Your Playbook for Optimizing Data, Converting Shoppers, and Scaling Revenue



Title: Men's Modern Jogging Shoes



Category: Shoes > Men > Sports

Conversion Uplift





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Off-site product discovery deserves a smarter strategy

Discovery now starts upstream.

For ecommerce brands, Google Shopping is often the first—and most critical—point of product discovery. It's the ultimate growth channel, shaping not just what gets seen, but what gets sold.

Media strategies have evolved, but most product data haven't. Many retailers' feeds remain underoptimized, overly complex, or stuck in reactive mode—limiting reach, draining resources, and leaving revenue on the table.

This guide positions the product feed as a growth engine. We'll explore how leading retailers use intelligent data structuring, automation, and experimentation to drive greater performance with fewer resources.

You'll learn:

- Why poor product data is the #1 barrier to visibility
- How structure, not spend, drives relevance
- What experiments move the needle across titles, attributes, and images
- How Athos Commerce makes optimization scalable through the advanced ecommerce capabilities of its Intelligent Reach solution

It's not just about making your feed compliant. It's about making it competitive.

Let's get started.



Section 1: The state of Google Shopping today



Title: **Leather Crossbody Bag**



Category: **Women > Bags > Crossbody**

Price: **\$120 (15% off)**



Title: **Bag for Women**

Category: **Accessories > Bags**

Price: **\$120**





Discovery is moving faster. Most feeds aren't.

Retail teams are under increasing pressure to deliver better results on Google Shopping. While ad costs rise and competition intensifies, most product feeds are still built for compliance, not conversion. Feeds are often seen as a one-time setup rather than a continuously evolving driver of growth, and it's costing brands visibility, efficiency, and real revenue.

The feed gap is widening

Shopping algorithms now prioritize context, behavior, and product relevance, but many retailers' feeds still reflect outdated structures. Whether it's including internal naming conventions, flat hierarchies, or generic attributes, they're not built to effectively engage and convert.

The result? A widening performance gap driven by:

- Titles that don't match shopper intent
- Misaligned categories that limit discoverability
- Descriptions that are too vague to convert
- Static fields that can't keep up with market shifts

When this happens, what should be your most powerful signal to Google becomes your weakest link. That's because many performance issues originate earlier than expected—not with the algorithm or ad strategy, but with how product data is modeled, enriched, and deployed.

When feeds are reactive or rigid, visibility suffers. When they're structured to learn and adapt, results accelerate.



Optimization isn't a fix. It's a framework.

Top-performing retailers react faster and structure their feeds more strategically. They've moved beyond chasing errors to building feeds that are testable, dynamic, and aligned to how customers actually search.

Athos Commerce offers the feed optimization and experimentation capabilities of Intelligent Reach solutions to equip ecommerce teams with the tools to structure more intelligently, adapt faster, and scale discovery across every channel.

Common mistakes to avoid

Even with the right intentions, it's easy to fall into patterns that quietly limit outcomes. Some of the most common mistakes we see and why they matter include:

- **One-size-fits-all product titles:** Using the same structure across thousands of SKUs misses opportunities to align with real search behavior.
- **Overuse of filters and exclusions:** Filtering your feed to control budget can unintentionally suppress high-converting products.
- **Generic or missing attributes:** Lack of detail in fields like color, size, material, and brand reduces ad relevance and disqualifies listings.
- **Manual updates that don't scale:** Relying on spreadsheets or development tickets creates delays that slow time-to-market.
- **No experimentation:** Without structured testing, teams rely on assumptions and miss out on compounding returns.



Feed Optimization Do's and Don'ts

Do:

- *Build product titles around real shopper search behavior*
- *Enrich product attributes with useful details (brand, size, material)*
- *Structure categories to reflect how customers browse*

Don't:

- *Use one-size-fits-all title structures*
- *Rely solely on spreadsheets for updates*
- *Leave important attributes blank or too generic*



Section 2: Why product feeds still matter



grain free dog food



Edgard & Cooper **Grain Free**
Wet Adult **Dog Food** 6×100g

\$10.00





Your feed is your foundation for discovery

It's easy to think of product feeds as a behind-the-scenes function—important, but secondary to bidding strategy or ad creative. In reality, your feed is the primary input shaping what shows up, where, and for whom. The best media strategy in the world can't fix product data that isn't relevant, structured, or complete.

Google Shopping algorithms don't read your brand story. They read your feed. They surface a product because of a structured title, suppress it because of a mismatched category, and favor it because it indicates real-time availability and shopper context. If your feed can't communicate product truth with clarity and precision, your visibility suffers regardless of how much you spend.

The impact extends beyond Google Shopping as well. A healthy feed drives results across more than 1,500 media and commerce destinations, each with its own formatting logic, requirements, and best practices. From Meta to marketplaces, feed precision fuels visibility, relevance, and scale across every surface that counts.

More relevance. Less guesswork.

When product data is structured intelligently, every part of the shopping journey improves:

- Search engines match products to real shopper intent
- Marketplaces deliver more consistent results
- Merchandisers gain flexibility to shape discovery strategy
- Shoppers quickly see the products they want

It's not about gaming the algorithm. It's about giving every channel exactly what it needs to make your products both discoverable and desirable.



Optimization starts with control

Through its Intelligent Reach capabilities, Athos Commerce gives teams control over every dimension of product data, including:

- Feed logic
- Channel-specific formatting
- Attribute enrichment
- Category alignment
- Real-time change deployment

Far from being just technical, this approach is both practical and strategic. When you control your feed, you control the conditions of product discovery.

The four pillars of Google Shopping success

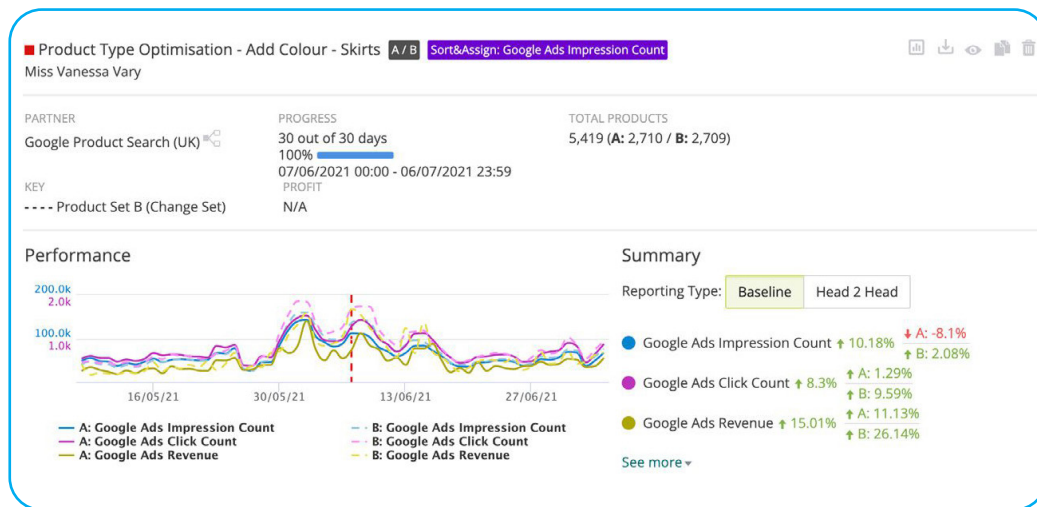
Savvy retailers treat feed optimization as one part of a connected performance system built on four key pillars:





- **Feed optimization:** Ensure your titles, categories, and attributes are accurate, enriched, and aligned to real search behavior.
- **Custom labels:** Organize your catalog by business goals—not just product taxonomy—to enable strategic bidding and reporting.
- **Content experimentation:** Use structured testing to understand which data combinations drive better results.
- **Campaign management:** Align feed performance with budget allocation, promotional timing, and seasonal goals.

The more fluidly you can move between these pillars, the faster and more predictably you'll grow.



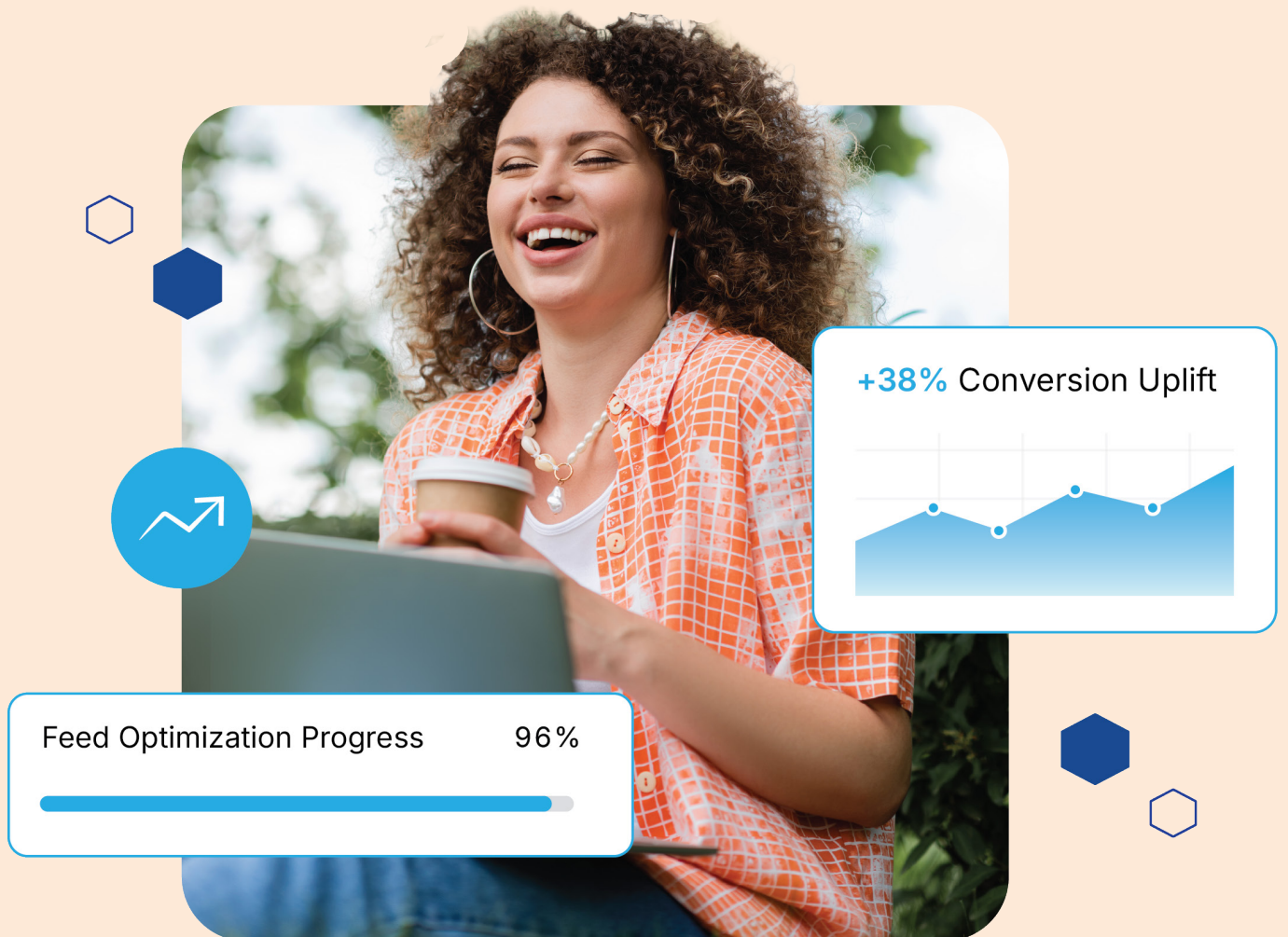
"The best media strategy in the world can't fix product data that isn't relevant, structured, or complete."



<input type="checkbox"/>	Unique Id	Name	Image URL	Description	Size	Label (1)	Label (2)	Label (3)	Label
<input type="checkbox"/>	186381	IntelligentReach - Faux Leather Mini Skirt Nude Size UK - 8	 Image Link	this mini skirt in nude features a nude hue and faux leather finish. Regular ... Expand	8	High Stock	Zero Impressions	High Margin	
<input type="checkbox"/>	206710	IntelligentReach - Button Through Faux Suede Midi Skirt Khaki Size UK - 8	 Image Link	Hey girl, come join the suede parade in this fierce figure-flattering midi skirt... Expand	8	High Stock	Zero Impressions	High Margin	
<input type="checkbox"/>	211500	IntelligentReach - Black Harness Detail Lace Bralet Size UK - 4	 Image Link	We're going crazy for the harness detail this season. Seriously sexy, it can ins... Expand	4	High Stock	Zero Impressions	High Margin	
<input type="checkbox"/>	211501	IntelligentReach - Black Harness Detail Lace Bralet Size UK - 6	 Image Link	We're going crazy for the harness detail this season. Seriously sexy, it can ins... Expand	6	High Stock	Zero Impressions	High Margin	



Section 3: Optimizing for performance





Performance isn't about perfecting your feed once

It's about structuring it to evolve quickly and at scale. Most underperformance on Google Shopping can be traced back to a single issue: static product data. Whether it's unstructured titles, bloated attributes, or irrelevant categories, the feed becomes an obstacle instead of a growth driver.

Optimization isn't a set-it-and-forget-it task. It's a continuous process that responds to changing shopper behavior, channel requirements, and merchandising strategy.

High-performing feeds follow a strategic structure

Every component of your feed impacts discoverability, click-through rate, and conversion. While many retailers assume the biggest success driver is whether their feed is complete, it's mainly about relevance.

What delivers results? A few key factors are especially important:

- Titles that mirror how real shoppers search
- Descriptions that highlight key selling points and trigger terms
- Attributes that align with filters, categories, and search signals
- Images that fit channel standards and support buyer intent
- Categories that match what platforms expect, not just internal logic

When you structure feeds with a specific purpose, they become a high-performing, dynamic engine that amplifies visibility rather than just a passive listing to increase shopper engagement and conversion.

Even the smartest bidding strategy can't fully compensate for irrelevant, unstructured product data. When your feed reflects real shopper intent, every campaign becomes more efficient, scalable, and successful.



Well-structured feeds reduce wasted spend, align listings with shopper search behavior, and boost click-through rates. You get more from every click because your data is doing more of the work.

With the Intelligent Reach capabilities of Athos Commerce, feed optimization becomes practical and scalable. Teams can build testable logic, deploy channel-specific formats, enrich attributes in real time, and measure impact—all without relying on developers or agency spreadsheets. It's the kind of structural advantage that deepens over time.

Optimize the details that drive results

Even small feed updates can create compounding gains at scale if you know where to focus. Three of the highest-impact areas for optimization are:

- **Product titles:** As the most important field in your feed, strong titles combine relevant attributes (brand, product type, key differentiators) with the keywords real shoppers use. A/B testing title variations helps surface what resonates in each category or region.
- **Product types:** Product type taxonomy isn't just for internal organization. It shapes how your products are grouped, targeted, and prioritized. Cleaner hierarchies and consistent logic improve campaign management and measurement.
- **Images:** Since shoppers see visuals before anything else, using clear, engaging, high-resolution images that meet channel requirements is critical. Testing lifestyle shots vs. cut-outs can reveal what works best per channel.

Optimizing these elements helps each SKU work harder and empowers your team to quickly make data-driven improvements.

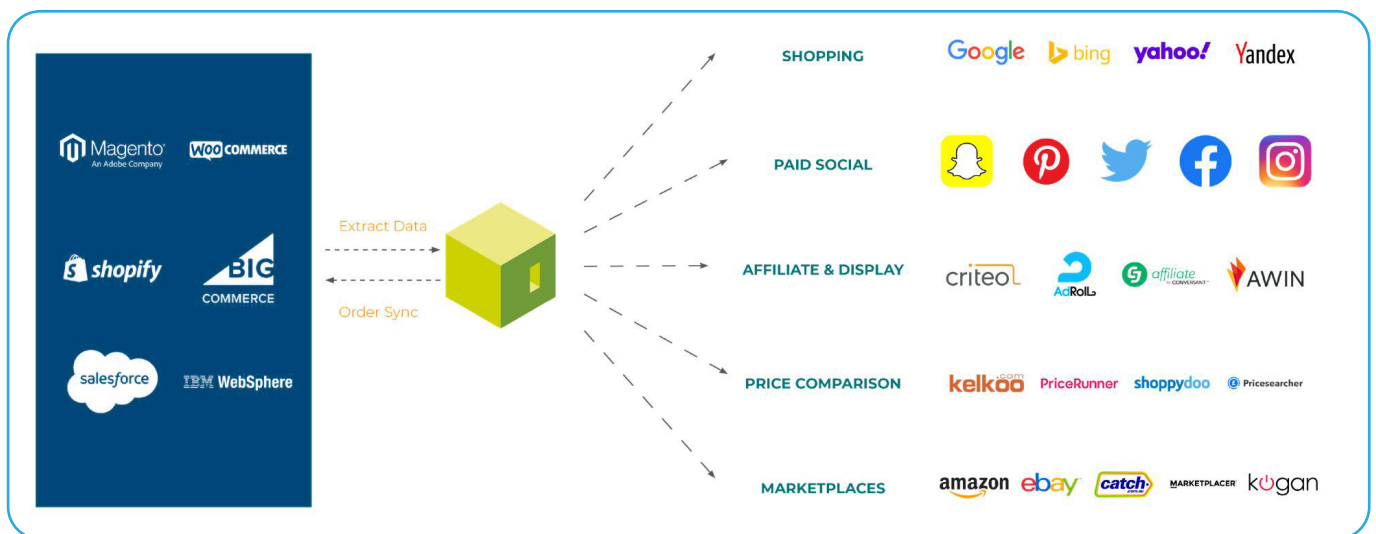
Segment smarter with custom labels

Custom labels are one of the most underused tactics in Google Shopping. They enable you to:

- Group products by margin, inventory level, seasonality, or launch timing
- Create tailored bidding strategies without restructuring your campaign
- Move faster, especially during promotional periods or product launches

With Athos Commerce's Intelligent Reach solution, you can dynamically set custom labels based on business logic and update them automatically as conditions change for better budget efficiency and more precise results.

"Every component of your feed impacts discoverability, click-through rate, and conversion."





Section 4: The power of experimentation



A woman with pink hair is working on a laptop in a library setting. The image is overlaid with several graphical elements:

- Option A:** A white box with a blue border containing the text "Title Women's Running Shoes".
- Option B:** A blue box with a white border containing the text "Title Black Mesh Sneakers". To the right of this box is a green checkmark icon.
- Product Image:** A black mesh sneaker is shown in a white box with a blue border on the left side of the image.
- Decorative Elements:** Several blue hexagons are scattered around the image, including one on the left and one on the right.



Discovery success shouldn't be based on guesswork

Most ecommerce teams understand that feed structure affects visibility, but few can point to which changes drive real results. That's because feed updates often happen in bulk—behind the scenes and without a way to isolate impact.

Maybe, for example, you shorten a title, add color variants, or tweak a category. Whether you see a lift or a drop, how can you tell if it was because of the feed update, seasonality, a competitor's promotion, or some other reason?

You can't. Without structured testing, insights become anecdotal. You're not optimizing the feed—you're guessing.

Static feeds can't adapt. Testable feeds can.

Even minor changes to titles, images, or categories can shift visibility, click-through rate, and revenue. But since static feeds offer no way to test at scale, most teams either play it safe or overgeneralize based on limited findings.

The Intelligent Reach Experiments module changes that. With built-in experimentation, you can:

- A/B test different title structures across product sets, brands, or regions
- Compare image variations or attribute changes by key metrics
- Launch tests across hundreds of SKUs without any development work
- Monitor results in real time and deploy winning variants instantly

It's the difference between assumption and validation.



Move from reactive fixes to proactive learning

Most feed changes are reactive, such as a drop in return on ad spend (ROAS) triggering an urgent patch. An agency flags missing attributes and sends back a flat file, or a channel update breaks something downstream.

Experimentation flips that model. Instead of waiting for performance to suffer, you're being proactive and continuously learning:

- What search terms actually trigger impressions
- Which image formats convert better in specific markets
- How color order or sizing logic affects click behavior
- Where generic vs. detailed product types matter most

The shift isn't just operational. It's cultural. You move from fixing problems to discovering advantages.

Feed optimization that compounds

Each test generates insight, and each insight strengthens your data strategy. Over time, your feed becomes a self-improving engine for growth. This is how the most advanced ecommerce teams scale discovery with precision. They structure smarter, test faster, and adapt continuously.

Powered by Intelligent Reach, Athos Commerce makes that level of feed agility accessible to ecommerce teams without adding complexity.

Test smarter, not slower

Not all testing is equal. Many retailers rely on before-and-after comparisons, but these are often skewed by external variables like seasonality or shifting demand. To get a true read on what works, you need controlled experimentation.



The Intelligent Reach platform supports both A/B and multivariate testing. A/B testing helps isolate the impact of specific changes, such as a revised product title or swapped image. Multivariate testing lets you compare multiple attributes simultaneously so you can uncover the best-performing combinations faster.

Structured experimentation doesn't just validate improvements—it increases them. When teams consistently test and apply what works, feed optimization becomes a self-reinforcing performance engine.

Seasonality is a high-stakes variable in shopping performance and a key use case for feed testing. You can run A/B tests ahead of peak periods like Black Friday/Cyber Monday and then apply winning versions automatically using time-triggered rules. Now you can shape how and when products are displayed—right when demand is highest—and not just react to seasonal trends.

Smart Testing Do's and Don'ts

Do:

- *A/B test titles, images, and categories*
- *Monitor results in real time*
- *Apply winning variants using automation*

Don't:

- *Rely only on before-and-after analysis*
- *Skip testing due to complexity*
- *Generalize results from one SKU to your entire catalog*



Section 5: Real-world impact of smarter product data

The image features a man with a beard, wearing a grey scarf and a dark quilted jacket, holding a laptop and a smartphone, smiling. He is surrounded by various brand logos and a data visualization. The logos include 'endeavour group', 'Pets', 'PrettyLittleThing', 'DAVID JONES', and 'CLARINS'. A bar chart titled 'Increase in Clicks' shows four bars of increasing height, representing a positive trend in clicks.

endeavour group

Pets

PrettyLittleThing

DAVID JONES

CLARINS

Increase in Clicks

Brand	Clicks (Relative)
Pets	Low
PrettyLittleThing	Medium-Low
DAVID JONES	Medium-High
CLARINS	High



Feed optimization is a results multiplier

In addition to increasing visibility, optimized product data enhances performance across every part of your ecommerce strategy. Your team's:

- Acquisition costs drop because your products surface more precisely
- Conversion rates rise because shoppers see more relevant and compelling listings
- Merchandising becomes more agile with the ability to test and adapt quickly
- Reporting becomes more actionable and rooted in clean, structured inputs

The benefits of feed optimization don't stop at Google Shopping. Retailers using Athos Commerce consistently improve visibility and efficiency across multiple discovery surfaces—from paid search to social, marketplaces, and affiliate programs—by applying the same structured, data-rich foundation. From campaign efficiency to customer experience, better product data strengthens everything it touches.

Proof, not promises

Here's how leading brands are using the feed optimization and experimentation capabilities of Athos Commerce's Intelligent Reach platform to improve performance at scale and across every market, channel, and campaign.



More reach, less reliance: How Pets at Home gained control over Google Shopping

Pets at Home, the UK's leading pet care retailer, partnered with Athos Commerce to take greater control of its Google Shopping performance. The marketing team was eager to reduce dependence on internal IT support, resolve product data issues, and accelerate time-to-market. With Intelligent Reach, they gained the ability to optimize feeds independently and run structured experiments that turned insight into action.

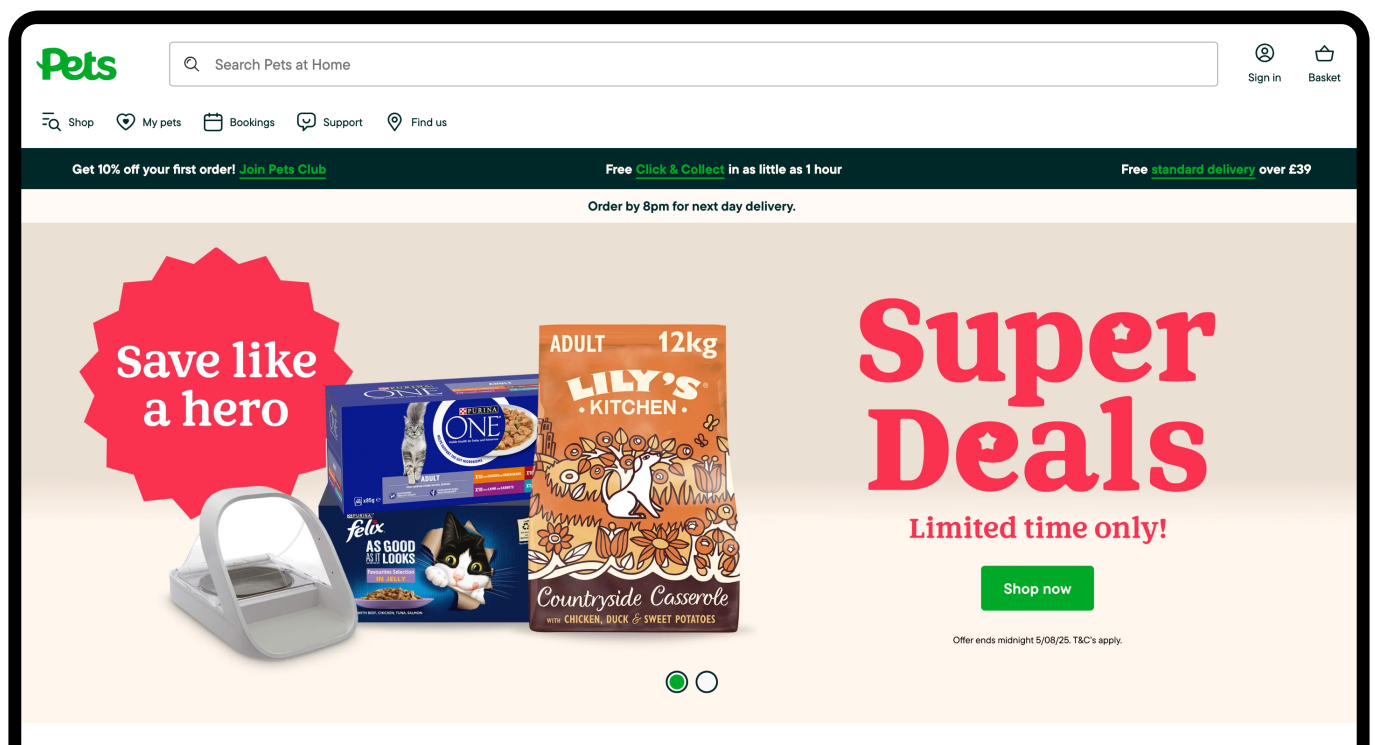
Performance highlights

75%

increase in reach

33%

boost in clicks





"We were drawn to Athos Commerce's Intelligent Reach solution as they offered a platform with guidance, expertise, and capability that enabled us to efficiently optimize our data, as well as quickly run experiments to test our ideas."

Sian Wells

PPC Executive, Pets at Home

[Read the full case study](#)



PrettyLittleThing turned cultural moments into visibility wins with dynamic feed optimization

When PrettyLittleThing launched a Barbie-themed campaign, timing was everything. With global buzz building and search interest spiking, the fashion-forward brand needed to surface relevant SKUs fast and ensure they stood out in crowded, competitive channels like Google Shopping.

With Athos Commerce's Intelligent Reach solution, the team quickly identified more than 300 products, optimized titles and descriptions with trending search terms, and ran targeted A/B tests across six key markets. Built-in automation allowed them to schedule launch and rollback, keeping execution tight and results-oriented.

Performance highlights

1,397%

uplift in product visibility

1,139%

increase in shopper engagement

6

key markets exceeded benchmarks



"We're really pleased with the results of this test, particularly in France where we saw a nearly 1,400% uplift in impressions. We validated the increase in impressions and clicks by comparing the results to overall account performance for that period, and the uplift on the SKUs that were part of this test was significantly higher than the overall account."



Amy Storey

Assistant PPC Manager, PrettyLittleThing

[Read the full case study](#)



How Endeavour Group turned feed complexity into full-funnel performance

Australia's largest retail drinks company, Endeavour Group, partnered with Athos Commerce to streamline product data across its portfolio—including Dan Murphy's and BWS. Facing disapprovals, outdated attributes, and feed delays, the team needed to improve data quality and reclaim visibility at scale. With Intelligent Reach, they fixed broken listings, automated regional targeting, and deployed structured experiments that delivered compounding returns across Google Shopping campaigns.

Performance highlights

314%

return on ad spend

275%

boost in conversion rate

182%

increase in clicks



"We fixed about 40% disapproval in GMC and added 30% more products during the transition. Our CSM's over and above support has been outstanding and a great benefit. The Athos Commerce team has such expert knowledge around feeds and Endeavour Group has been able to leverage that internally."

Anthony Cooper

Marketing Manager, Adtech

[Read the full case study](#)





DAVID JONES

How David Jones restructured its feed for 23x ROAS and 110% revenue growth

David Jones, Australia's most iconic department store, needed to modernize how its product data was managed and deployed across digital channels. With feed disapprovals climbing and SKU visibility blocked by outdated filters, the team was ready to shift from reactive maintenance to proactive optimization. With Athos Commerce's Intelligent Reach solution, they reactivated over 60% of their catalog, deployed structured A/B testing, and improved cross-channel efficiency—all while reducing manual effort.

Performance highlights

23x

return on ad spend on MSS campaigns

110%

year-over-year revenue uplift

97%

increase in digital investment with improved ROAS



"The onboarding process was smooth and seamless. Our partnership with Athos Commerce is easily one of the most intuitive and supportive vendor relationships we've experienced."



Alex Carter

Head of Digital Experience & Operations, David Jones

[Read the full case study](#)





CLARINS

How Clarins scaled feed management for 322% revenue growth

As the global beauty leader expanded its digital retail footprint, Clarins faced growing complexity in managing product data at scale. Errors and feed delays were limiting visibility across key channels like Google Shopping. With Athos Commerce's Intelligent Reach platform, the team centralized product data, reduced manual effort, and launched continuous A/B testing to improve discoverability, click-through rates, and revenue.

Performance highlights

322%

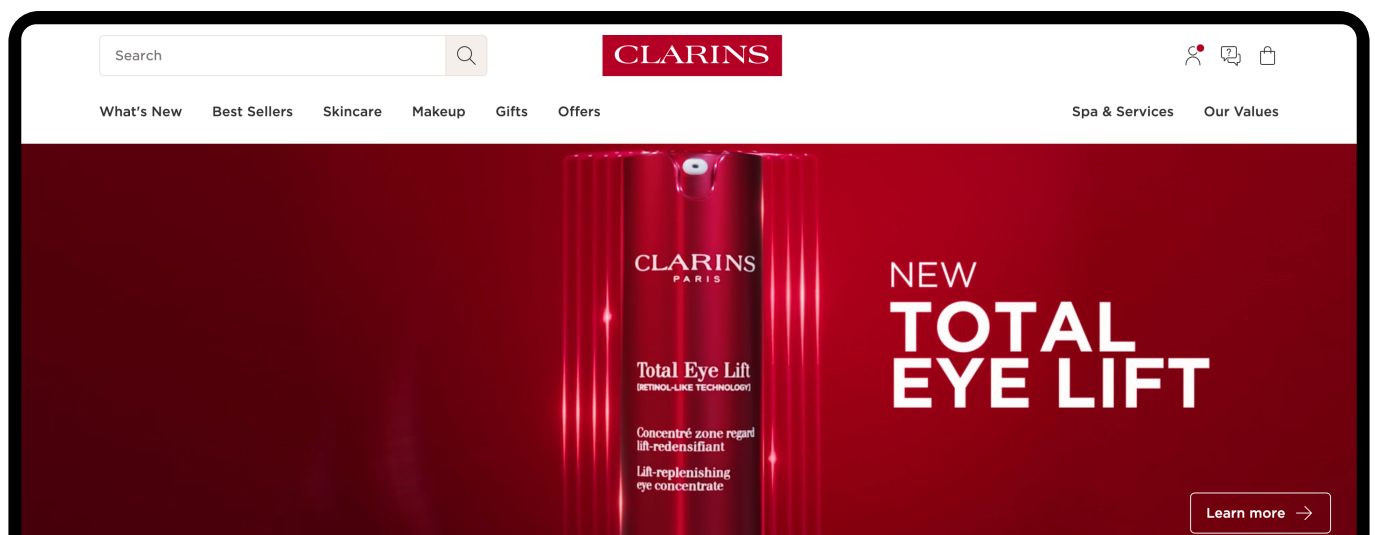
increase in revenue

115%

boost in shopper clicks

114%

improvement in ROAS





"From campaign efficiency to customer experience, better product data strengthens everything it touches."

[Read the full case study](#)





Section 6: Operationalizing intelligent feeds

 After Shave Soothing Gel – 2.5 oz

 Hydrating, Non-Greasy Soothing Gel

 Refresh – After Shave Gel





Turn strategy into motion with a scalable optimization playbook

By now, it's clear: smarter product feeds drive better discovery, engagement, and return. But how do you take that from insight to execution without overloading your team or getting lost in complexity?

Athos Commerce's Intelligent Reach solution gives ecommerce teams a structured playbook to operationalize product data optimization at scale. Instead of isolated fixes or one-off tests, the most successful retailers follow a four-part system to fuel continuous improvement:

1. Build smarter from the start

Forget one-size-fits-all feeds. The most effective retailers structure their product data with intent—from the titles they surface in search to the fields tailored for each platform. That means:

- Creating channel-specific logic that follows platform rules and shopper expectations
- Grouping products by strategic business attributes, not just SKU count or category
- Aligning taxonomy and hierarchy to enable flexible campaign execution

A strong foundation means fewer errors, faster launches, and more discoverable listings.

2. Enrich what matters most

Missing, vague, or overly generic product details are some of the most common—and costly—errors in feed performance. With Intelligent Reach, enrichment isn't just about completeness. It's about impact. You can:



- Standardize attributes like color, size, material, and brand
- Add contextual signals that improve match rates (e.g., trending terms or regional language)
- Connect live inventory and pricing to ensure real-time product accuracy

When your product data matches what real shoppers are looking for, you stop competing on price and start winning on relevance.

3. Make testing the norm, not the exception

Structured experimentation empowers you to stay agile while proving what works. The Intelligent Reach Experimentation module enables you to:

- A/B test product titles, images, and filters across categories or regions
- Use multivariate testing to uncover combinations that drive clicks and conversions
- Schedule tests around high-stakes periods like seasonal campaigns or product launches

Over time, your feed becomes a self-learning system that improves with every test you run.

4. Automate where it counts

Manual updates don't scale and waiting on development resources slows your ability to adapt. That's why automation is a cornerstone of the smarter feed framework. It allows you to:

- Set up rule-based logic to dynamically apply changes
- Automate time-sensitive adjustments (e.g., holiday campaigns or low-inventory notices)
- Roll out winning tests automatically across product sets or markets

Spend less time in spreadsheets and more time focused on strategy.

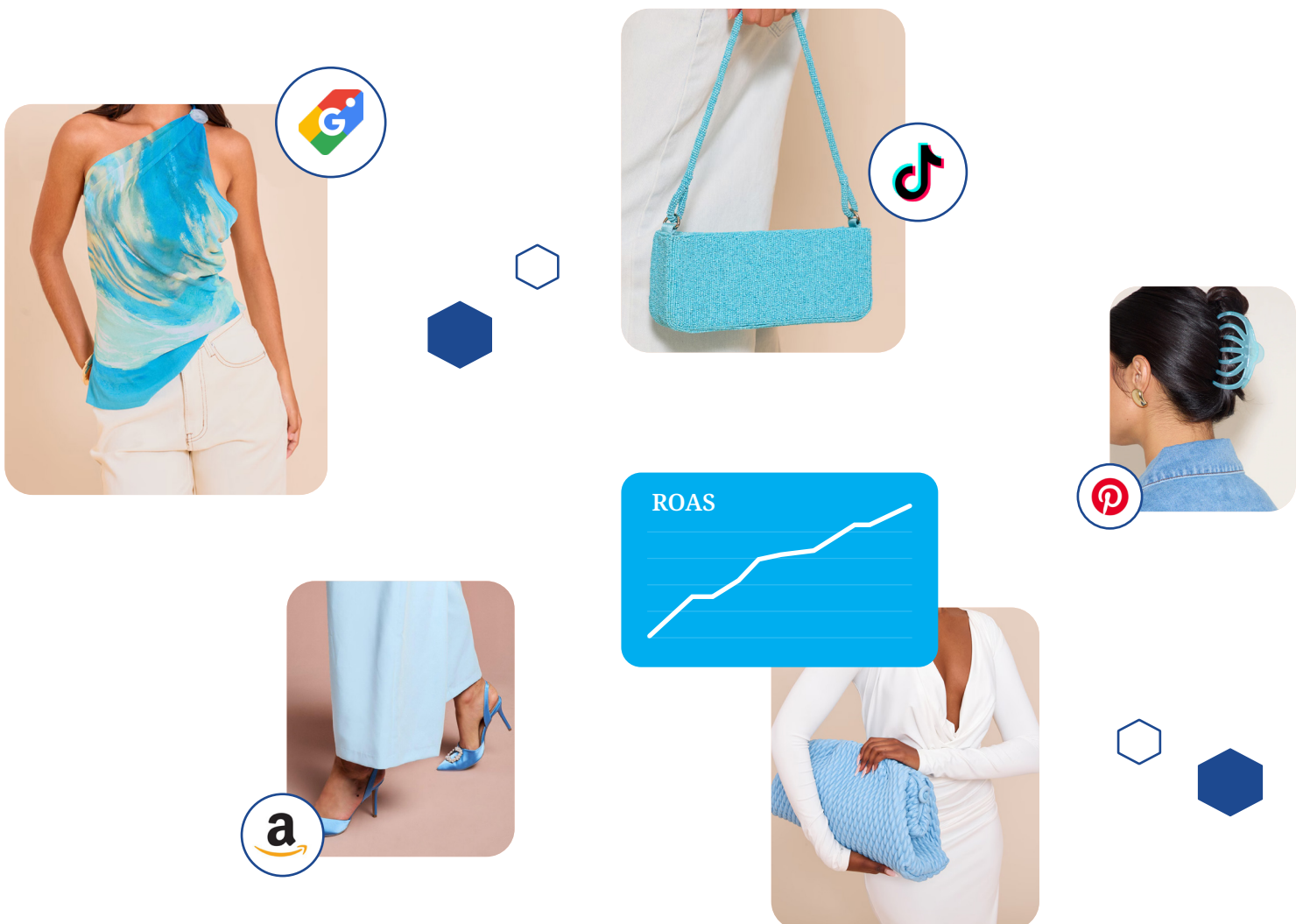


Make your product data a growth engine

Retailers that treat feeds as a strategic asset—not a backend chore—can achieve exceptional results across every channel. From increased ROAS to faster execution and more relevant listings, the impact of smarter product data reverberates across the organization.

Athos Commerce gives your team the tools and control to operate with intelligence, flexibility, and speed so every click, impression, and conversion works harder.

"Structured experimentation empowers you to stay agile while proving what works."





Put smarter feeds to work

If your team is ready to turn strategy into action, intelligent product feeds are the place to start. The most successful ecommerce brands aren't guessing—they're using structured, scalable data to surface the right products, in the right places, at the right time.

From title logic and custom labels to channel-specific formatting, Athos Commerce's Intelligent Reach solution gives ecommerce teams the control and agility to fine-tune every feed. When your data foundation is this strong, every campaign performs with greater precision.

Ready to see the difference an optimized feed can make?

[Schedule a personalized feed audit](#) or [book a demo](#) to explore how Athos Commerce transforms product data into performance and streamlines operations, increases engagement, and boosts revenue.

Power Peak Ecommerce Performance

Athos Commerce brings together precision tools for product discovery, search, merchandising, personalization, and product data management — all designed to help merchants convert more, faster.

www.athoscommerce.com