Feed Management Marketing Proposal

Payless SHOESOURCE

AOL SEM

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FeedPoint Overview

AOL's FeedPoint technology has been the market leading feed technology for the past seven years and has been optimizing data and feeds before some shopping engines existed. The FeedPoint offering ensures all valuable content is indexed and optimized in Yahoo! SSP and web search results in addition to all shopping engine websites. This technology provides full control over optimization for rank and ROI with no needed changes to your current website coding. Continuous A/B testing of creatives and complete conversion of XML feeds to a format accepted by each CSE is then optimized to achieve optimal rank, click through rate and ROI/targeting.

The FeedPoint team manually reviews each client's data feed and makes changes to organize the data. FeedPoint allows conditions to be assigned to the data within the feed and manipulates the data to a more organized version. For example, abbreviations are identified and conditions are used within FeedPoint to replace 'WMN' with 'Women' or 'cmf' with 'comforter'. Optimizing original data provides accuracy for products and page content, supporting both retailers and large content providers.

The FeedPoint team is ROI driven and will work with Payless to ensure all campaigns meet and exceed ROI goals. Once the pixel is implemented, performance data is reviewed through the reporting system by category level performance, product level performance, engine level performance, etc. to decide the most effective strategy for improving performance results. Under performing categories/products are then excluded while increasing bids and improving product appearance on the engines. These strategies are only implemented after verifying the best representation of the products are within the feeds and each product has all possible information submitted to the engine.

FeedPoint Resources: The Payless Team

We not only have technology in place for our clients, but an experienced team that is constantly looking at each campaign's data at a granular level to evaluate and make recommendations for better optimization. The FeedPoint team does this by looking at every engine as its own campaign and monitoring the best performing categories/products. We also partner to help you develop and create titles and descriptions that are displayed as algorithmic search result listings.

Avi Javetz Director of Operations, FeedPoint: As the Director of Operations for FeedPoint, Avi Javetz is responsible for supervising the Account Management team as well as the Production team. Furthermore, she is in charge of assisting the Product Development team in setting up the right priorities, based on the client's needs. Along with the other members of the FeedPoint team, Avi makes sure the client's goals are met and that client satisfaction level is being met.

Anthony Filetto, FeedPoint Account Manager: As an Account Manager for AOL's FeedPoint team, Anthony is responsible for the set-up and day-to-day operations of feed-based search campaigns. Before AOL, he was influential in pushing for the expanded role of feed-based marketing campaigns as a compliment to client's search marketing campaigns at Quigo Technologies until being acquired by AOL in 2007.

Anna Cheung, Director of Feed Operations: As manager of the FeedPoint production team, Anna is responsible for the all logistics related to feed creation and management for Yahoo! Paid Inclusion and CSE campaigns. This includes data extraction, feed creation, optimization, and refresh of feeds for all search campaigns. She ensures that all campaigns are compliant with engine guidelines and are running optimally

Kathy Hampson, Associate Data Engineer, FeedPoint Delivery: As Associate Data Engineer for Feed-Point, Kathy Hampson is responsible for working closely with the Production team in managing the delivery of AutoRefresh and FeedPoint Web. She maintains a thorough knowledge of search engine creative and editorial requirements and coordinates the flow of the production department along with the launch of new campaigns and campaign changes. She is responsible for building and optimizing feeds to enhance the campaign performance of Paid Inclusion and CSE clients.

Laura Kasakoff, Associate Data Engineer, FeedPoint Delivery: As associate data engineer for the FeedPoint delivery team, Laura Kasakoff is responsible for building and optimizing feeds and to enhance the campaign performance of Paid Inclusion and CSE clients. Along with the other members of the Feed-Point team she uses her analytical, keyword, and categorization skills to maximize each client's campaign and ensure a strategic delivery of feeds.

Noam Galai, Associate Data Engineer, FeedPoint Delivery: As associate data engineer for FeedPoint delivery team, Noam Galai is responsible for crawling websites and extracting information for Paid Inclusion and CSE clients to optimize feed building and creation. Furthermore, he is in charge of analyzing site structure and creating a strategic division of feeds. Along with the other members of the FeedPoint team, he uses his knowledge of the web industry and html skills to extract the most pertinent information from websites in order to maximize each client's campaign.

FeedPoint Technology & Interface

FeedPoint allows for efficient work on huge product files and effectively manipulates data on the feed level. By doing this, there is no need for clients to change anything on their sites because these changes are made within the feed before submitting it to the engine.

FeedPoint – template view

The data manipulation rules defined in a template are saved in the database and allow for automatic refreshes as often as needed. Each template is customized to the engine's specs, allowing manipulation of the data based on the engine's requirements. The different conditions shown in the lower part of the screen allow for manipulation of the raw data as provided in the data file. Best practices are then implemented within the feed that will be generated and submitted to the engines. FeedPoint also optimizes and identifies specific product attributes on the product level if needed.
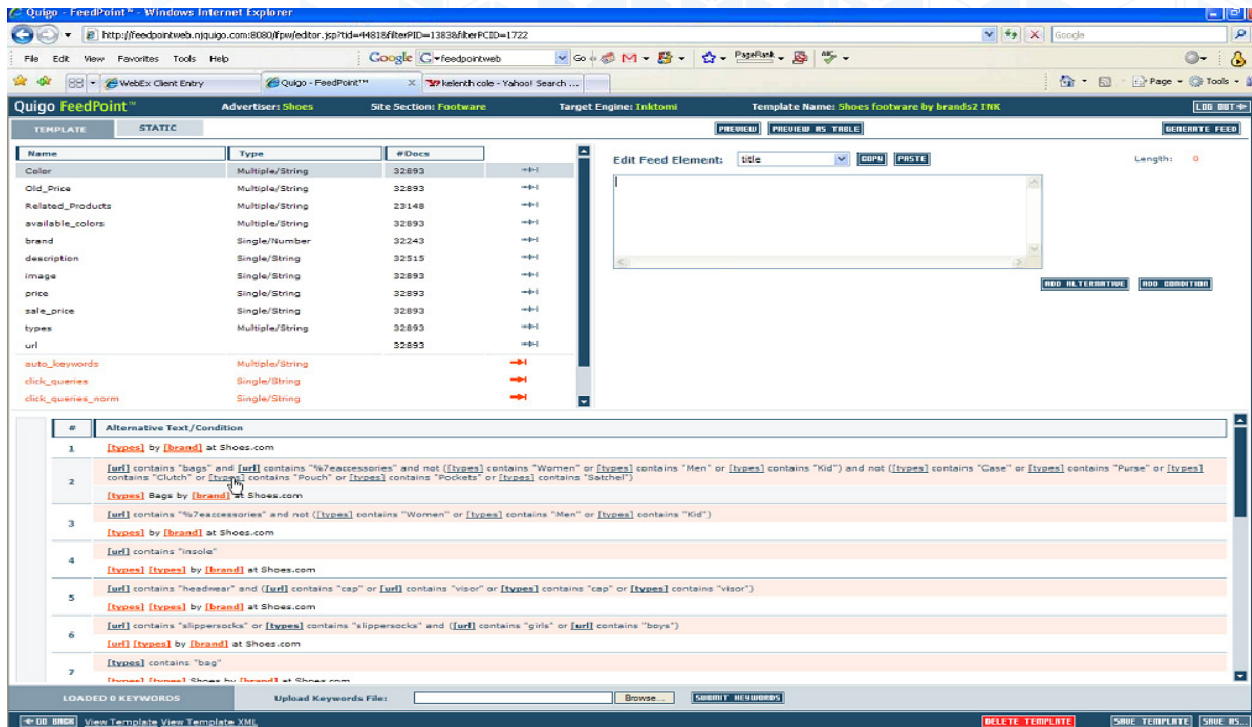
Data Extraction

The FeedPoint solution has a proprietary technology, Quibot "Lisa", which will crawl the Payless.com web-site on a weekly basis and extract all Payless data and send the data in real time to our FeedPoint technology.   The data is then organized into categories, conditions are assigned, engine templates are built, etc. This is a seamless process that is done automatically and will take no additional work for the Payless.com internal team. With approximately 15,000 sku's on the Payless.com site, we can help extract and optimize this data across hundreds of sites while hitting your back end ROI goals.

Feed Distribution

Our FeedPoint technology enables us to build custom templates for various distribution partners. For Payless specifically, we can distribute your product data to the following partners in addition to our standard partners: Yahoo! SSP and Shopping Engines:

- Commission Junction - AOL will work with Commission Junction to determine the template format and timeline the data is needed and set-up an automated process to distribute Payless's data directly from FeedPoint.
- Omniture - AOL will also build a template for Omniture's product meta data analytics suite (SAINT classification tables). This data will be sent weekly to Omniture's FTP with the required fields established by both Payless and Omniture.

This process will help alleviate the strain on Payless's IT team by outsourcing the data extraction and data management to FeedPoint.

Promotional Execution

Promotions are vital to campaign success on shopping engines and FeedPoint can implement promotions very easily through the "condition" tool within the technology. A key element is the timeliness of receiving this data. Payless has two options for passing product and category level promotions. One process is extracting the promotions when we crawl the Payless.com website, and the second option is for Payless to send a data file of promotions with SKU level detail that we can import into our technology and distribute to the various shopping engines.

Paid Inclusion

Launching a Paid Inclusion campaign for Payless will be essential to achieving ROI goals. Once we manage the feed and have access to the ROI data we will be able to expand on recommendations and continue to improve results throughout the life of the campaign.

Areas of focus:
- Launch the Payless.com TLP by offering promotional ad copy and 8 quick links. By updating ad copy as promotions/seasons change Payless will increase real estate on the page and overall CTR.
- Focus on Category and Product level pages to drive additional traffic and sales, currently your competition owns this space.
- Increase ROI on non-branded terms. Your SEO efforts have been able to maximize your branded terms on Yahoo! but Paid Inclusion can increase ROI on non-branded terms where you are currently not ranking (ie: champion shoes, flats, clogs, airwalk, etc).
- Capitalize on certain products to boost traffic and sales. For example, since we know back to school is a big push, write compelling ad copy and insert relevant keywords for back to school items.
- Analyze and recognize terms that are not being covered by brand and category pages and capture that traffic by targeting internal SERP (search engine results pages). Submitting SERP's within a feed is not a common practice but FeedPoint has excelled with this tactic in the retail space delivering great results.

Shopping Engine Management

We recommend sending Payless's data feed to various shopping engine sites across the web. By managing this on a granular level based on products and including conditions based on price, promotions, categories, etc. the campaign will be optimized in real time to generate a positive ROI and hit your ROAS goals.

Once a campaign begins, we recommend inclusion of all products in order to gather traffic data, conversion rates and overall ROI for each SKU. As data comes in, feeds are optimized for each channel to increase ROI and overall sales. This process consists of testing creative/categorization, cutting non-performing products, raising bids on high performing products, testing logo inclusion, etc.

Feed Distribution: There are many shopping engines available. FeedPoint has the ability to distribute to almost any shopping engine, but for Payless's initial launch we recommend starting with the top-tier engines where we have seen proven success and then evaluate performance to expand or swap engines.

Our strong relationships with the engines will help us to mitigate the process by evaluating any rate changes and coordinating effective responses to any mission critical occurrence.

Categorization: Placing products in the correct categories, increases visibility and sales. A majority of users utilize navigation to locate products, making categorization critical in the shopping space. Categories differ across engines, which creates a challenge for rapidly changing product catalogs being distributed to multiple engines. Some providers utilize a master taxonomy that automates their category mapping process, while FeedPoint takes a manual approach to categorization. This ensures accurate placement and inclusion of a series of 'checkpoints' to ensure new products are captured and categorized. This process is handled during the setup phase, then monitored and revised throughout the campaign.

Reporting
FeedPoint has both dashboard and custom reports. Our dashboard reporting can be accessed 24x7 and custom reports can we sent as often as desired.

In addition, we can implement client tracking codes so campaign success can be tracked through analytics tools. Payless will determine these codes and send to FeedPoint for implementation before launch.

Pricing
We can manage the campaigns below within Payless's designated budget. However, we wanted to recommend our budget allocations for each campaign based on our knowledge within the retail space. We recommend that these are adjusted and altered throughout the campaign as needed. As you can see below, we have increased budgets within each phase but this will all be contingent upon ROI metrics. We may find for example, that Yahoo! Shopping is not producing the ROI that Shopping.com is and may move budget accordingly.

Our team will work with Payless to analyze each engine's performance down to the product level and determine budget allocations.

Paid Inclusion
Pricing for the Paid Inclusion solution is a combination of a monthly management fee and a Flat CPC rate card determined by Yahoo!. The $500/month covers crawling of Payless's website on a weekly basis and distribution of data to both Yahoo! SSP and shopping engines. When we add additional distribution channels (ie: affiliates) this would be an incremental charge outside of this flat fee of $250/month.
We cannot determine monthly spend/volume due to the nature of the Paid Inclusion program and it is our goal to improve campaign performance over the life of the campaign. Our experience with other retailer's in your category yields an average spend of $10,000/month.

Monthly Management Fee	Paid Inclusion CPC (Based on Yahoo's rate card)
$500/ monthly management fee	$.28 CPC

Shopping Engine Management

After reviewing several internal campaigns, and based on your products, our suggestion is to target the below shopping engines. Estimated potential monthly spend is based on previous campaign experience. Pricing varies across each engine, with a CPC range from $0.20 to $0.50 managed to an effective ROI based on your metrics. The projections below are inclusive of our $.05 click fee which we charge for running shopping campaigns.

Phase One: 10/1-11/1
Total Budget Allocation: $6,500/month (Inclusive of Management Fee)

Distribution Partners	CPC	Total Est. Spend*
Yahoo! SSP	$ .28	$ 3,000.00
Shopzilla/BizRate	$ .25	$ 2,000.00
Commission Junction	n/a	$ 250.00
Omniture	n/a	$ 250.00
Google Products	n/a	$ 500.00
Yahoo! Shopping	$ .25	$ 500.00
Total		**$ 6,500.00**

Phase Two: 11/1-12/1
Total Budget Allocation: $8,500/month (Inclusive of Management Fee)

Distribution Partners	CPC	Total Est. Spend*
Yahoo! SSP	$ .28	$ 3,500.00
Shopzilla/BizRate	$ .25	$ 2,000.00
Commission Junction	n/a	$ 250.00
Omniture	n/a	$ 250.00
Google Products	n/a	$ 500.00
Yahoo! Shopping	$ .25	$ 1,000.00
Amazon	$ .40	$ 1,000.00
Total		**$ 8,500.00**

Phase Three: 12/1-1/1
Total Budget Allocation: $12,500/month (Inclusive of Management Fee)

Distribution Partners	CPC	Total Est. Spend*
Yahoo! SSP	$ .28	$ 4,000.00
Shopzilla/BizRate	$ .25	$ 2,000.00
Commission Junction	n/a	$ 250.00
Omniture	n/a	$ 250.00
Google Products	n/a	$ 500.00
Yahoo! Shopping	$ .25	$ 1,000.00
Amazon	$ .40	$ 2,000.00
TBD	TBD	TBD
TBD	TBD	TBD
Total		**$ 12,500.00**

These are projections and are not exact and should only be seen as an estimate. As the campaign runs we can adjust budgets accordingly.