

Business Reporter: Feed management helps brands prepare for a new era of holiday shopping

How automated platforms ensure product data accuracy and management across all channels

LONDON, UNITED KINGDOM, August 26, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, feed management platform Feedonomics talks about the growing pressure brands face to ensure their products are visible and ready to be discovered wherever consumers shop, while already 80 per cent of holiday shoppers use Google and YouTube for product discovery and AI use for holiday shopping has increased by 693 per cent in the past few years. Feed management is the process of organising, optimising and distributing product data across search, social, marketplaces and other commerce channels. As discovery becomes increasingly fragmented, effective feed management is becoming essential to holiday readiness.

Businesses can take three key steps to streamline their feed management. First, strengthen brand visibility by ensuring shopping data is complete, accurate and correctly formatted for each channel. Second, build visibility across social media, where product discovery increasingly takes place. Third, free up internal resources before the holiday rush by automating repetitive feed management tasks. Modern platforms can automate catalogue updates, synchronise pricing, inventory and product information and optimise listings for different channels. "Customers expect the same quality of experience wherever they discover or buy a product," said Keith Karlick. "Brands need the data and infrastructure to meet those expectations without adding unnecessary operational complexity."

Feedonomics helps businesses centralise, optimise and syndicate product data across hundreds of channels, while automating updates and improving data quality. Its platform also supports AI-ready product data, helping brands remain discoverable as shopping increasingly moves beyond traditional search.

To learn more about how modern feed management tools enable automation, [read the article](#).

About Business Reporter

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About Feedonomics

Feedonomics, powered [by Commerce](#) (Nasdaq: CMRC), efficiently transforms data into a competitive advantage with AI-enriched product feed management, optimisation, and intelligent order orchestration. Feedonomics ensures every product is structured, optimised, and ready to be found across hundreds of marketplaces, search engines, social commerce channels, and AI-driven discovery engines. Built to minimise complexity and maximise performance, Feedonomics transforms the way businesses approach unified multi-channel commerce. Brands like Cole Haan, Melissa & Doug, Patagonia, Perry Ellis, and Puma have achieved measurable performance improvements using Feedonomics, including better return on ad spend, reach, and revenue growth. With its flexible technology, full-service support team, and strategic partnerships with industry leaders like Amazon, Google, Meta, Microsoft, TikTok, and more, Feedonomics supports a wide range of data management use cases, empowering its customers to compete and win across channels. To learn more, visit feedonomics.com or follow us on X and LinkedIn.

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