Available on GitHub

FeedGen Optimise Shopping feeds with Generative Al





Challenge

For advertisers working with Google Merchant Center (GMC), optimising feeds is crucial to make Shopping ads, listings and campaigns successful. Yet, improving product data and fixing feed quality issues is cumbersome and time-consuming.

Can we use GenAl to optimise Shopping feeds more efficiently and effectively?

GOOD

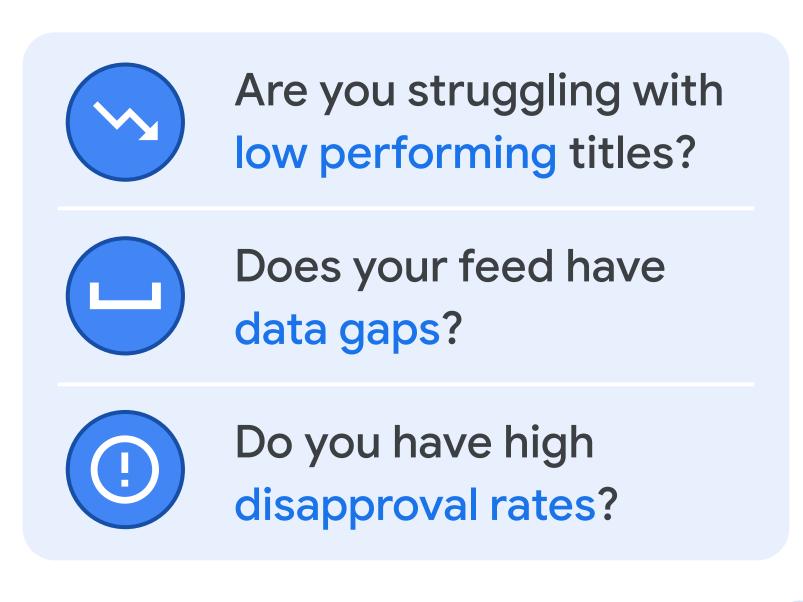
Solution



FeedGen utilises the power of Large Language Models (LLMs) on Google Cloud to improve titles, generate more comprehensive product descriptions, and fill missing feed attributes – all with just a few clicks!



FeedGen optimises your entire feed, and you have full control over what you input back into GMC.

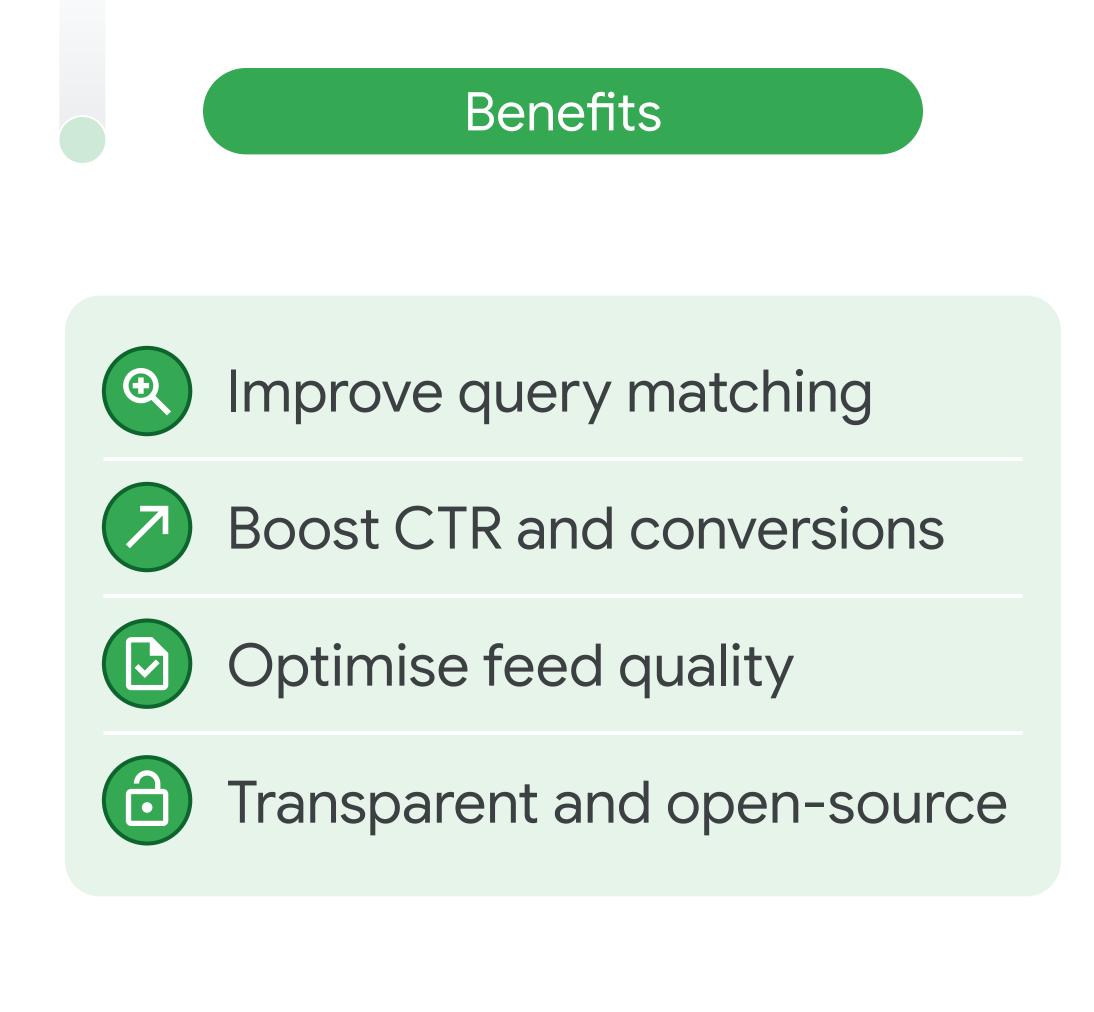


Example

Input title	FeedGen: Optimised title
2XU Men's Swimmers Compression Long Sleeve Top	2XU Men's Swim Compression Long Sleeve Top, Black, Size M, UPF-50
Input description	FeedGen: Detailed description
Lightweight, black PWX fabric, comfortable fit, UPF-50 protection.	A top choice for swimmers of all levels, the 2XU Men's Swim Compression Long Sleeve Top is made from lightweight, black PWX fabric*
Input attributes	FeedGen: Gaps filled
Color: - Size: M	Color: Black Size: M

* Description has been truncated, full example is available on GitHub. This is a fictitious example based on theLook eCommerce public BigQuery dataset.

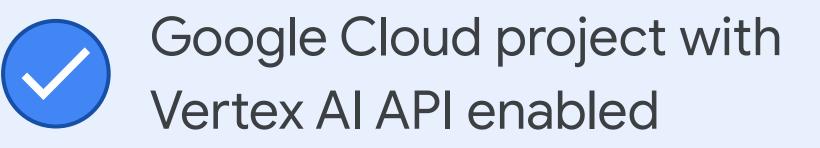








Requirements





General understanding of LLMs and prompt-tuning







github.com/ google/ feedgen





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