

Dynamic Retargeting Product Feed Checklist

Feed Format & Structure

- ☐ Feed is in supported format (XML, CSV, TSV, or Google Sheets)
- ☐ Feed has a unique product ID for every item
- ☐ Each product contains all required fields
- ☐ Feed has a header row (if required by platform)

Mandatory Fields

- ☐ ID
- ☐ Title
- ☐ Description
- ☐ Link
- ☐ Image link
- ☐ Price
- ☐ Availability

Recommended Fields

- ☐ Brand
- ☐ GTIN/MPN
- ☐ Sale price
- ☐ Product category
- ☐ Custom labels

Quality Checks

- ☐ Product titles and descriptions are clear and accurate
- ☐ Images are product-only, no watermarks or borders
- ☐ Prices match those on the landing page
- ☐ Links are live and point directly to the product page
- ☐ Availability status matches website

Feed Updates & Maintenance

- ☐ Feed updates at least once daily

- ☐ Old or out-of-stock products are removed or updated
- ☐ Test feed uploads for errors or warnings
- ☐ Set up automated alerts for feed errors

Notes