

An Ideal Feed

Building beautiful, dynamic banners one data field at a time.

Data Fields

Mandatory

id
link
title
image_link (800px-1200px)
price
description

Highly Recommended

mpn or gtin : Unique Product ID
google_product_category
brand
item_group_id
product_type
sale_price
availability

Nice to Have

additional_image_link
product_rating
badge
adult (yes/no)
display_ads_value
number_of_reviews
gender
customer_label_n (Extra Data)*

Designer's Recommendations:

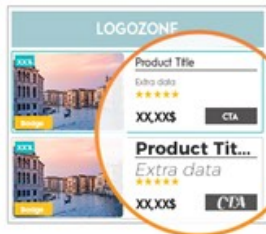
• Keep Data Short

Based on selected variables like font size and layouts selected, the available space will change.

Name(title): ≈12 characters

Description: ≈18 characters

Extra_data: ≈18 characters



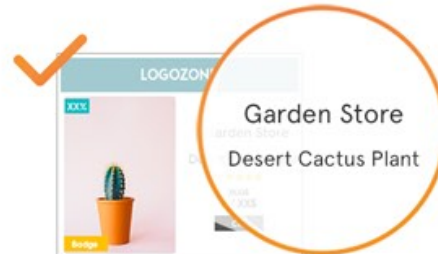
Title (Impact, 18pt)
Title (Arial black, 16pt)
Title (Oswald, 14pt)
TITLE (Chalkduster, 9pt)

• Avoid Repetition

Keep details from repeating to avoid waste of precious banner space



LONG TITLE: "Garden Store Desert Cactus Plant"
DESCRIPTION: "Desert Cactus Plant"



SHORT TITLE: "Garden Store"
DESCRIPTION: "Desert Cactus Plant"

• Manage Your Images

Your products will be best displayed if all have similar aspect ratios, weight less than 5MB and are sized between 800px to 1200px.