Boostic.cloud

User manual for

Smart Dynamic Feeds

Table of contents

Introduction

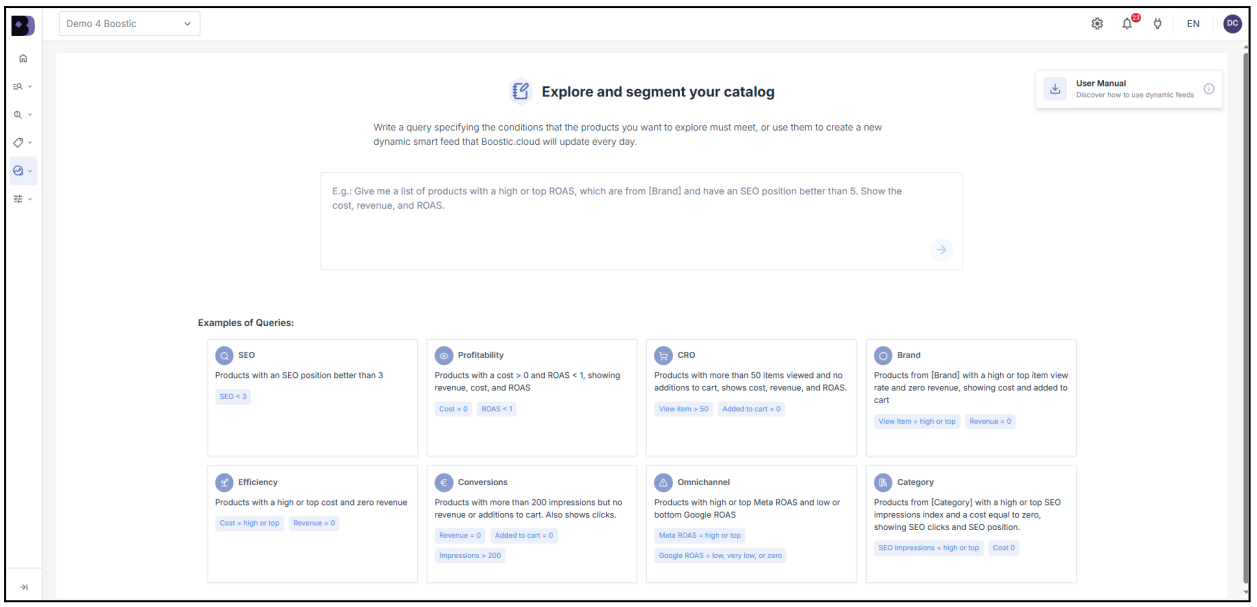
This manual contains the information you need to use Boostic.cloud's 'Smart Dynamic Feeds' feature.

This feature allows you to request from Boostic.cloud, using natural language, lists of products that meet a series of conditions customized according to your analysis or automation needs at any given time, as well as generate customized dynamic feeds with the products that meet those conditions, and let Boostic.cloud take care of keeping them up to date.

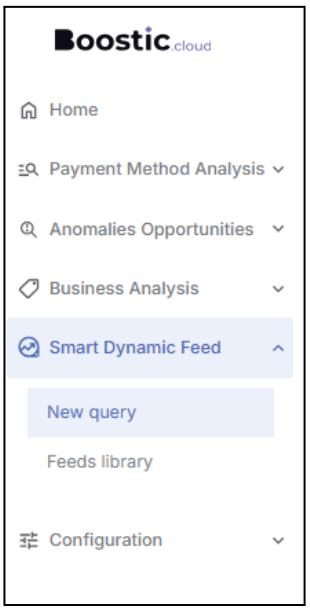
Smart Dynamic Feeds are designed to facilitate two key types of actions:

- **Explore the catalog in a personalized way and obtain actionable insights:** Smart dynamic feeds enable instant analytical queries to validate certain hypotheses, without manual analysis, and considering all types of product performance conditions on different platforms (e.g., products with a ROAS greater than 8).
- **Create custom product feeds that are automatically updated:** Smart dynamic feeds allow you to automatically segment your catalog based on the conditions you specify. Not only will you get a list of products from your catalog that meet those conditions, Boostic.cloud will also create a customized product feed, give you a URL for that feed, and take care of keeping the feed updated with products that meet those conditions every day. You can use these feeds to perform all kinds of automations, from integrating them with advertising platforms to segment products in campaigns, to creating specific landing pages or automated mailing actions for products that meet certain conditions.

The starting point, both for exploring the catalog and for the definition of personalized dynamic feeds, is to write a query in natural language where you indicate the conditions that the products to be explored or included in the feed must meet, e.g.: *'give me products with a ROAS > 8'; 'give me a list of products with good SEO positioning and high or very high Google costs'*. The platform receives your request, automatically translates it into an internal query using AI, and returns the products that meet that condition to your screen.



With the results obtained, you will be able to explore which products meet these conditions at any given time, as well as download a complete list of products with their metrics and, above all, obtain a dynamic URL where Boostic.cloud will create and maintain an updated feed of products that meet the specified conditions.



In the left side menu, you will find the “Smart Dynamic Feed” section. When you expand it, you will see the two main options for working with the tool:

- New Query: This is the starting point. Here you can write and launch new queries to explore your catalog or generate new feeds.
- Feed Library: This is your management library. Here you will find the queries you have previously decided to save (see the Creation of queries flow section) so that you can consult them again or obtain their URLs.

Available metrics and indexes

In order to perform accurate queries in Smart Dynamic Feeds, it is essential to understand the vocabulary used by the platform and to bear the following in mind when performing queries:

- *Data date:* By default, your queries will be run using performance data from the most recent day available (usually the previous day) and based on your default analysis period (7, 14, or 30 days). You can later permanently change the analysis period for your feed settings, but any changes you make to the date will be for exploratory purposes only. Generated feeds will always be automatically updated using the information from the most recent day available.
- *Search by category:* when you filter by category (e.g., products in the "Pharmacy" category), the tool will search the main product category. If you need a more specific category, you must indicate this. For more information, please visit the Appendix I: Configuration of category level and analysis period

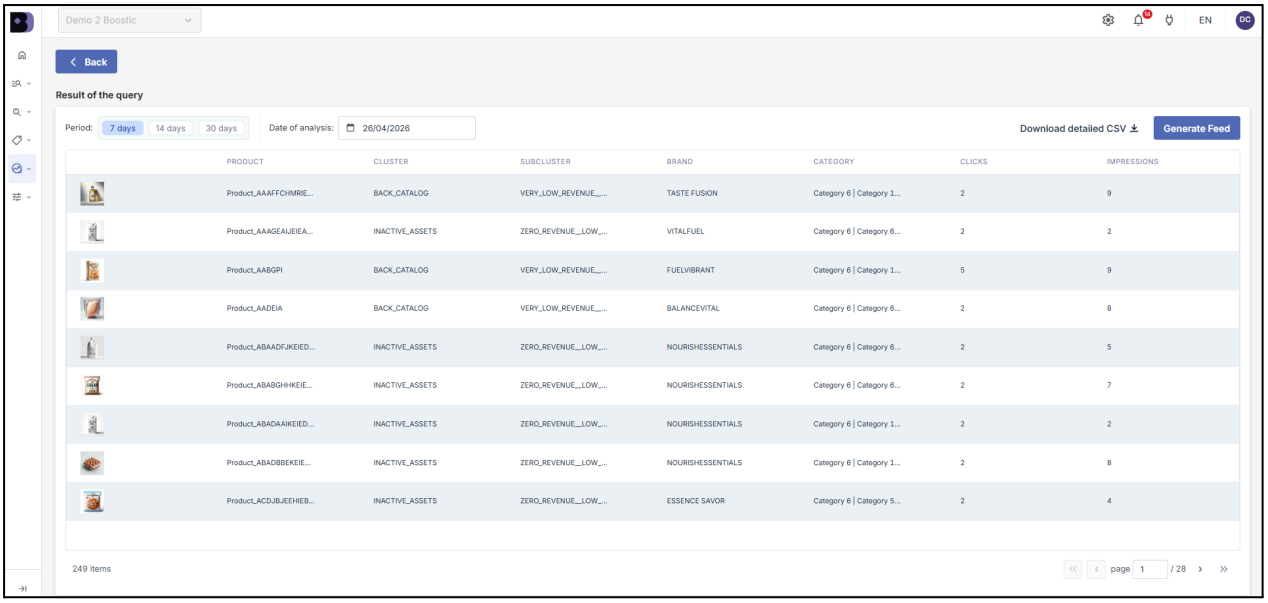
The system allows you to filter your catalog using:

- *Metrics:* these are the raw numbers and values extracted from your platforms (e.g. *cost > 100 or clicks < 50*).
- *Indexes:* this is the classification that Boostic.cloud gives to a metric based on the performance of that product compared to the rest of the products in the catalog. We will find values such as: "TOP", "HIGH", "MEDIUM", "LOW", "VERY LOW" or "ZERO".

When you perform a query, the results table will always show you some fixed columns so that you can identify the product: the product ID, the cluster, the subcluster, the brand, and the category to which it belongs (if it has one assigned).

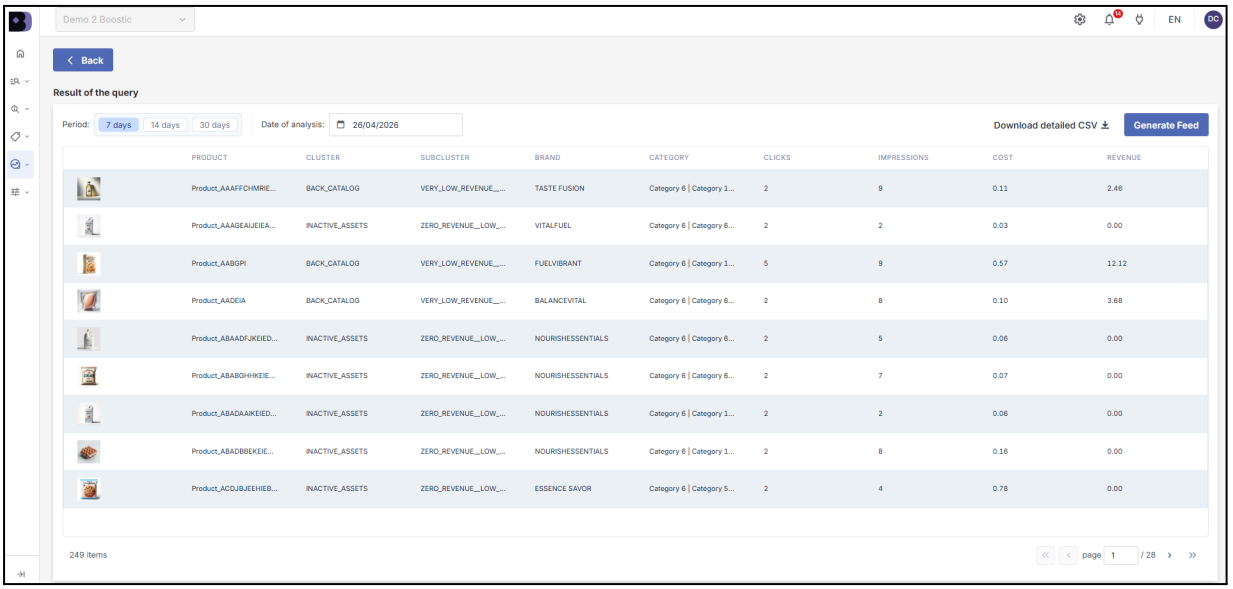
Next to them, you will see the columns requested in the initial query. These are the specific metrics or indices that you have included in your request (e.g., clicks, high revenue, etc.). Therefore, when creating a query, you can indicate the desired metrics or indices, as well as the brand or category by which you want to filter.

If, for example, your request was: '*give me a list of products that have at least one click and fewer than 10 impressions*', you will find a result like this:



As you can see in this example, Boostic.cloud automatically includes the fixed columns mentioned above in the results, as well as the two additional metrics you are asking for, which in this case are clicks and impressions.

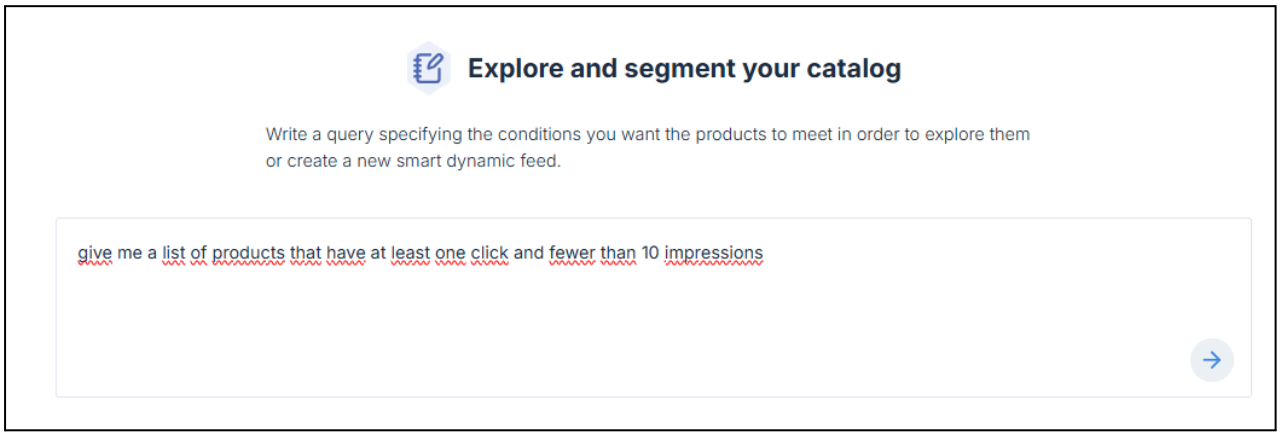
If you want to include any additional columns in the results even if you don't use them as conditions, you can also ask Boostic.cloud to do so, e.g.: '*Give me a list of products that have any clicks and fewer than 10 impressions, along with their cost and revenue*'.



Creation of queries flow

Below is a detailed description of the complete process to follow for using Intelligent Dynamic Feeds as a personalized catalog browser and for defining queries for segmenting reusable products.

1. Open the side menu in Boostic.cloud and select 'New Query' in the 'Smart Dynamic Feed' section. Once there, type your query into the search bar. Boostic.cloud can only respond to queries for product listings that meet certain conditions. For example: *'give me a list of products that have at least one click and fewer than 10 impressions'*.

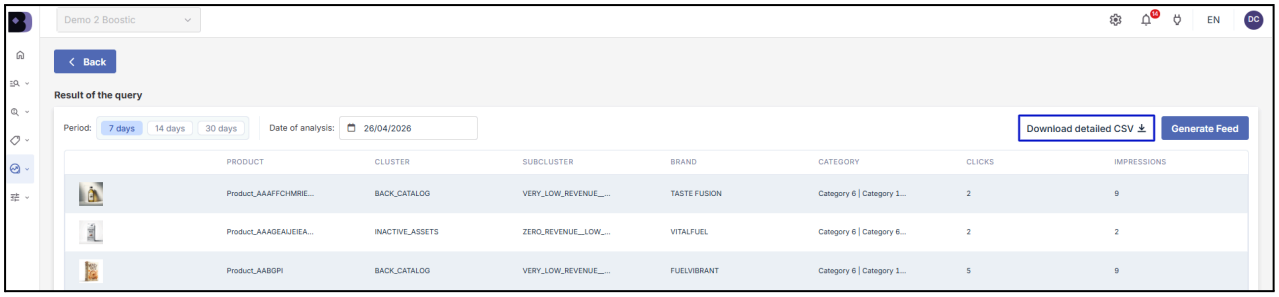


Click on the arrow so that Boostic.cloud can begin processing your query and return the results. Boostic.cloud needs to understand, verify, and process your query, which can take between 30 and 60 seconds.

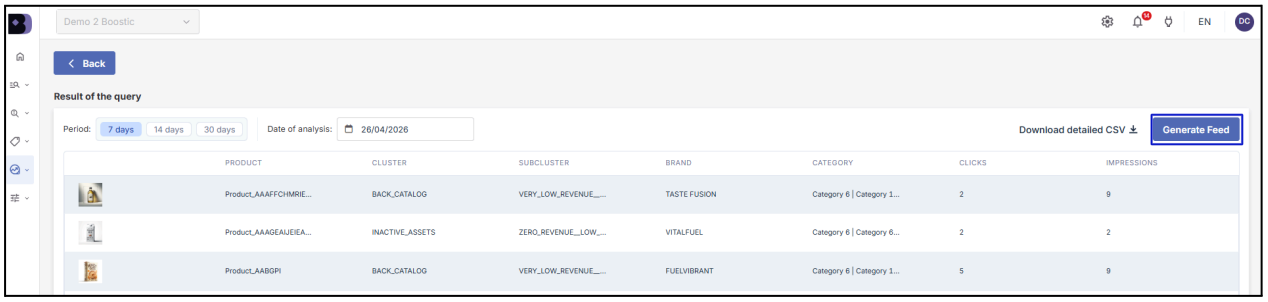
2. Once Boostic.cloud has finished processing your query, it will return a list of products that meet the specified criteria. In this results view, you have two advanced options for refining your search:
    - Change the time period: By default, the query runs over the time period you have selected in your general settings (7, 14, or 30 days). However, on this screen, you can change it manually to see how the results vary depending on the time window you need to analyze at that moment.
    - Selecting the analysis date: You can change the analysis date to explore historical data. It is important to note that this option is intended solely for exploratory purposes. If you choose to download the list as a CSV file, the file will contain data from the selected date (for example, to recover an analysis from last month). However, this does not affect feed generation: if you choose to save the query to create a dynamic feed, it will always be automatically updated with

data from the most recent day available, regardless of the date you used for exploration.

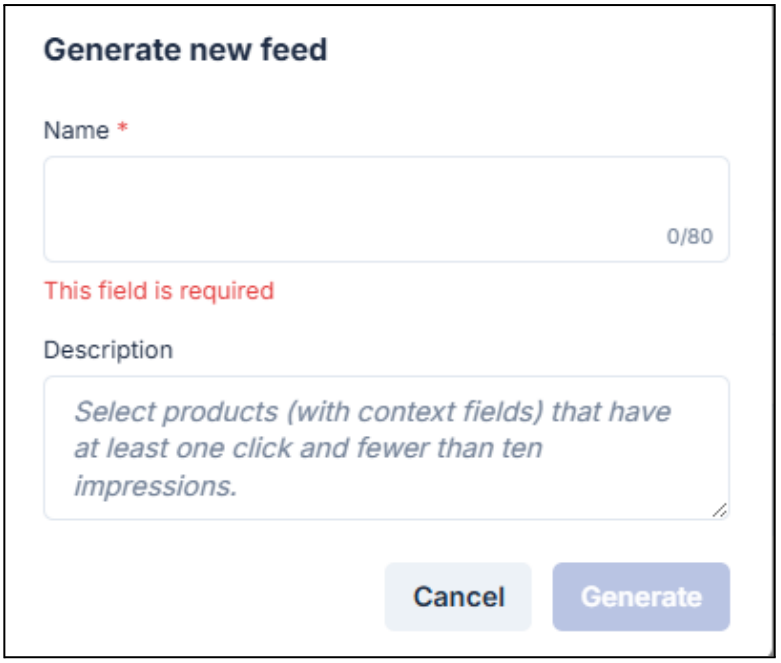
You can explore the data directly in the Boostic UI, or download it as a CSV file to analyze it in detail using another tool. To do this, click the ‘Download Detailed CSV’ button.



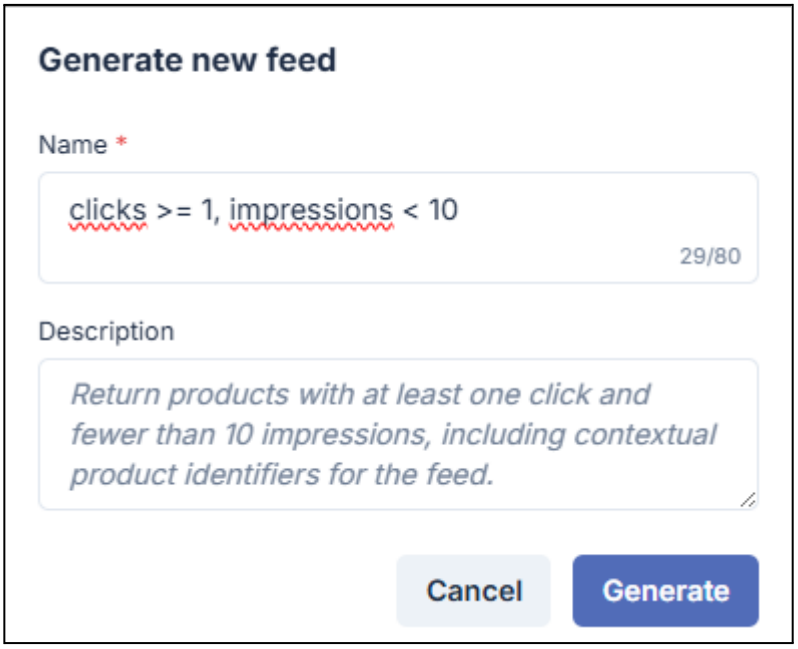
3. Once your query has been processed, you can also save it so that you can use it again in the future more quickly and directly, without having to retype your query and without Boostic having to analyze and process it again (see Dynamic Feeds Library section). This is useful for saving queries that you need to run regularly, as you can execute them quickly. This will also allow you to create a smart dynamic feed URL associated with your query. To do this, select the ‘Generate Feed’ button.



4. You will need to give the new feed a name. By default, it will appear as follows:

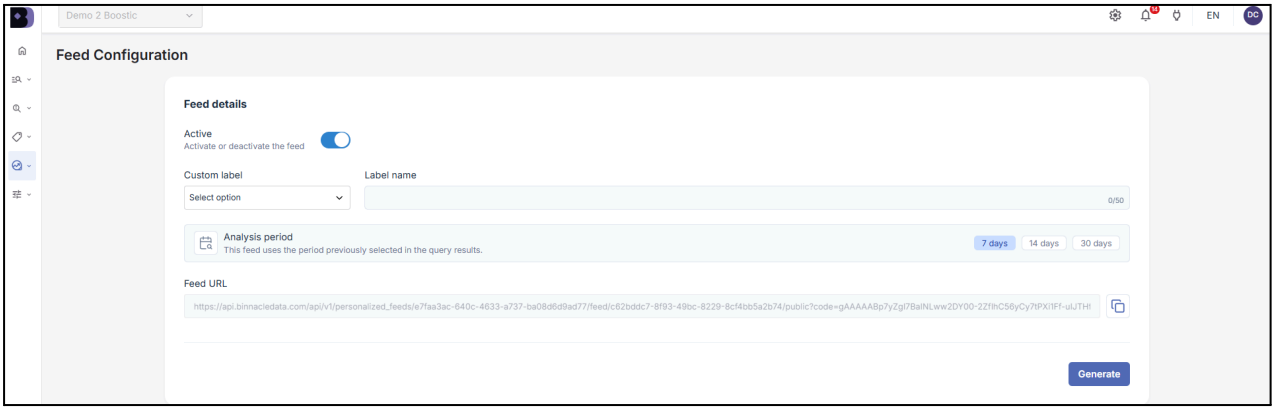


However, it is fully customizable:



The information that appears in the description is the internal query carried out by Boostic.cloud to create the feed you request to generate. Once you have everything completed, click on 'Generate'.

5. Next, you will see a feed configuration window. This step is essential to operationalize the catalog segmentation you just did and connect it to external platforms such as Google Merchant Center or Meta.



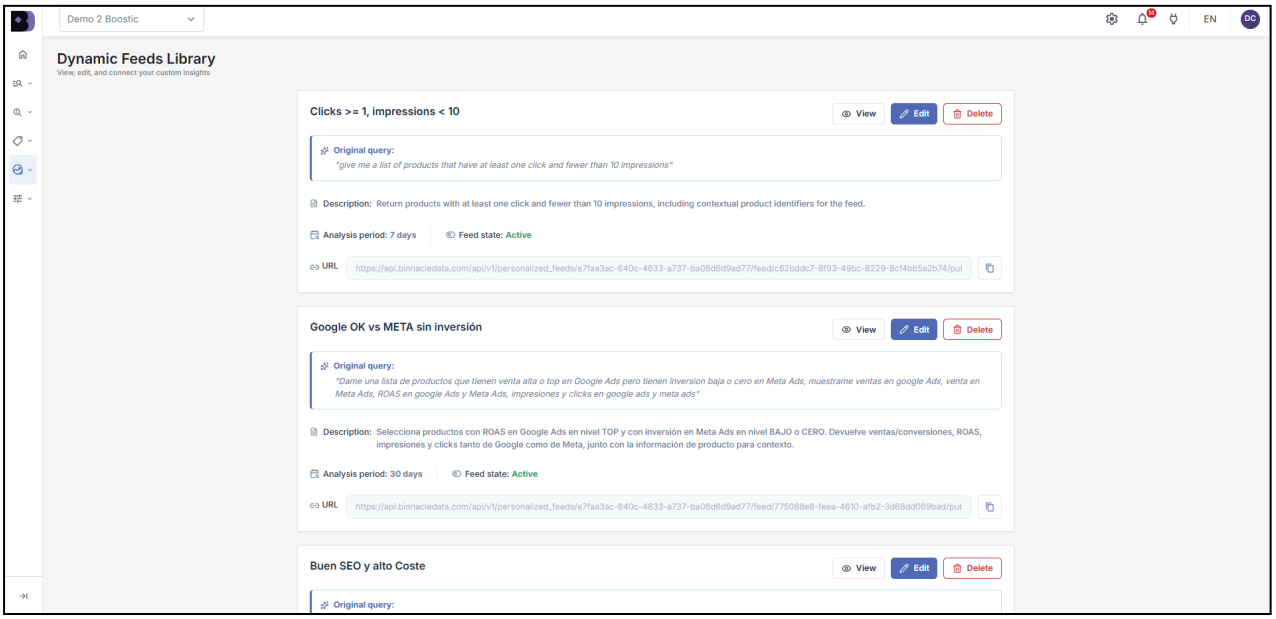
On this screen, you can configure the following parameters:

- Feed Status: This is a toggle switch to enable or disable the feed. If you keep it enabled, Boostic.cloud will process this information and update the product list automatically without requiring any action on your part.
- Custom label: here you must select which of the custom labels you want to inject this information into your catalog. This allows external platforms to receive the data in the correct field.
- Label name: this is the value or name that will be assigned to products that meet your request within the selected label. For example, if you have searched for products with high ROAS, you could write 'High_ROAS' here. This will be the identifier that you will see and use to filter your Google Ads or Meta Ads campaigns.
- Analysis period: Here, you must select the specific time period (7, 14, or 30 days) that Boostic.cloud will use to calculate and keep your dynamic feed up to date. It's important to note that even if you used a different period during the feed generation phase, the value you select here will be the one permanently saved for this automation.
- Feed URL: at the bottom, you will see the dynamic URL generated by Boostic.cloud. This is the address you will need to copy and paste into your advertising platforms to synchronize the data. To do this, select the button to the right of the URL itself.

Once you have configured these parameters, click on 'Generate' to complete the process.

Dynamic Feeds Library

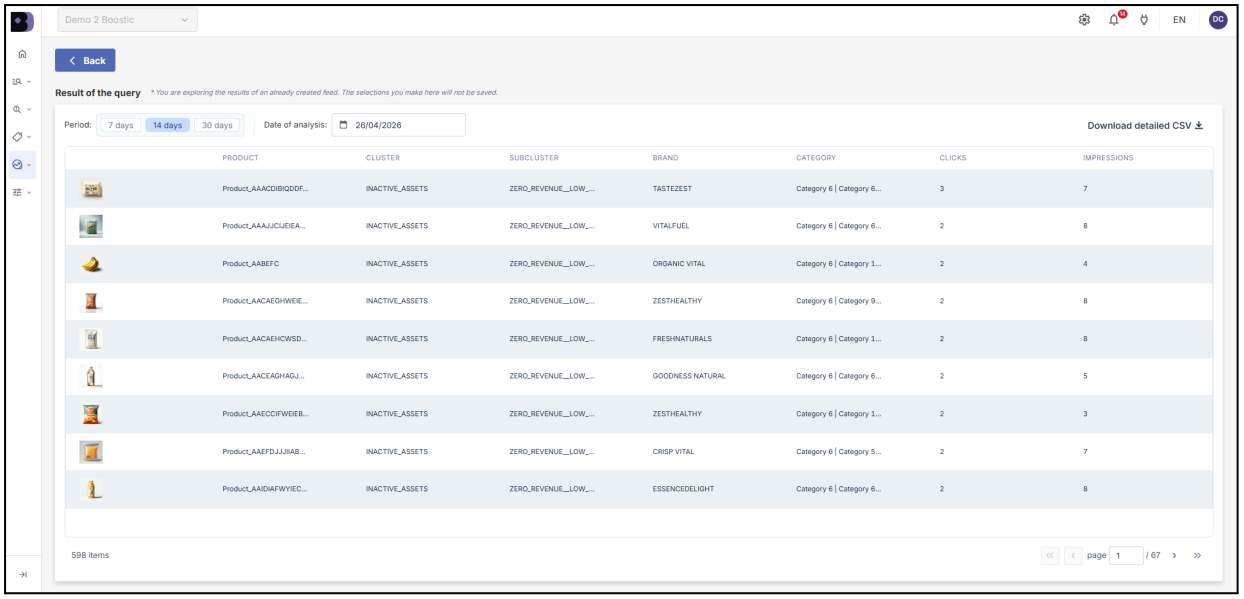
To view and manage all the feeds you have saved (whether they are currently active or not), go to the side menu, expand the 'Smart Dynamic Feed' section, and select 'Dynamic Feed Library'.



On this screen, you will find an individual card for each saved feed, summarizing the most important information about the segmentation:

- Name you have given to the smart dynamic feed you have saved.
- Original query: the exact query you wrote to generate the custom dynamic feed.
- Description: this is the description you added when you first generated the feed or, if you did not do so, it is the internal query that Boostic.cloud performs to carry out the original query.
- Analysis period: indicates the time period used to calculate the feed.
- Feed Status: This switch controls the availability of the data. If it is **Active**, the URL will work and the data will be updated every day. If you change it to **Inactive**, the URL will no longer be operational (it will return an error), cutting off the flow of data to external platforms.
- URL: This is the link to the dynamic feed generated. On the right, there is a copy button so you can easily take it with you. You will need to add this URL to Google Merchant Center or Meta Commerce as a supplemental feed or supplemental list. By doing so, you can use the custom label associated with this query to segment your campaigns or automatically exclude specific product groups.

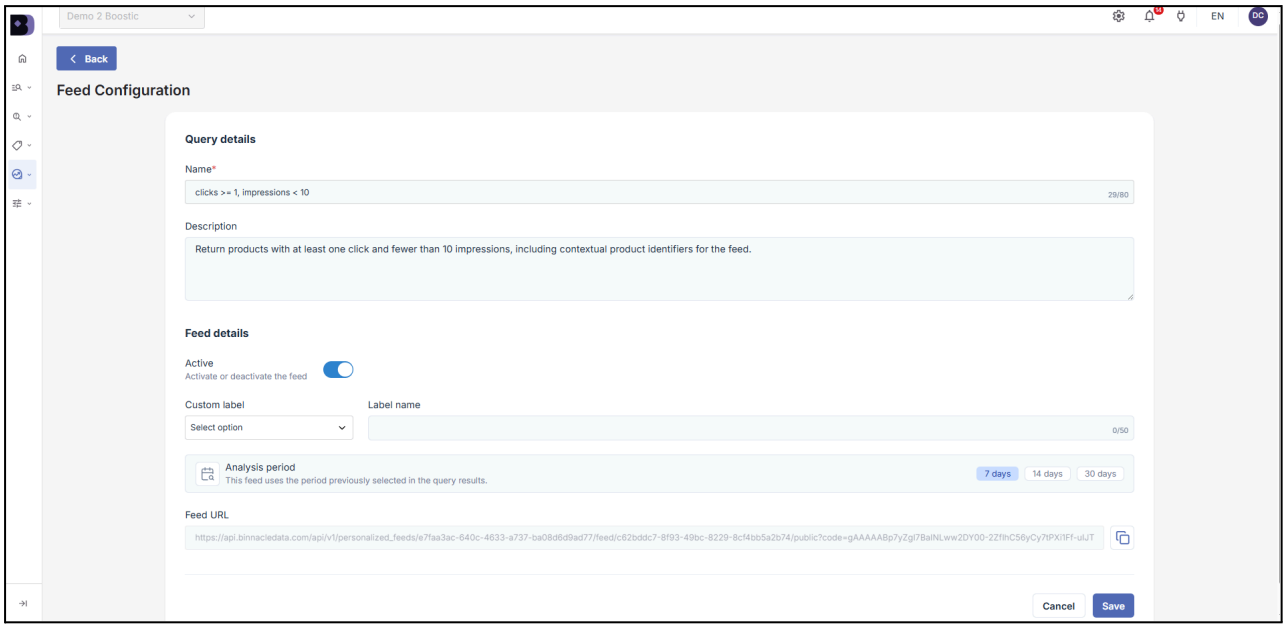
Each card has three main actions: 'View', 'Edit', and 'Delete'. If you want to see the catalog products that meet that specific condition, you can use the 'View' button. This will open the catalog of products that meet that condition:



From this view, you can see the current results and use it for exploratory purposes. This means you can adjust both the analysis period and the analysis date to see how the data has changed over time, and download the information in CSV format with the exact parameters you need.

Any changes you make to the time period or analysis date in this view are for testing purposes only and are used solely to export the CSV file. These changes will not alter the original settings of the feed you created. The feed will continue to update automatically based on the settings you specified when you generated it. Clicking ‘Back’ will return you to the feed library.

If you need to make any changes to one of the feeds, click the ‘Edit’ button. A window will open where you can configure or modify:



- Feed name and description
- Feed status: You can enable or disable the feed.
- Modify the custom label that injects the data: You can select which custom label you want to use (custom_label_0) and the name it will have.
- Analysis period: Unlike the 'View' section, in this section you can permanently change the time period (7, 14, or 30 days) that the feed uses.

It is important to note that when you change the analysis period and click 'Save', Boostic.cloud will automatically recalculate the data based on the new time frame. This will automatically update the product list and associated tags that are sent to external platforms.

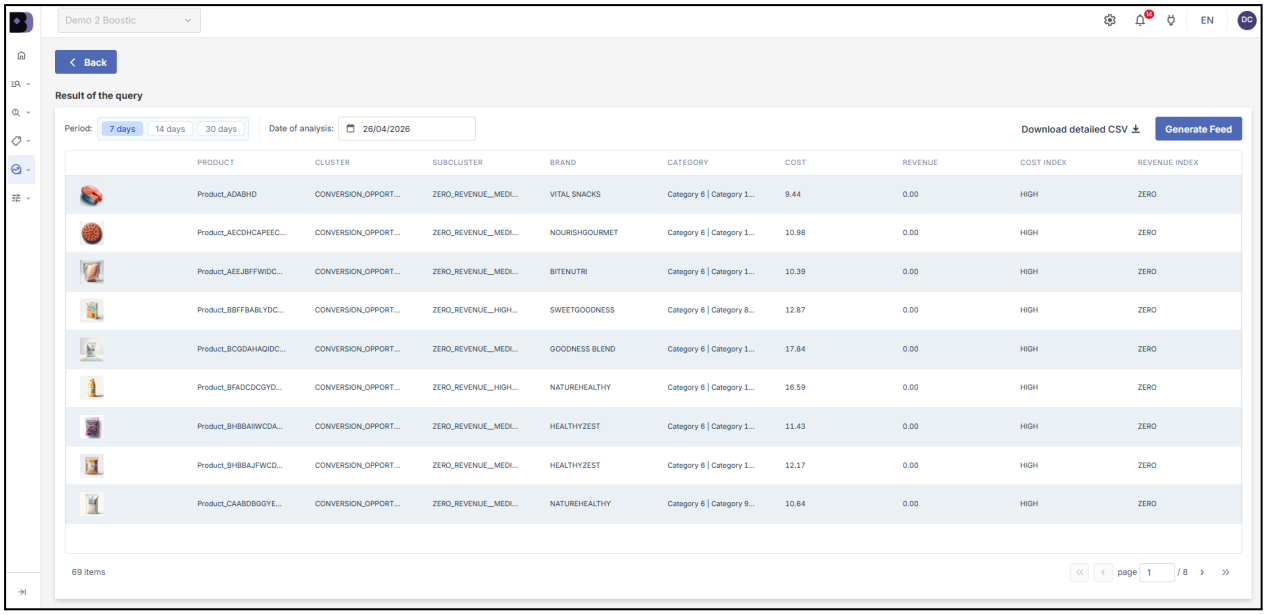
Once you have everything correctly configured, click on 'Save'.

Ideas for your queries: Use cases

Some examples of use cases are as follows:

Case 1: *You want to find products that you are investing advertising budget in but that are not generating a single euro of revenue.*

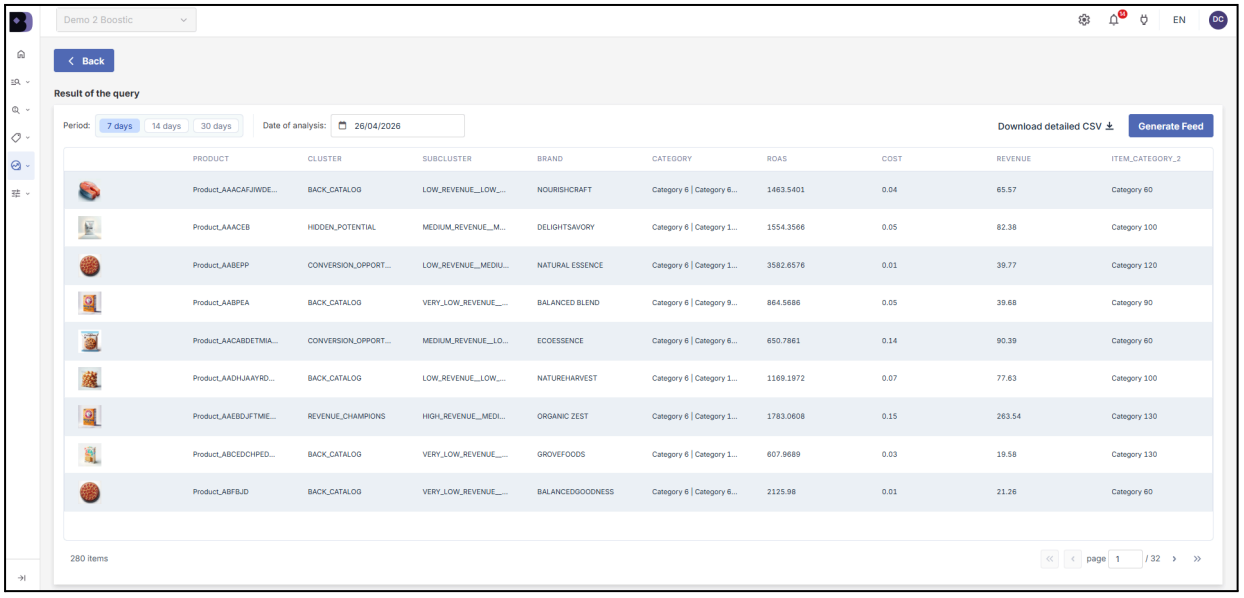
On the home screen, enter the query: '*Show me products with a high cost and no revenue*'.



Boostic.cloud returns a list of products as a result of that query, where we see the fixed columns (product, cluster, subcluster, brand, and category) and, in addition, the cost of the product, the revenue it generates, and, finally, it gives us the cost index, since we have indicated 'high cost' in the request.

You now have a list of products that you know are not generating any profit but are consuming your budget, so you can consider pausing them or taking some other tactical action with them.

Case 2: *If you usually work with product categories and want to continue with your business strategy, you can make requests such as 'give me a list of products with a high ROAS, with their category, cost, and revenue' to see which products and categories are performing best based on different metrics.*

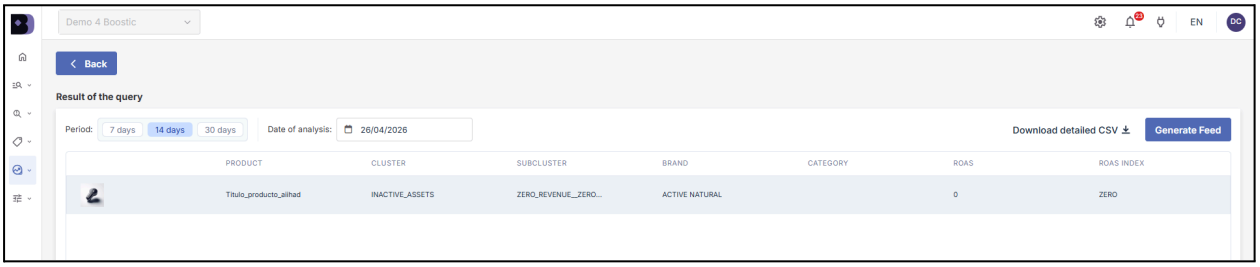


This specific example returns a list of filtered products, containing only those products whose ROAS performance has been classified as 'high' among the products in the catalog. You will also see the fixed columns (product, cluster, subcluster, and brand) and, in addition, the metrics specified when creating the query.

Obtaining this custom feed allows you to instantly identify which product categories are grouping your most profitable items (in terms of ROAS), how much each one costs you, and how much they generate in revenue.

Case 3: *You want to find a series of ACTIVE NATURAL brand products whose ROAS is low compared to the rest of the products in the catalog. To do this, you can request the following query: 'Get a list of products of ACTIVE NATAL brand products with low ROAS'.*

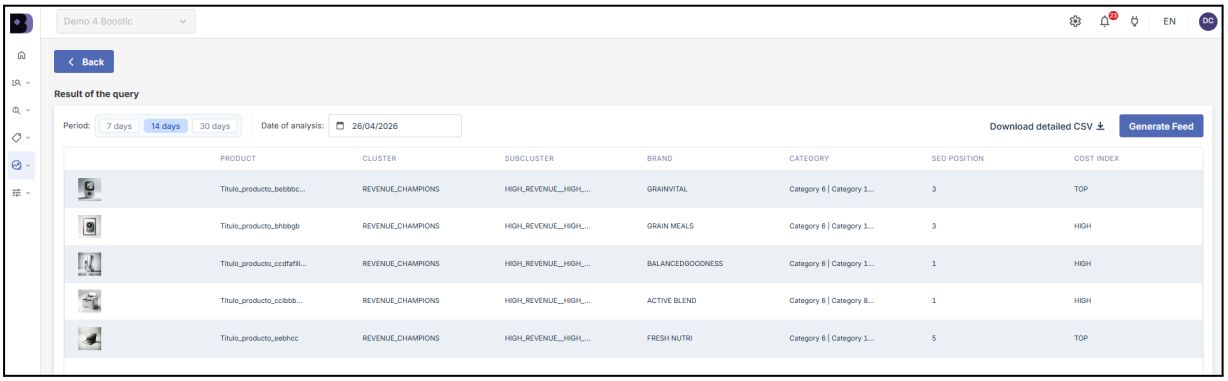
In this example, you can see that the brand name in the query is not spelled correctly. In these cases, Boostic.cloud has the ability to detect the brand that most closely matches what you have entered. All of this also applies to searching for product categories.



Boostic.cloud generates a list of ACTIVE NATURAL brand products that have a low ROAS or even lower, as is the case here, giving us a ROAS=0. This will allow you to find products for which you should review the product page and the bid you make on them, and thus detect why such a low ROAS value is obtained.

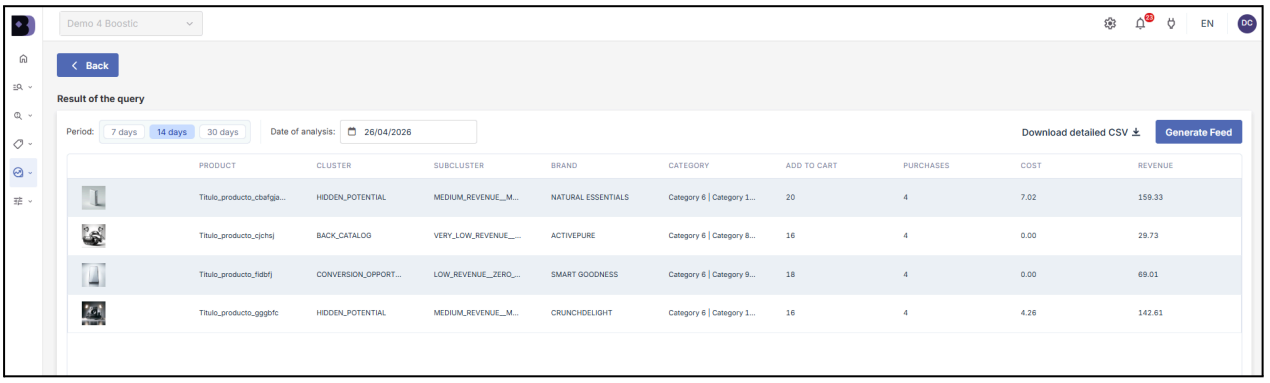
Case 4: *If you want to know how much money you are spending on advertising for products that are already well positioned in organic search results, you can determine what is a waste of your budget and what could be a winning strategy if they are champions products.*

To do this, you can run a query such as 'show a list of products that have an SEO ranking better than 5 and have a high or top cost'.



You get a list of products where you can identify those that have a high cost compared to other products in the catalog and that are also well positioned organically. In this case, we obtain a series of products with good SEO positioning, which means they act as a magnet for users to visit the e-commerce website. As they are already so well positioned organically, it might be worth considering reducing the amount of advertising spend on them.

Case 5: *You want to analyze the products that are added to the cart a lot but that you can't sell. You also want to have information about the revenue they generate. To do this, you can submit a request such as 'give me a list of products that have been added to the cart more than 15 times and purchased less than 5 times, and show me the cost and revenue'.*



This query will give you results on which products you should review at checkout to see what is happening: if there is a usability issue, if shipping costs are too high so users end up not buying, if there is an error when making the payment, etc.

The important thing about Smart Dynamic Feeds is that they allow you to segment your catalog in a completely personalized way based on your needs. You can find all the segmentation possibilities (metrics and indexes) in the Appendix II: list of available metrics and indexes. You can also build feeds or perform queries using tags and categories to filter, as was done in use case 3.

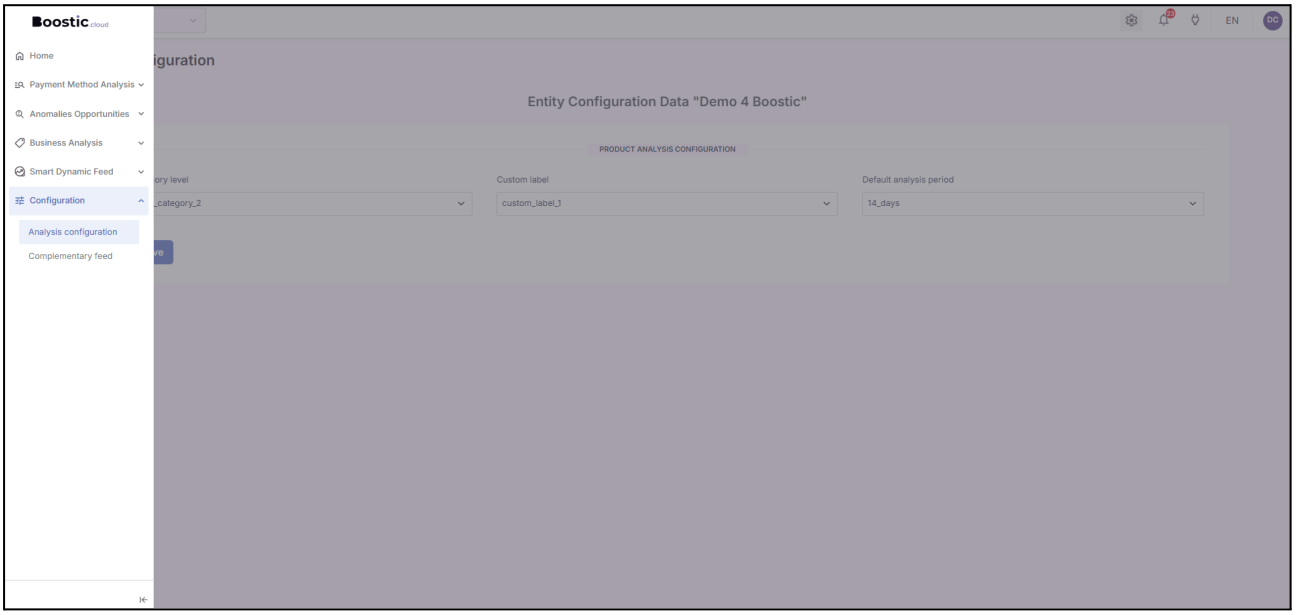
With Dynamic Smart Feeds, you will have a customized search engine with all the information about each of your products, which Boostic.cloud gathers from the different platforms you have connected. You will also have access to its own classification of product performance through indices.

Appendix I: Configuration of category level and analysis period

It is important to understand that Boostic.cloud allows you to define which attributes from your catalog will be used as the basis for performance analysis.

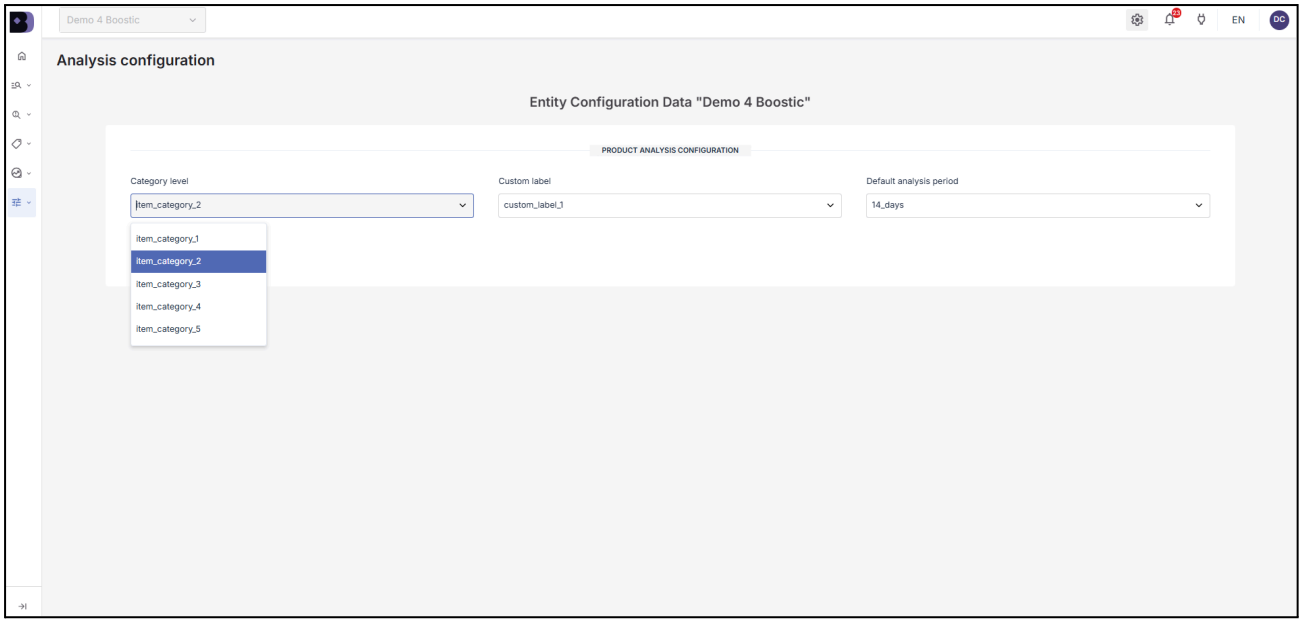
By default, the platform needs to know which level of your category hierarchy (e.g., item_category_4) or which custom label (e.g., custom_label_2) to use as the main source for its Category Analysis or Custom Label Analysis calculations.

It is advisable to configure this from day one to ensure that reports show the granularity your business needs. To configure it, go to the Boostic.cloud sidebar, select the Configuration section, and enter Analysis Configuration.



Once you enter this section, you will find:

- Category level: Here you must select which level of your feed's category level (item_category_2 to item_category_4) you want Boostic.cloud to use for all category analyses. For example, if you select item_category_4, the performance analysis will be based on the deepest level of your catalog.
- Custom label: Similarly, here you select which of your custom labels (custom_label_0 to custom_label_4) contains the main business logic you want to analyze (e.g., profit margin, season/seasonality, clearance, etc.).
- Default Analysis Period: Here you can set the time frame (7, 14, or 30 days) that Boostic.cloud will use by default to perform its performance calculations. Although you can change this value on a case-by-case basis for specific features such as when generating or editing a Dynamic Feed, this selection will serve as the default time frame for all analyses in your account.



The selection you save on this screen will be the data source that Boostic.cloud will use by default for its performance and clustering analyses.

Appendix II: list of available metrics and indexes

Below are all the metrics you can view using Smart Dynamic Feeds:

- *Purchases*: Total number of product purchases or conversions tracked by a clickstream analytics tool.
- *Revenue*: Total revenue generated from product purchases, calculated from clickstream data.
- *Sold Units*: Total quantity of items sold, based on clickstream purchase events.
- *View Item Sessions*: Total number of sessions where a user viewed a product's details page.
- *Add to Cart Sessions*: Total number of sessions where a user added an item to their shopping cart.
- *View Item*: Total number of times a product was viewed.
- *Add to Cart*: Total number of times an item was added to the shopping cart.
- *Sold Units* : Total quantity of items from e-commerce orders.
- *Purchases*: Total number of orders placed through the e-commerce platform.
- *Revenue*: Total revenue from e-commerce orders.

- *Refunds*: Total value of canceled or refunded orders.
- *N° Returned*: Total quantity of items from canceled or refunded orders.
- *Sessions:* Total number of sessions within a specified date range.
- *Cost*: Total cost of Google Ads marketing campaigns.
- *Clicks*: Total number of clicks on Google Ads campaigns.
- *Impressions*: Total number of times a Google ad was displayed.
- *Conversions*: Total number of conversions tracked by Google Ads.
- *ROAS*: Return on Ad Spend (ROAS) for Google Ads, calculated as revenue_clickstream / cost.
- *CTR*: Click-Through Rate (CTR) for external marketing campaigns, calculated as clicks / impressions.
- *Conversion Rate*: Conversion rate, calculated as purchases_clickstream / event_count_add_to_cart. This metric measures the percentage of users who make a purchase after adding an item to the cart.
- *SEO Clicks*: Total number of clicks from organic search results (Search Engine Optimization).
- *SEO Impressions*: Total number of times a page appeared in organic search results.
- *SEO CTR*: Click-Through Rate (CTR) for organic search, calculated as seo_clicks / seo_impressions.
- *SEO Position*: Average position of a page in organic search results.
- *Meta Cost*: Total advertising investment spent on Meta Ads.
- *Meta Impressions*: Total number of times a Meta ad was displayed.
- *Meta Clicks*: Total number of clicks on Meta ads.
- *Meta ROAS:* Return on Ad Spend (ROAS) for Meta Ads, calculated as revenue_clickstream / meta_cost.
- *Meta CTR:* Click-Through Rate (CTR) for Meta Ads, calculated as meta_clicks / meta_impressions.
- *Meta Conversions*: Total number of conversions tracked by Meta Ads.
- *Meta Value Convs.*: Total monetary value of conversions tracked by Meta Ads.

Below is a list of all the indices you can consult via the dynamic feed. The values these indices can have are: zero, very low, low, medium, high or top.

- *Impressions Index:* Measures the performance of Google Ads Impressions for a product, comparing them against the rest of your catalog to see if they stand out.
- *Clicks Index*: Measures the performance of Google Ads Clicks for a product, comparing them against the rest of your catalog.
- *Cost Index*: Measures what the Google Ads Cost of a product is like (whether it spends a lot or a little) compared to the rest of your catalog.
- *ROAS Index*: Measures the performance of Google Ads ROAS for a product, comparing it against the rest of your catalog.
- *CTR Index*: Measures the performance of Google Ads CTR for a product, comparing it against the rest of your catalog.
- *Conversion Rate Index*: Measures the performance of the Conversion Rate for a product (from "add to cart" to "purchase"), comparing it against the rest of your catalog.
- *SEO Clicks Index*: Measures the performance of SEO Clicks for a product, comparing them against the rest of your catalog.
- *SEO Impressions Index:* Measures the performance of SEO Impressions for a product, comparing them against the rest of your catalog.
- *SEO Position Index*: Measures the performance of the SEO Position for a product. It tells you if its organic ranking is good or bad compared to the rest.
- *SEO CTR Index*: Measures the performance of SEO CTR for a product, comparing it against the rest of your catalog.
- *Meta Impressions Index:* Measures the performance of Meta Impressions for a product, comparing them against the rest of your catalog.
- *Meta Clicks Index*: Measures the performance of Meta Clicks for a product, comparing them against the rest of your catalog.
- *Meta Cost Index*: Measures what the Meta Cost of a product is like (whether it spends a lot or a little) compared to the rest of your catalog.
- *Meta ROAS Index*: Measures the performance of Meta ROAS for a product, comparing it against the rest of your catalog.
- *Meta CTR Index:* Measures the performance of Meta CTR for a product, comparing it against the rest of your catalog.

- *Meta Conversions Index*: Measures the performance of Meta Conversions for a product, comparing them against the rest of your catalog.
- *Meta Value Convs. Index*: Measures the performance of the Meta Revenue (conversion value) for a product, comparing it against the rest of your catalog.
- *View Item Index:* Measures the performance of product detail page View Item (events), comparing them against the rest of your catalog.
- *Add to Cart Index*: Measures the performance of Add to Cart (events) for a product, comparing them against the rest of your catalog.
- *Sold Units Index*: Measures the performance of the quantity of items sold (N° Purchases), comparing it against the rest of your catalog.
- *Purchases Index*: Measures the performance of Purchases for a product, comparing them against the rest of your catalog.
- *Revenue Index*: Measures the performance of Revenue for a product, comparing it against the rest of your catalog.
- *Potential Index*: Evaluates the overall growth potential of a product on Google. It's calculated by combining its performance in Google Impressions, Google Clicks, and Add to Cart events to identify products with high improvement capacity.
- *SEO Potential Index*: Evaluates the SEO growth potential of a product. It's calculated by combining its performance in SEO Impressions, SEO Clicks, and SEO Position to identify products with high organic improvement capacity.
- *SEM Potential Index*: Evaluates the Google Ads (SEM) growth potential of a product. It's calculated by combining its performance in Google Ads Impressions and Clicks.
- *Meta Potential Index*: Evaluates the Meta Ads growth potential of a product. It's calculated by combining its performance in Meta Impressions, Meta Clicks, and Add to Cart events to identify products with high improvement capacity on social media.