Rithum

Managed Feeds Services Description

Last Updated: January 22, 2025

All capitalized terms not defined herein shall have the meaning set forth in the applicable OF and the Terms.

1. General

Provider will provide the following Services to help manage Feeds on Clients' behalf.

"Feeds" means the features and functionality of the Provider Materials that allow product data Feeds to be developed, managed, and sent to various online destinations for which Provider has an existing connection and/or template. Feeds destinations are included in the definition of "Channels" as defined in the OF. Unless otherwise specified in the applicable OF, Feeds support listing quantities of up to 250,000 products on a supported Feed.

2. Implementation

For the initial implementation Services, Client will work with Provider to complete a "Get Started" questionnaire. The parties will work together to create an implementation, which will detail implementation milestones and a checklist of tasks for each party.

3. Services Description

3.1 Provider will utilize proprietary methodologies and Provider's Materials to optimize Feeds by providing some or all of the following, where applicable:

3.1.1 Category Mapping. Provider will configure and map product data to Feed destination taxonomy for new categories.

3.1.2 Feed Creation. Provider will configure and map product data to applicable Feed destination in accordance with Client's requirements/specifications.

3.1.3 Feed Submission. Provider will syndicate Feeds on a regular basis.

3.1.4 Feed Monitoring. Provider will regularly monitor the status of inventory processes through the Feeds.

3.1.5 Issue Identification & Resolution. Provider will identify and resolve Feed issues as they arise.

3.1.6 Content Enhancements. Provider will apply product title and description enhancements upon Client's request to maximize offer visibility.

4. What's Required from Client

4.1 Client must properly install the applicable Feed destination tracking pixel (including updated versions of the pixel), which is necessary for automating delivery of inventory and pricing updates.

4.2 Provider will not install any pixels or develop code on Client's behalf. Provider will work with Client to validate that pixels installed by Client and Feed destination account configurations are successfully exchanging Client Data with the Provider Materials.

4.3 Client must have no more than 1,000 unique categories.

4.4 Client must have one-to-one SKU-per-Item relationship in place. Provider will either use an existing unique SKU value (which cannot exceed 40 characters in length) or generate a unique SKU for each item.

4.5 Client must provide up to 2 Inventory Feeds in a format that meets Provider's specifications or approval and must contain product page URLs of a single domain. "Inventory Feed" means a transfer of product data from Client to Provider by means of FTP or API.

4.6 The Client must update each Inventory Feed at least weekly.

4.7 Client is responsible for the design and identification of SKUs for promotions and marketing materials.

4.8 If Client would like to utilize Provider's APIs, then Client is responsible for integrating with Provider's API. All documentation is provided via the Provider Developer Network Google Group/Forum (http://developer.channeladvisor.com) and on the Provider Knowledge Center.