

Backgrounder

At a Glance

- **Founded:** 2007
- **Location:** San Francisco, CA
- **Sectors:** Marketing, Software

Services

VersaFeed enables online retailers to list their inventory on the following shopping websites quickly, easily, and profitably:

- Google Product Search
- Bing Shopping
- PriceGrabber / Yahoo! Shopping
- Shopzilla
- Amazon
- NexTag
- Shop.com
- Shopping.com
- Smarter.com
- TheFind

These sites, also known as comparison shopping engines, help over one hundred million consumers locate products every year. VersaFeed manages the entire shopping engine life cycle:

1. Comparison shopping engine account *creation* and *configuration*
2. Product *data extraction* from retailer's website or database
3. Product data feed *creation* and *distribution*
4. Comparison shopping engine *updates* every 48 hours with fresh product data

Special Features

Product Extraction

VersaFeed extracts product information directly from an online retailer's website or database. In this fashion, there is almost zero integration effort required by the retailer.

Managed Solution

VersaFeed sees retailers through the entire cycle of listing products on comparison shopping engines. VersaFeed does more than simply generate a data feed; account managers and engineers ensure that new marketing channels are navigated properly.

Key Personnel

John Kleven, CEO

Mr. Kleven has worked for Sony, Hewlett-Packard, and a variety of startups in engineering, marketing, and executive positions. Mr. Kleven holds a degree in computer engineering from Cal Poly, San Luis Obispo.

Andy Hund, Co-Founder

Mr. Hund oversees the VersaFeed engineering team and ensures that day-to-day data feed operations run efficiently and error free. Mr. Hund has a degree in computer science from California State University, Chico, and most recently was a Product Specialist at VerticalResponse.