BUSINESS CASE WHITEPAPER · COM-021

Merchant feed diagnostic

Trace rejected feed items to the fields that need correcting.



The decision

Rejected feed items are being corrected individually without tracing the errors to their source.

What the fee buys

We trace up to 20 rejected feed items to source fields and supply a correction file.

When to commission

Buy when rejection messages and matching source rows are available for tracing.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A feed rejects one item whose size exists on the shop page but is blank in the export.

In this illustrative case

Trace the source field to the outgoing attribute and include the corrected value in the example row.

Inputs and ownership

Supply up to 20 item-level errors, the matching feed rows and the current channel specification.

1. Collect merchant rejection messages
2. Trace the source fields
3. Prepare targeted corrections

Using the handover

Use the correction file to repair the upstream mapping and avoid fixing the same error row by row.

An alternative to buying

Fix a single known export mapping internally if the error has already been diagnosed.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£349 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 8.72 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Track repeat rejections for the same item and field after the merchant applies the correction file. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy when rejection messages and matching source rows are available for tracing. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-021, GBP catalogue fee and an illustrative working case. View service scope.

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