



Leverage price comparison websites to the maximum

Why automate bidding on price comparison websites?

It's easy to get lost in the maze of bidding on price comparison websites. Beed helps you find your way using advanced automation to increase your efficiency by giving you more control over which products you bid for – the ones that make sense to your business.



**INCREASED WORK
EFFICIENCY**



**MAXIMUM
PERFORMANCE**

What is Beed?



Fully automatic

It automatically monitors performance and costs, adjusts the bid, and sends it to price comparison websites on its own – no need to even lift a finger.



Comprehensive

It enables you to set up a big number of strategies and it keeps learning. It also lets you evaluate results immediately.



Transparent

It combines data from multiple sources for better, more transparent analysis and provides a better overview.



Simple and helpful

It uses your standard price comparison website feed, access to the price comparison website and to Google Analytics. No need to change or create anything new.

How it all works?

1

Add a price comparison website feed and logins to the website and Google Analytics into Beed.

2

Set up filters and rules for bidding (over 500 options).

3

Choose how often repricing should be performed per day (up to 12 times).

4

Beed downloads the data from the price comparison websites and Google Analytics.

5

Based on your filters, rules, and existing results, it sets a new bid (CPC) and writes it into the feed.



Beed uploads the new prices into the administration of the price comparison website.

What can Beed do?

Up to 500 various filters and rules

- Using filters and rules you can set up your bidding strategies in Beed. You can bid based on your price, your competitors' prices, for TOP positions, based on availability or margins, and you can focus on specific categories, products or manufacturers. Of course, you can also use rules based on campaign performance – orders, ROI, click-through rate, and costs

Repricing up to 12 times a day

- Does your strategy depend on always having the most current CPC offer? With Beed you can change your bid up to 12 times a day.

CSV exporting

- If you want to evaluate Beed in other tools, simply download everything in CSV format and you're on your way.

PowerBI dashboard

- We've created an easy-to-understand dashboard in PowerBI to evaluate your results in a transparent way and compare them with the past. The controls are intuitive and everything is ready to be used – no setup required.

Data from multiple sources

- Beed works with the data obtained directly from price comparison websites as well as from your Google Analytics, enabling it to evaluate the results more precisely and calculate even more effective bids.

Filter setup based on extensive data history

- You can set up your bidding strategies to take into consideration your results up to 3 months back.

**Ready to increase your efficiency
by automatic bidding with Beed?
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