

## Competitor Analysis for Top 8 Feed Management Solutions

	Kenshoo (RTC)	Marin (Dynamic Campaigns)	DoubleClick (inventory keyword campaigns)	Merchantadvantage	Lengow	OneFeed	Fusepump	Versa Feed	Versa Feed (Gold)
Monthly Fee	£2,000	£2,000 + £500 Extra Channel	£3,000	from £535 +usage fee	From £300	£1,000+ (full service)	£1,000+ (full service)	£1,151	£2,306
Setup Fee	Free	Free	Unknown	Unknown	£600 Setup Fee	Unknown	Unknown	Unknown	Unknown
Email Support	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Phone Support	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Hours of support	24x7	24x7	24x7	24x7	24x7	24x7	24x7	Not 24/7	Not 24/7
Dedicated Support	Yes (account manager)	Yes (account manager)	Yes (account manager)		Yes (account manager)	Yes (account manager)	Yes (account manager)	No	Yes (account manager)
SLA - Response	Platinum only - 30 mins (P1)   2hrs (P2)	2hrs	Unknown	24hrs	6hrs	No SLA	2hrs	No SLA	No SLA
SLA - Resolution	No SLA	No SLA	Unknown	No SLA	No SLA	No SLA	12hrs	No SLA	No SLA
Feed update	once daily (with option to run hourly but with an extra charges)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown
Guaranteed Uptime Rate	No Commitment	No Commitment	No Commitment	No Commitment	No Commitment	No Commitment	No Commitment	No Commitment	No Commitment

**\*Versa Feed** Email & Phone Support only for Gold Plan @ 2,995  
 No SLA - 75% of feed change requests are handled within 24 hours. 90% within 2 days