

Zen Cart PriceRunner.com Data Feed

Price: \$39.00



Product description:

Zen Cart PriceRunner.com Data Feed is **Zen Cart contribution** which radically eases your products' export into PriceRunner.com - one of the best **Pay-Per-Click** services.

[About PriceRunner](#) | [FAQ](#) | [List Your Products](#)

PriceRunner.com was designed to provide consumers with easy online access to specifications and prices for a wide variety of products. After only a few minutes of browsing this site, the customer is already in a good position to make an informed decision about a purchase. Whatever it is one is looking for, he can quickly work out which model best meets his needs, where it is available, and at the lowest possible price. Whether he wishes to purchase on or offline, **PriceRunner.com** will point to the best deal.

The website PriceRunner is a price comparison service launched in Sweden in 1999, and since bought by ValueClick. It allows users to compare prices on a range of products.

PriceRunner uses a combination of screen scraping retailers' websites and files supplied by the retailers themselves. These prices are matched against a backend database. This is done by using both a fuzzy logic automatching system, and manually by admin staff. PriceRunner.com was designed to provide consumers with easy online access to specifications and prices for a wide variety of products.

PriceRunner is similar to other price comparison services in that it is financed by advertisers, who pay on a pay per click model. It also uses web banners provided by sister company, vcmedia.

Main features:

- easy to use and configure
 - multilanguage support
 - multicurrency support
 - ability to export only selected categories
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- ability to include/exclude products marked "out of stock"
 - ability to include/exclude products with zero quantity
 - capability to include/exclude products with zero price
 - capability to strip HTML from Product Names
 - capability to strip HTML from Product Descriptions
 - capability to set default shipping cost
 - ability to limit number of products exported
 - ability to set currency that is used during export
 - ability to customize name of the export file
 - inline text recommendations for fast initial configuration
 - ability to automatically upload feed via FTP
 - ability to send feed via email
 - third party sales channel tracking (Google Analytics, WebTrends, OneStat, 123LogAnalyzer, Netmining etc)
 - optional GZIP compression of feed contents
 - additional Live Product Feed URL options
 - ability to validate feeds (XML-based feeds only)
 - ability to store feed on your server
 - exported products filtering by name, quantity, model, price etc
 - ability to append additional info like price, manufacturer to exported product name
 - multiple export configurations
 - preconfigured Google Analytics support
 - supports most of standard-compliant SEO-friendly URL modules/addons
 - Click Tracking / ROI Tracking
 - online documentation and Quick Start instructions
- and more