



WakeupData 101

User Guide

A Guide Brought To You By WakeupData

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What is WakeupData 101?

This guide is intended as an invaluable handbook to all WakeupData users. It will not only help you get acquainted with the features of the WakeupData interface, but will provide simple, step-by-step examples of how to carry out a variety of actions within the platform.

By following the steps and recommendations included within this resource you can learn how to effectively carry out seemingly complex actions with simplicity. With a solid understanding of the platform's usage, the goal of WakeupData 101 is to give you total confidence in having power and control over your data – importing, mapping, merging, editing, exporting and so much more - to give you the best possible results.



Connect Any Data, From Any Source

What is the WakeupData platform?

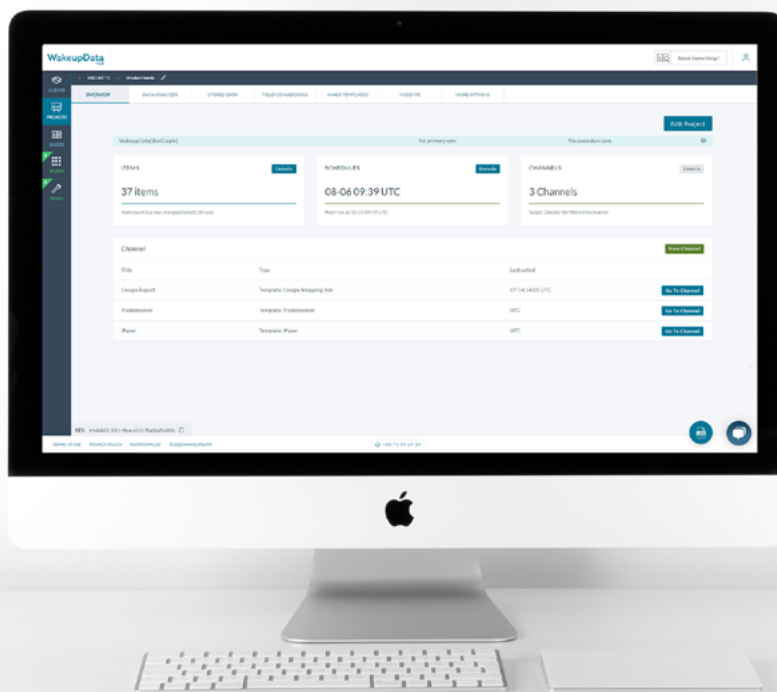
Our platform offers a range of powerful, flexible and reliable data feed marketing tools created for marketing specialists, by marketing specialists.

Users can set up Projects, map, optimize and restructure their own data, then export to hundreds of available Channels and Services within a simple, intuitive interface in just minutes. Ours is a cloud-based platform, so that all our users enjoy a continuous, safe and secure service. This user manual offers a comprehensive guide to understanding and carrying out integrations using the WakeupData platform.

01

Importing your product data & starting a project





What is a project?

Simply put, a project is a connection we create between your product data, the WakeupData platform and all your sales and marketing channels on which you're selling. The **Product Feeds you import** - also known as product data feeds or data feeds - are files in a variety of formats (**csv, txt, xml**) containing any manner of different product information.

We offer multiple methods of importing your data feeds, including **URL, FTP, Shopify, Magento, Website Crawl, Prestashop, Bluestone, Ucommerce, Smartweb and Google Spreadsheets** (more info on each of these is available in platform).

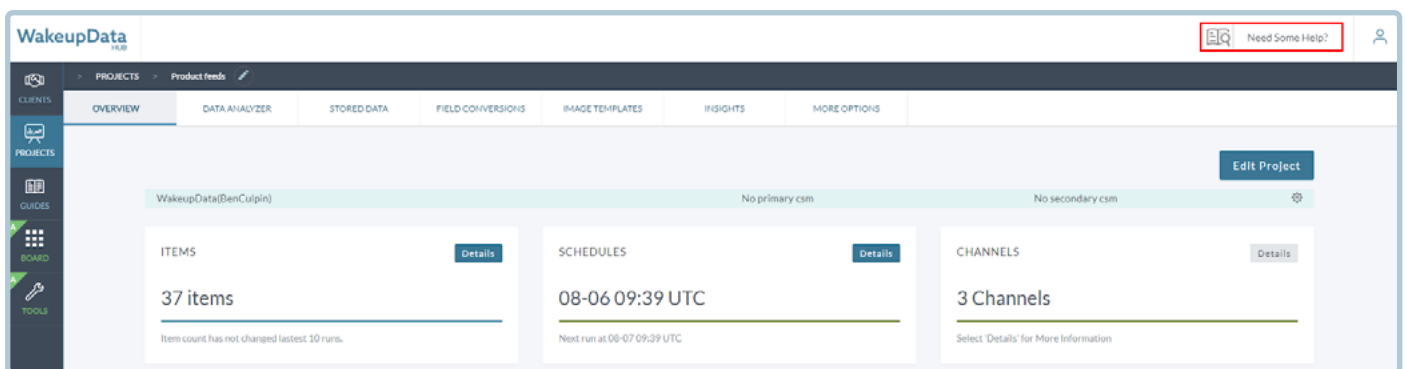


The following pages will give a brief outline of how you can simply set up a project using our platform.

How to set up a Project:

When you log in to your WakeupData account you will be able to see the overview of the feeds you have available in our system. Here you will be able to view and edit all your current imports and exports to channels.

N.B. If at any time you need help you can access support articles related to the page you are currently on by selecting the button in the top right corner of your screen. Alternatively, you can talk to one of our team members by using the in-platform chat function in the bottom right hand corner.



1 To start off, press the button in the top right which reads '**Create New Project**'



Create New Project

2 Now you can choose the source of your data. You will see several options where you can receive more info and select the type of data source that you have. For this example we have chosen the most popular method among WakeupData users, a URL source.

3 You can then paste the URL (or stated data source) into the blank field select '**test fetch data**' and wait for the system to give you an overview of the data you are importing to your project.

For more info on setting up a project visit:

support.wakeupdata.com/knowledge/how-to-create-a-project

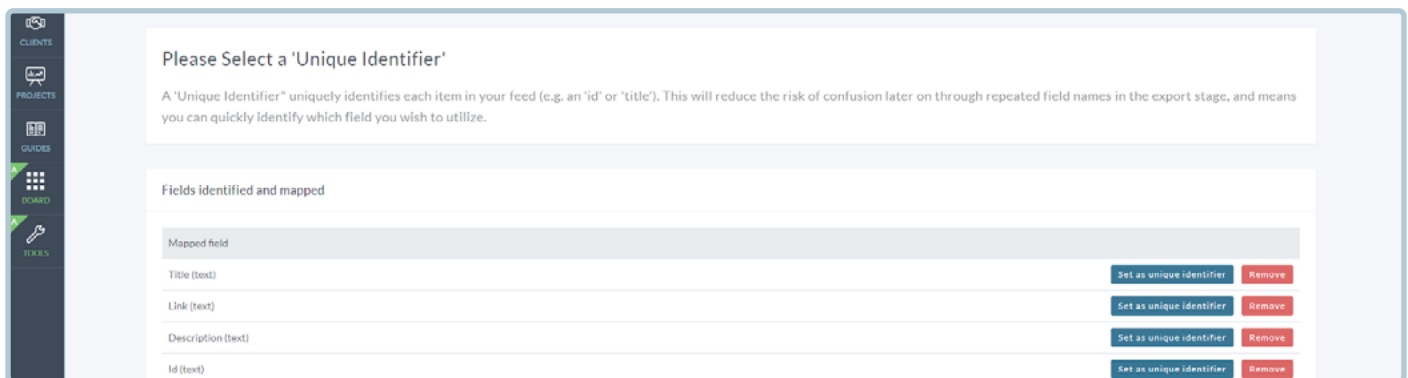
4 It is here that you can check through all the data for your project. Once you are happy with everything and it all looks correct, select '**Continue**' at the top right of the page.

5 Our system will now map all the available fields in your product feed automatically, keeping the structure and naming conventions that are available in your feed.

N.B. Remember to choose a unique identifier, which is the attribute that is unique for each product individually. In most cases, this would be Product Id or EAN/GTIN.

Please refer to [this article](#) to learn how to set up a project using the automapping feature:

support.wakeupdata.com/knowledge/how-to-import-your-product-data-feed-using-automapping



Fields identified and mapped		
Mapped field		
Title (text)	Set as unique identifier	Remove
Link (text)	Set as unique identifier	Remove
Description (text)	Set as unique identifier	Remove
Id (text)	Set as unique identifier	Remove

6 After you made sure that all the necessary fields are mapped, press '**Finish**' on the right-hand side.



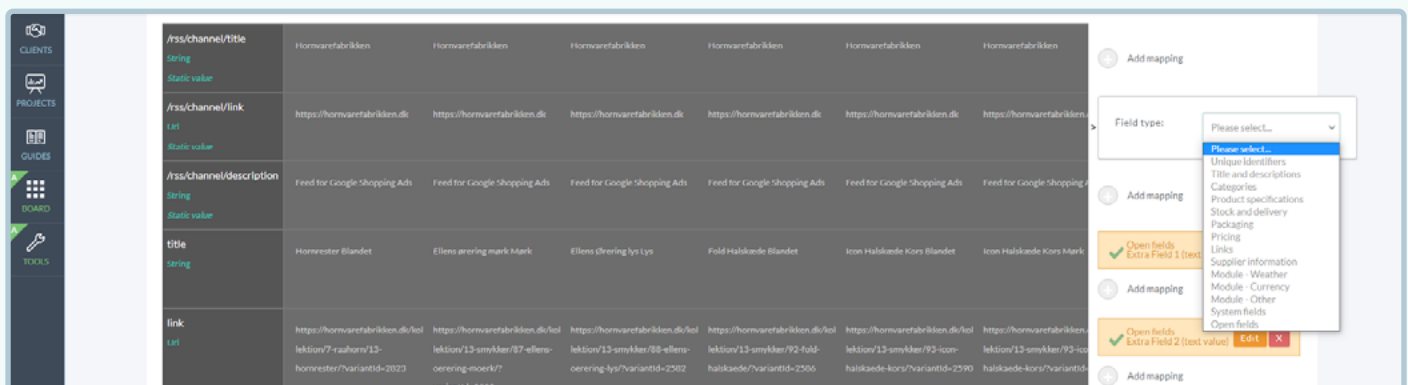
FINISH

Manual Mapping

In some cases, you may want to manually map the data yourself. To do this, instead of clicking '**continue**' for automapping, click '**manual mapping**' to the left. You can now manually map the available fields in your product feed, assigning each attribute a predefined value in the WakeupData system. By manually mapping your product data you have more control of what fields will be available in the imported feed.

Please refer to [this article](#) to learn how to set up a project using the manual mapping feature:

support.wakeupdata.com/knowledge/how-to-import-your-product-data-feed-using-automapping-1



Feed attribute	Feed 1	Feed 2	Feed 3	Feed 4	Feed 5	Feed 6
/rss/channel/title	Homvarefabrikken	Homvarefabrikken	Homvarefabrikken	Homvarefabrikken	Homvarefabrikken	Homvarefabrikken
/rss/channel/link	https://homvarefabrikken.dk	https://homvarefabrikken.dk	https://homvarefabrikken.dk	https://homvarefabrikken.dk	https://homvarefabrikken.dk	https://homvarefabrikken.dk
/rss/channel/description	Feed for Google Shopping Ads	Feed for Google Shopping Ads	Feed for Google Shopping Ads	Feed for Google Shopping Ads	Feed for Google Shopping Ads	Feed for Google Shopping Ads
title	Homester Blandet	Ellens arering mark Mark	Ellens (Erving) lys Lys	Fold Halskaede Blandet	Icon Halskaede Kors Blandet	Icon Halskaede Kors Mark
link	https://homvarefabrikken.dk/lektion/7-raahorn/13-homester/variantId=2023	https://homvarefabrikken.dk/lektion/13-smylker/87-ellens-oerering-mark/7	https://homvarefabrikken.dk/lektion/13-smylker/88-ellens-oerering-lys/variantId=2502	https://homvarefabrikken.dk/lektion/13-smylker/92-fold-halskaede/variantId=2506	https://homvarefabrikken.dk/lektion/13-smylker/93-icon-halskaede-kors/variantId=2590	https://homvarefabrikken.dk/lektion/13-smylker/93-icon-halskaede-kors/variantId=2583

7 You will now have the overview of your project in the overview. The new import of your data will automatically run a minute after it was imported, and will now run every day unless you change the schedule. You will be able to see the amount of products imported in this section (as well as any schedules and channels you add at a later stage).

Once a project is set up, you have the ability to enrich your product data feed by merging missing information, such as missing EAN numbers, additional descriptions, cost data or any other relevant information that can (and will) help you optimize your product feed and become more successful with your campaigns.

Let's take an example:

You successfully imported your product data feed, but during the process you realized that you are missing the EAN numbers. We know that by adding your EAN numbers to your product data feed, you can see an increase of up to 20% in clicks on Google Shopping.

If you have the EAN numbers stored in a different file (i.e. on a Spreadsheet) - you can use our merge function and add that information to your feed, making sure you are not missing out on that 20% increase in clicks.

Additionally, we can extract missing information directly from your website by using our scrape feature. For example, we can extract more images, description fields or any other relevant information, gathering even more information for you to work with.

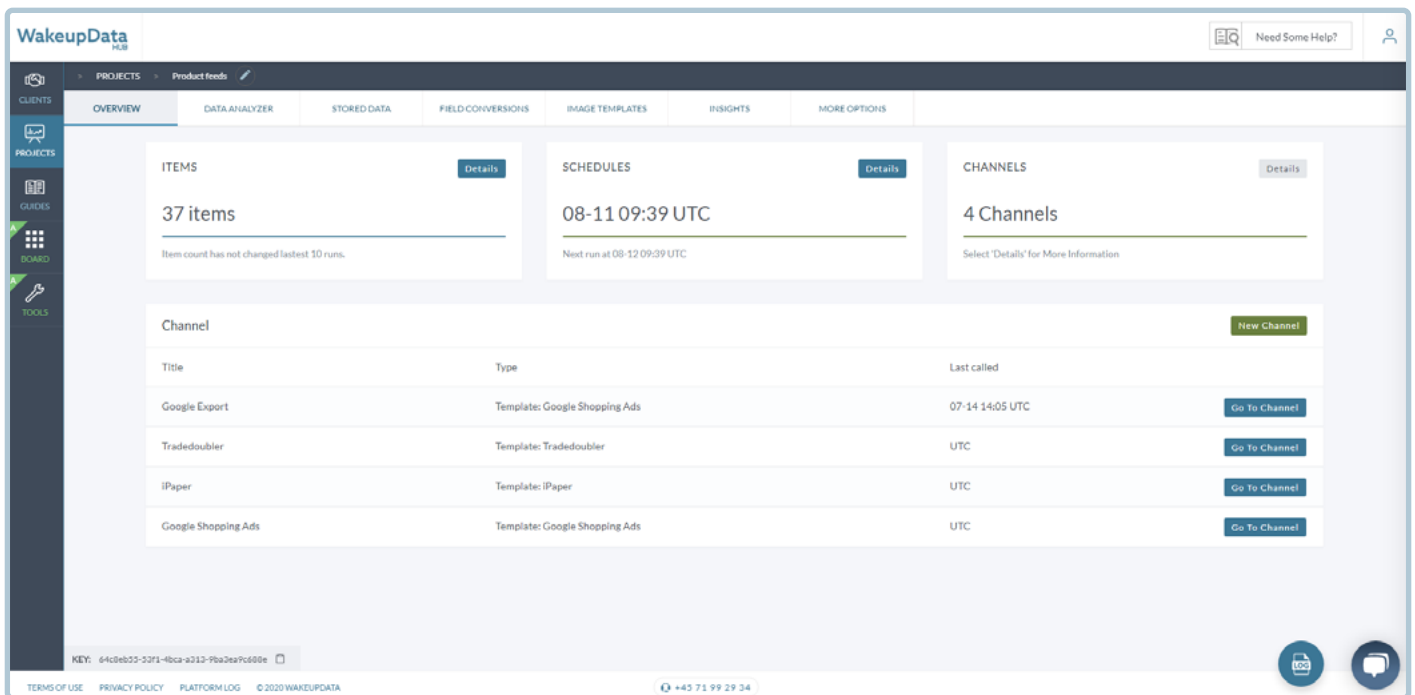
Value Gain

Great, you have set up your first project, but what is the advantage of using WakeupData's platform to do this? Importing your product feed data like this means you spend just a matter of minutes uploading your entire product data feed for any number of possible exports to multiple channels. This saves you hours in comparison to manually inputting unoptimized data to an individual channel and the automapping makes it far simpler in comparison to other feed management tools.

Get more info on merging [here](#):

support.wakeupdata.com/knowledge/how-to-merge-a-file

How to modify a schedule



- 1 From the project overview, press **'Details'** on your schedules. Here you can see when the next run is as well as the recurrence.
- 2 If you want to make changes, select **'Edit Schedule'** and choose a time you want your schedule to run. When setting the time, make sure you specify the right time zone.
- 3 When setting this schedule, if you press **'show advanced fields'** you can choose how often you wish the project to run as well as the start date and end date.
- 4 When you are satisfied with your schedule remember to save the changes.

Why use scheduling?

Scheduling lets you ensure you fetch fresh data at the right time, updating to any changes in your online store's data.

When you are setting up your latest project in the WakeupData platform, it will run automatically within a minute and will have an active schedule to run at the same time every day.

You can time your import schedule and sync it with any changes you perform at the source of your data.

5

You can now choose how often you want to run the update of your project's data:

- **Hourly**
- **Daily**
- **Weekly**
- **Monthly**

This gives you great flexibility and assurance that you will receive the most up to date information.

If you wish to run your import more than once a day it will incur an additional fee, so contact support@wakeupdata.com before setting this up.

The screenshot shows a modal window titled "Edit schedule" with a close button (X) in the top right corner. It contains the following fields and options:

- Run at ***: A text input field containing "01:05" and a clock icon to its right.
- UTC ***: A dropdown menu currently showing "UTC -12".
- HIDE ADVANCED FIELDS**: A text label.
- Recur every ***: A dropdown menu that is open, showing a list of frequency options:
 - Every day** (selected)
 - Hourly** (category header)
 - Every hour
 - Every second hour** (highlighted in blue)
 - Every third hour
 - Every fourth hour
 - Every eighth hour
 - Every twelfth hour
 - Daily** (category header)
 - Every day
 - Every second day
 - Every third day
 - Weekly** (category header)
 - Every week
 - Every second week
 - Every third week
 - Every fourth week
 - Monthly** (category header)
 - Every month
 - Every second month
 - Every third month

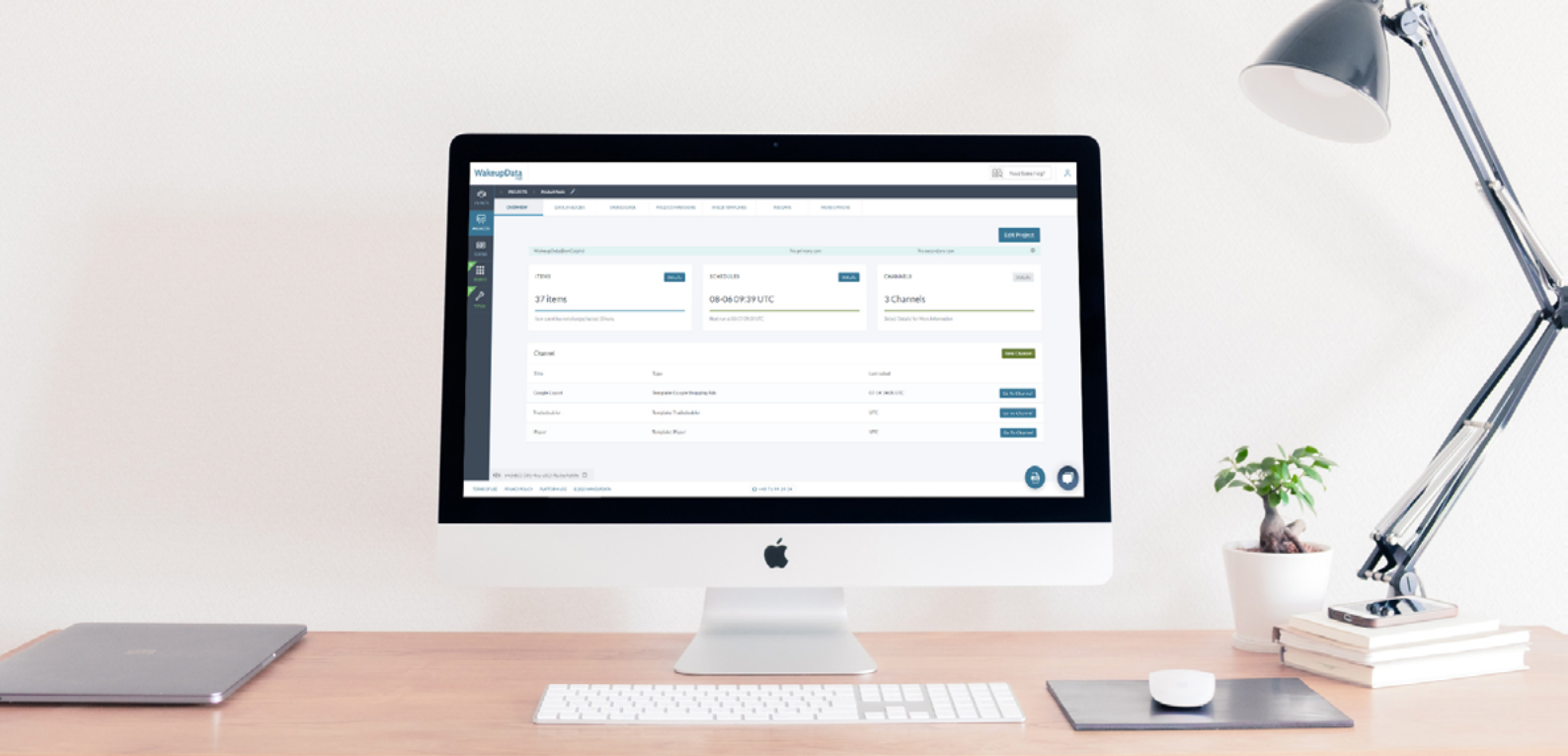
6

If you wish to stop the schedule for a while, you can disable the schedule or delete it at any time. Keep in mind that after this you will not fetch fresh data anymore until instructed otherwise.

Value Gain

By implementing scheduling with WakeupData you ensure that the data you are exporting to various channels is always going to be fresh and up to date. You save literally hours of your time in comparison to manually updating your feed every time changes are made.

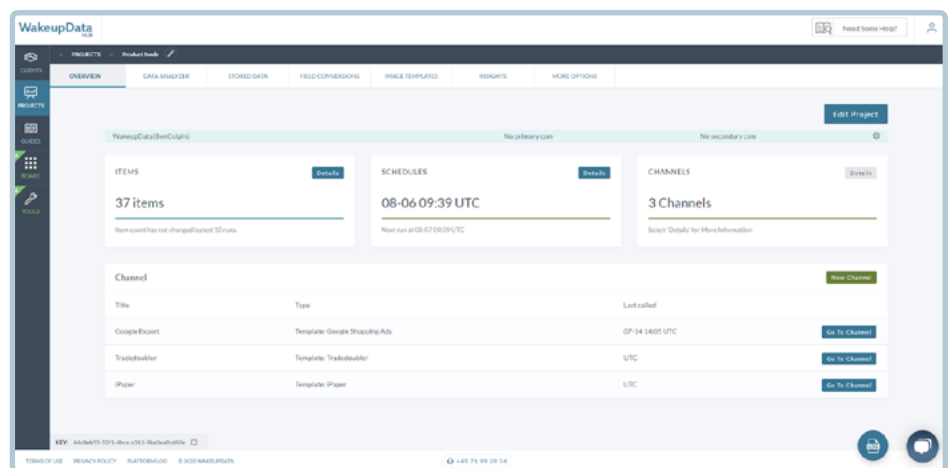
We also have an API to trigger the loading of new data from outside the platform, without needing to set up a schedule. Get more info on this [API on page 16](#).



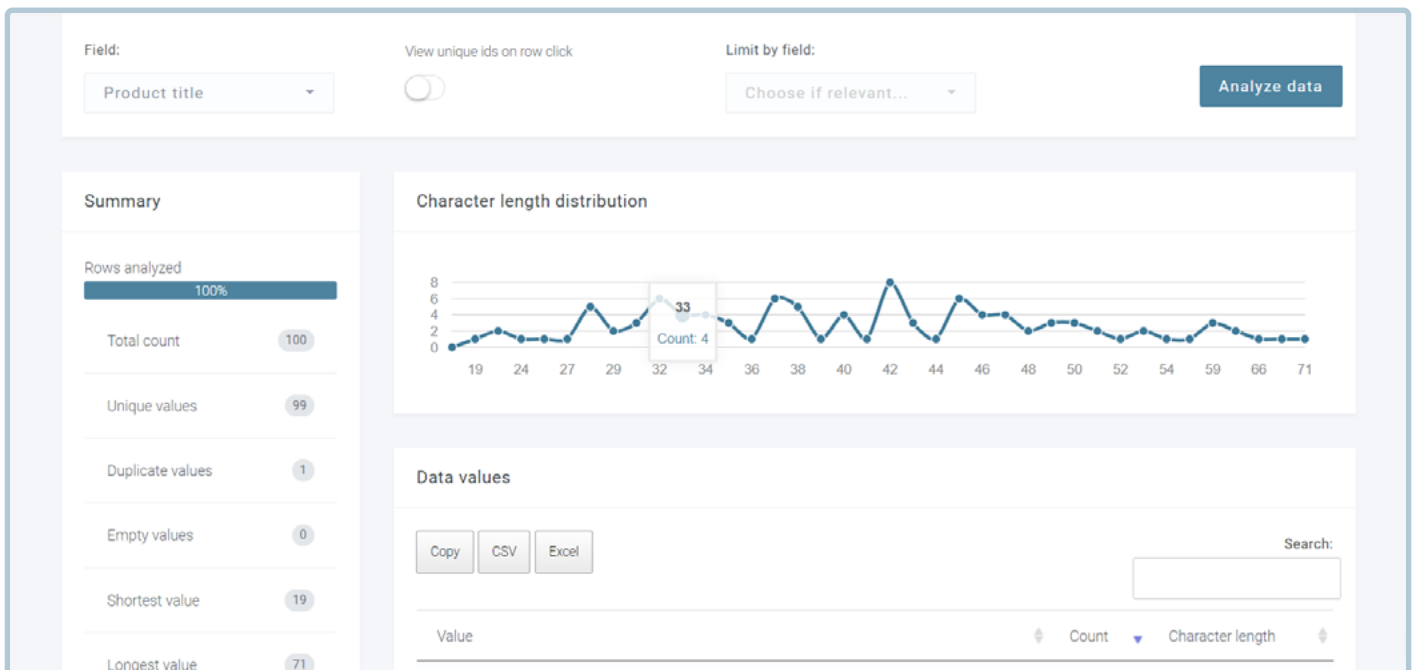
The Project Overview

Before creating your export to a new sales or marketing channel, there are a number of actions which can be carried out from the Project Overview.

1. Data Analyzer
2. Stored data
3. Field conversions
4. Image Templates
5. Logs
6. More options



1. Data Analyzer



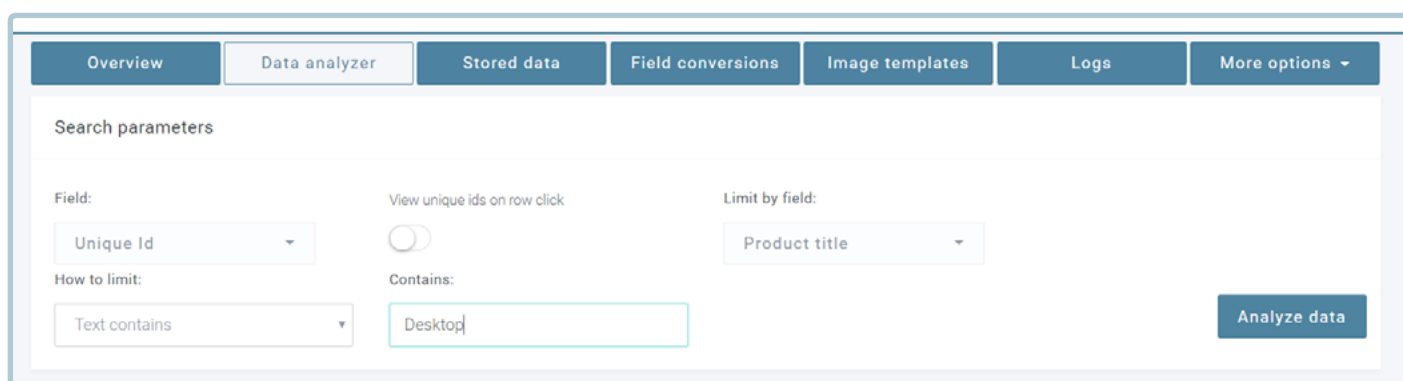
What is the Data Analyzer?

When you want to have total control over the data you are importing to the WakeupData platform, then this is the tool for you. The analysis reports you receive will give you the power to identify any possible errors and the flexibility to act on it.

- 1 Let's get started.
From your project overview, click on the '**Data analyzer**'.
- 2 The first thing you can do is to choose any field you wish to inspect, and press analyze. You will get a short report regarding the total row count, uniqueness level, any potential duplicates or empty values as well as the length of the values.
- 3 By limiting the search with a field you can identify the products that are missing an attribute or simply filter the data and find information about a specific field.

Let's take an example to identify the Data Analyzer usage. Say you wish to identify the ID's of all the products whose product titles contain the word "Desktop".

- 4 Here is how you identify those id's: You start by choosing the field's 'Unique Id', then limit it by the 'product title field' and ask for products that contain Desktop by typing into the 'Contains' box. This will identify any products that contain the word Desktop in their product title and will provide you with their unique Id's.



The screenshot shows the 'Data analyzer' tab in a software interface. At the top, there are navigation tabs: 'Overview', 'Data analyzer' (selected), 'Stored data', 'Field conversions', 'Image templates', 'Logs', and 'More options'. Below these is a 'Search parameters' section. It contains three main areas: 'Field:' with a dropdown menu set to 'Unique Id'; 'View unique ids on row click' with a toggle switch that is currently off; and 'Limit by field:' with a dropdown menu set to 'Product title'. Below the 'Field:' dropdown is a 'How to limit:' dropdown menu set to 'Text contains'. To the right of this is a 'Contains:' text input field with the word 'Desktop' entered. An 'Analyze data' button is located to the right of the 'Contains:' field.

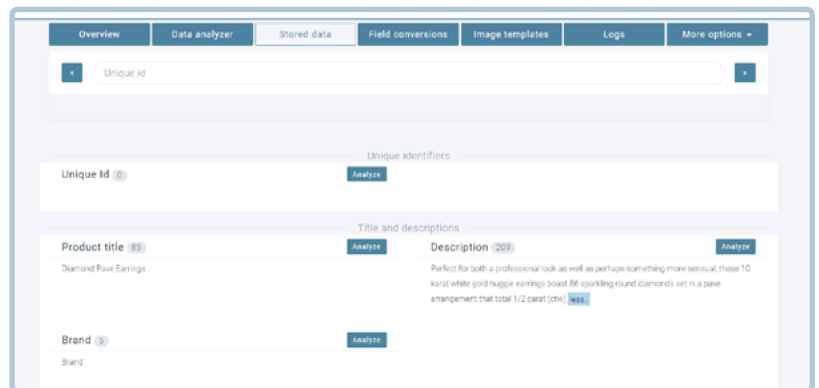
- 5 You can then **copy** or download a **csv** or **excel** file with the information and use it for further actions.

Value Gain

This way you can simply and effectively identify products that are missing product image links, EANs, prices or sale prices. Furthermore, you can find duplicate or unique IDs or GTINs in your feed, or EANs which are too long or short.

2. Stored Data

Stored Data lets you search through the data in your project based on different fields. By scrolling down you can get an overview of each field (title, description, import date, etc) and take the option to individually analyze that field.



3. Field Conversions

Stated shortly, Field Conversions let you create new data fields based on the data you have already uploaded to the platform. Instead of making changes to every single export for every sales and marketing channel, you can make changes once here - saving hours of time. You don't have to wait for the import to re-run for changes to be applied. Field Conversions are applied automatically.

There are multiple ways in which Field Conversions can be put into practice, ranging from the simple to the more complex. No single way is the 'right' way to use them, and the feature has been designed to be flexible for any number of different use cases.

Field Conversion Use Case

The project has a mistake in the product titles.

Every title at the end says: '**Discount Week 36**'. Rather than changing every channel export to correct the titles, a single expression in Field Conversions can create a separate field (or replace the current product title field if needed) which removes the unwanted text from titles. This will produce correctly formatted titles upon the next run of the project.

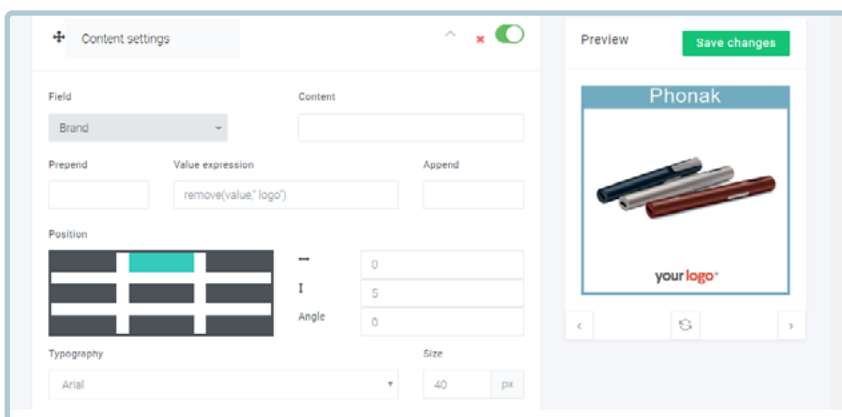
4. Image Templates

This is a tool which enables you to create engaging, compelling and eye catching ad images. You can add factors like product ratings to

images, key product attributes like sales prices, eye-catching borders, logos and titles which match brand colors and adding promotional messages like “free shipping”.



You can create and edit your own image templates which can then be applied to enhance your entire product range. We have made the process as easy as possible, so you can simply set up transformations to include or exclude up to five fields at once. There can be multiple uses for transforming your product images with WakeupData. Use it for all your Facebook product listings, affiliate marketing, your own website, newsletters, adding watermarks, and much more.



From the project overview, navigate to the '**Image Templates**' tab and select '**create new template**'.

This will take you to the image transformation interface from where you can begin building your template. Under the 'add layer' section (pictured below) you are able to specify if you want to add borders, text, images and boxes.

Once added, you can then select the placement, color and angle of your new layers. If applying text to your template, you can set up expressions within the interface to apply specific changes to certain fields in your feed. When you're happy with how the template looks click save changes.

Applying your image templates

Navigate to the relevant channel for your project, select '**mappings**' and then **primary image link** under the list of fields. Now, you will be able to use the Transformation Engine to apply your image template to selected products in your feed export, based perhaps on Unique IDs, brand, sales price or extra fields you have created. Once you're happy with your image rules click 'save mapping' and you've successfully applied your new template!

N.B. You won't be able to save your image templates unless you reach out to the WakeupData team (support@wakeupdata.com). They can then give you access to saving your templates and allow you to apply them to your product listings.

5. Logs

By referring to your change log for individual imports, you can get an immediate visual outline of logs, which detail specific changes that have taken place to your feed.

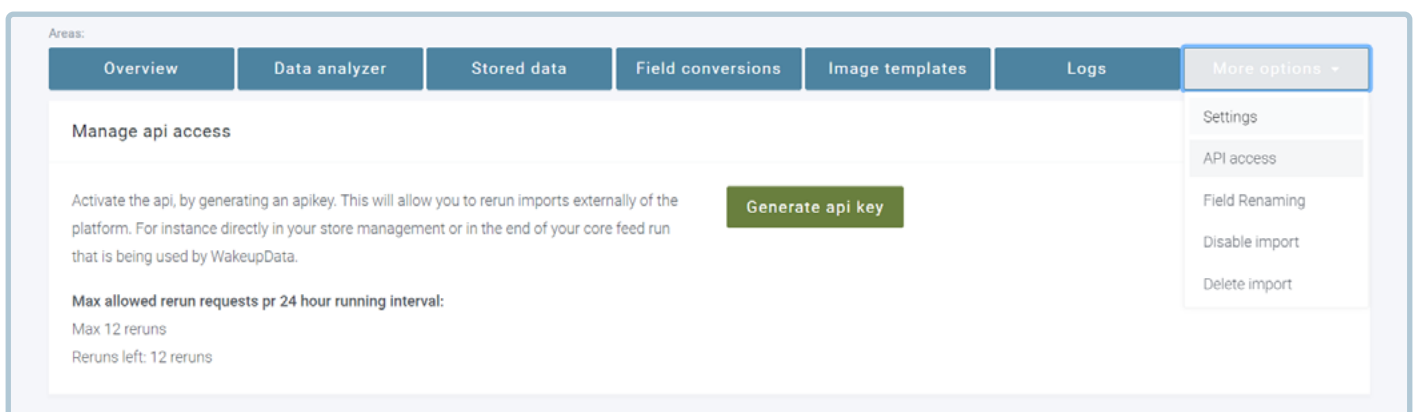
Instead of having to keep a note of changes, or monitor who exactly is working on a feed at a certain time, the Change log records all alterations related to that project and associated channels.

Visit this [Knowledge Base](#) article for more info:

support.wakeupdata.com/knowledge/how-to-keep-an-overview-of-the-changes-made-in-a-project

6. More Options

Here you have the option under **Settings** to alter project settings and error handling preferences. As well as this, you can generate API keys to rerun projects externally of the platform, rename specific fields in your product feed, disable the project or delete it entirely.



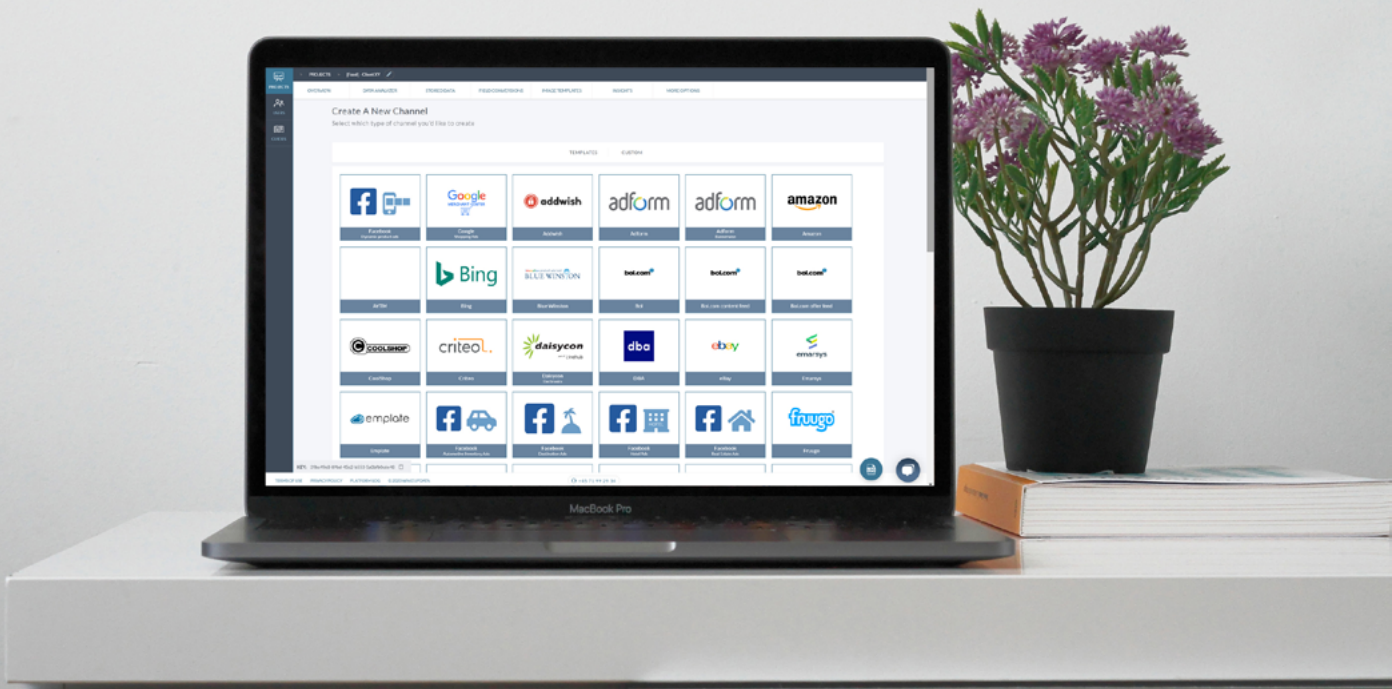
The previous chapter has given an overview of what a project is, how to set up a new project from within the WakeupData platform, and how you can add value to your product data feeds by using a number of features to better understand and take action.

In Chapter 2 we will take a look at the steps involved in optimizing and sending your data to channels from the WakeupData platform.

02

Exporting your Product Data to different channels





What is a channel export?

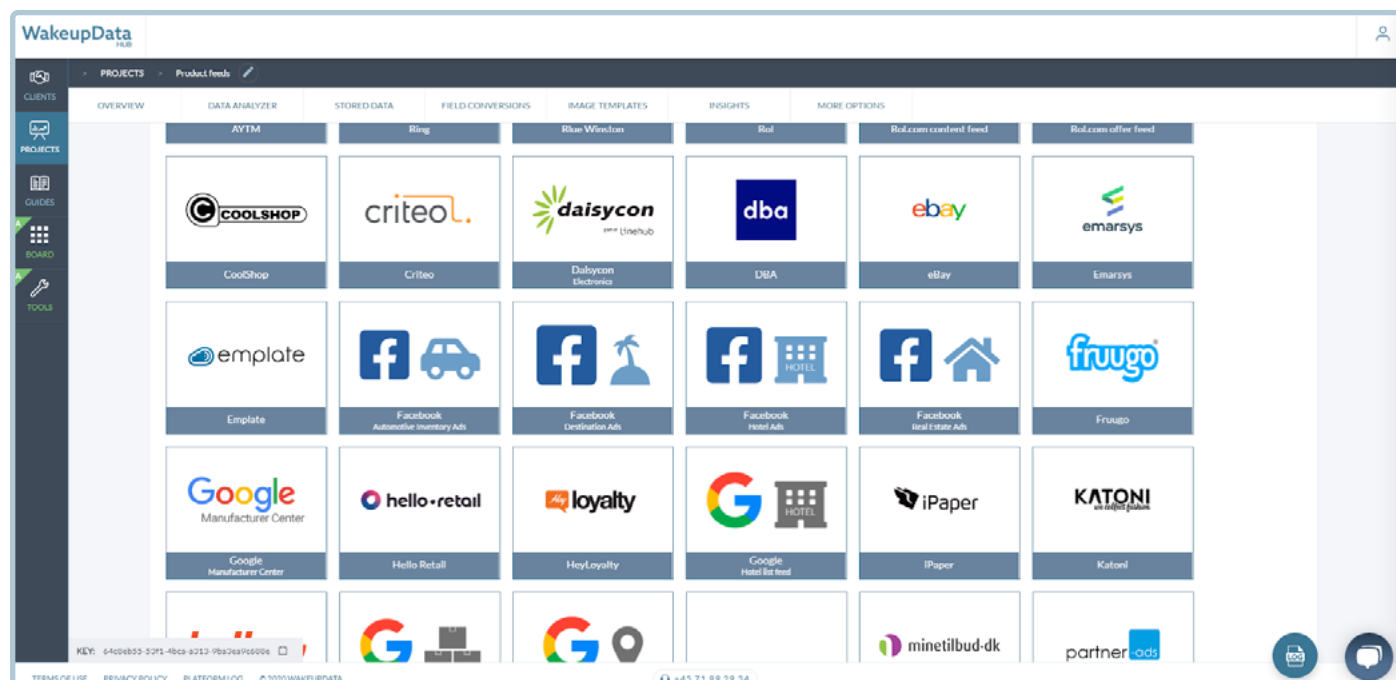
A channel export is the data you provide to specified channels via the WakeupData platform. We will provide you with smart, high performance product feed templates, so that it takes a few clicks to create an integration for your favorite marketing channel, comparison website or affiliate marketing platform.

When your data is mapped accurately during the import of your project, our system automatically generates a channel that is pre-filled and ready to push out. Additionally, you get the chance to decide whether you wish to add extra information to optimize the performance of that product data. Follow the content on the next pages to learn more about channels.



How to create a Channel Export

- 1 First, you choose the existing project that you will use to create a channel export and select **New Channel** on the right hand side.
- 2 This will take you to a screen where you can view all available templates. Select which template you want to create - you will find info about each template when you select them. Contact us if you wish to create a feed for a channel and you can't find the template we can help you integrate with most of the available platforms. For this example we will choose a Google Merchant feed.
- 3 If you are setting up multiple channels it is recommended to give a customized name, when you are ready press '**create**'.



- 4 You will then be taken to the '**edit mapping**' screen showing all the necessary attributes for a well optimized Google Shopping feed - which will of course vary depending on the channel you have specified. The required data are mandatory fields, while **important** and **other** fields are of course optional. It is worth remembering at this stage that the more data you fill in at this stage, the more info you are supplying to your audience and the more likely you'll be to get improved results.

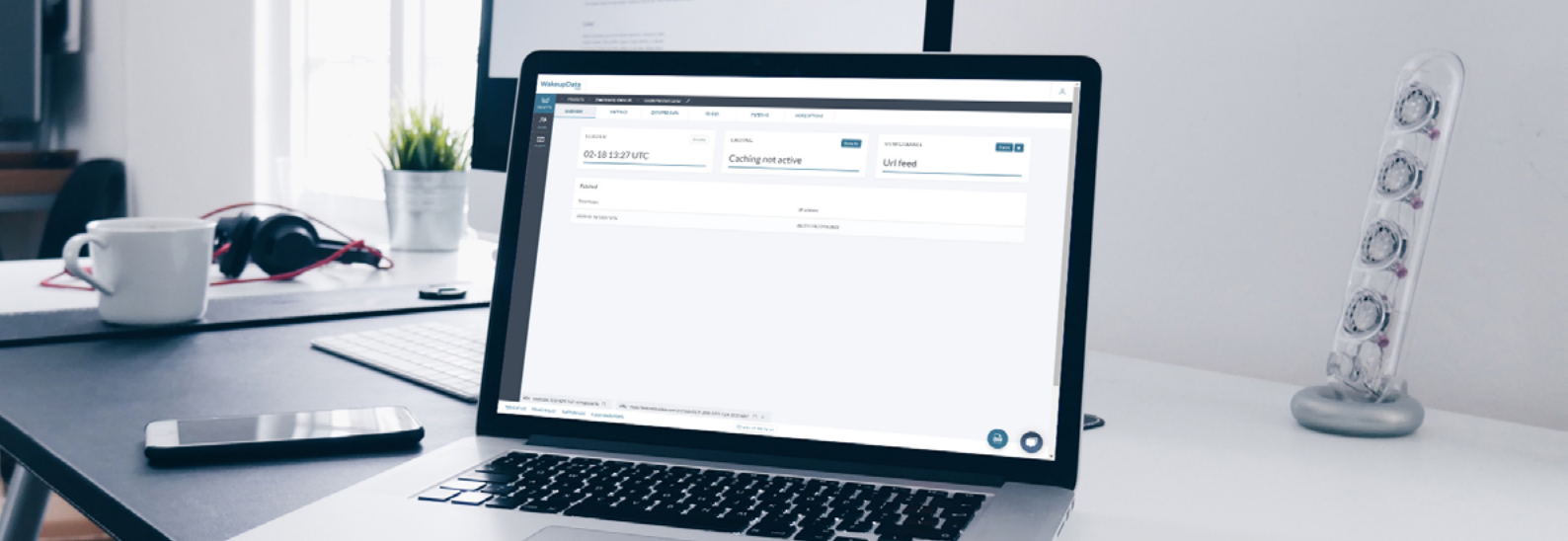
- 5 The generic shop fields (at the top of the list - title, URL and description of webshop) are values that will be used to establish the merchant credentials in the Google Merchant Center. You can insert a field or piece of text to show for every field in your feed. Combine or insert in any way you like with the drag-and-drop editor displayed.

- 6 It is during this mapping of your channel that you can use diverse modification possibilities of the Transformation Engine to fully optimize and adjust your data - see our later chapter on this to get an insight into the capabilities of this tool.
- 7 When you are happy with your mappings select '**Overview**'. Here you can view your export ready for Google Merchant Centre. Under '**view export**' on the right hand side you can select the blue '**Open**' button claim the URL link of the feed at the top of the page, which you will need to upload to Google Merchant Centre (or all the relevant channels of your choice).

N.B. If you want to get valuable insights into the optimization possibilities for your channel export, simply head over to www.wakeupdata.com/product-feed-audit Here we'll carry out an audit of your existing feed free of charge and deliver you a tailored pdf that includes recommendations to achieve optimal results from your product data.

Value Gain

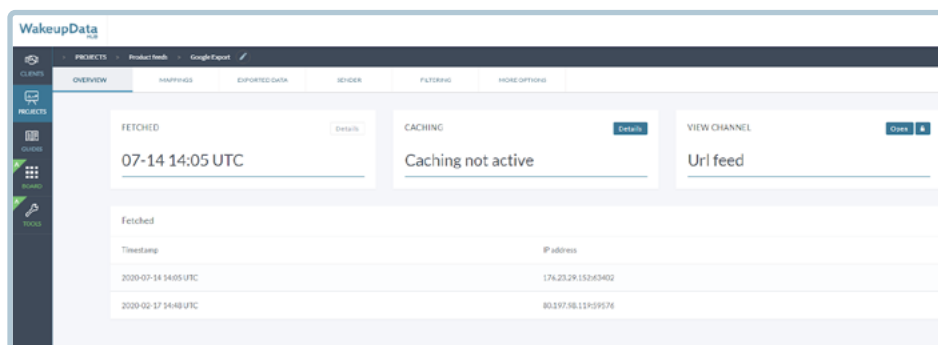
Sending product data to channels with WakeupData means that you can create channel-ready feeds in a matter of minutes. Our pre-made templates give you easy access to multiple channels while our in-platform Transformation Engine (see later Chapters on these) lets you adjust and optimize your data to get improved results.



The Channel Overview

There are a number of actions which can be carried out from the Channel Overview.

1. Mappings
2. Exported Data
3. Sender
4. Filtering
5. More Options



As well as allowing you to access the URL of your feed, the channel overview shows you the time your data was last fetched and displays whether or not caching is active.

What is caching?

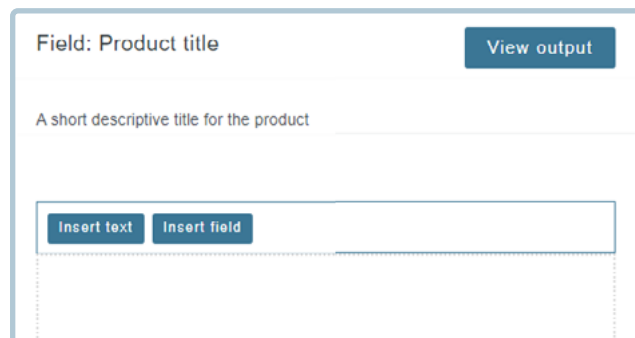
If a channel feed has more than 10.000 SKUs, it will be automatically cached when the feed is created. The reason for caching big feeds is to lower the response time when the feed is loaded in a browser or fetched by a specific sales channel.

If you want to cache a feed that is not using caching at the moment, simply go to **'Details'** and activate the cache by clicking on **'Caching not activated'**:

When a feed is cached, it means that any changes you make in the channel feed (e.g editing a field mapping, adding new fields, deleting fields, changing delimiters in a CSV feed etc.) will not appear automatically in the feed. The changes will be applied either when the project reruns as scheduled or if you rebuild the channel export manually. To rebuild the feed, click on **'Details'**, then **'Rebuild'** and refresh your window.

1. Mappings

As already shown in the previous section on setting up your first channel, the **'mappings'** tab is the place where you can make all kinds of adjustments, optimizations and alterations to your channel data. By selecting specific mapped fields (e.g. product title, product link) you will be given the following option to implement a selection of data methods to said field:



Field: Product title View output

A short descriptive title for the product

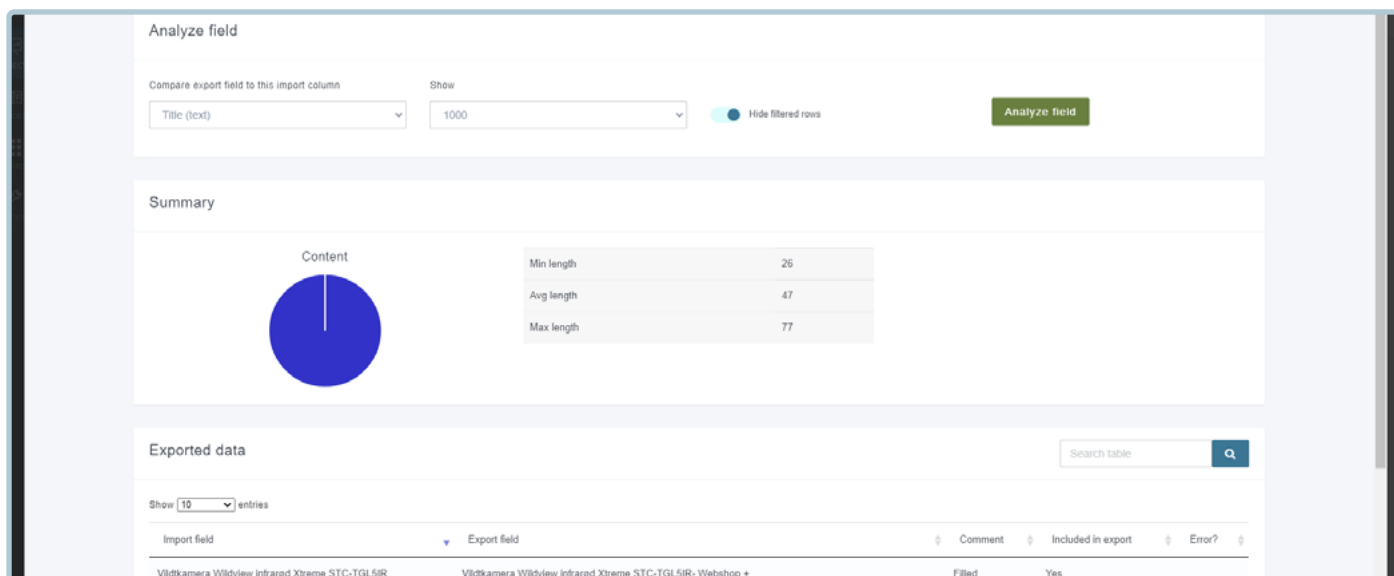
Insert text Insert field

See the next chapter on what the **Transformation Engine** is and how it can be used to adjust and optimize your product data. Similarly, you can check out the **Image Templates** section in the previous projects chapter to see how those templates can get applied to your channels.

2. Exported Data

With exported data, you can see that data that will be sent out for an individual product for all of the data fields on a given channel. For template based exports, there is often a small number beside each field, telling if the number is within the recommended length for the field.

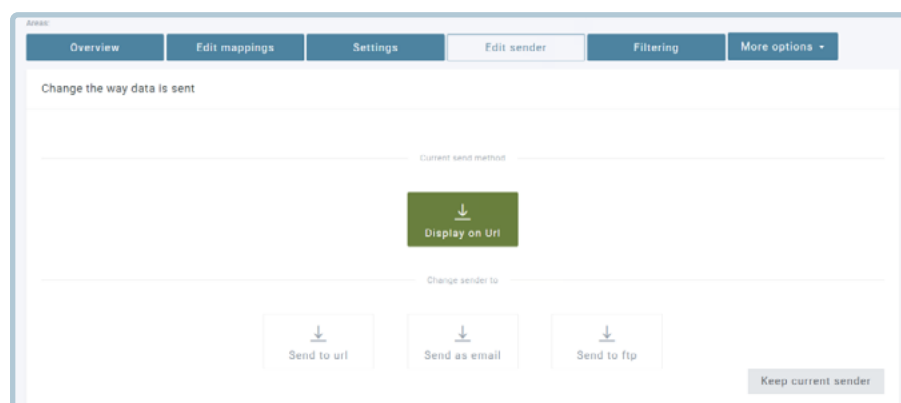
If you need to dive into a given field, to understand what is being sent across all products, you can click the analyze button. This will open up an analysis interface that will show you what is being sent, if some are empty and other problems that might be with the given content for the field. You can also see if the products are being included in the channel data based on any filters you might have set up.





Sender

Accessing the 'sender' tab on your channel will let you determine and make changes to the current method which your feed is being sent. You have the option to specify the transportation method (page



containing data or downloadable file), with the latter allowing you to adjust the file type according to preference or sales channel requirements e.g: XML, CSV, TSV files.

Selecting 'change sender type' in the top left will allow you to view the current method in which you channel is being sent and, if needed, make relevant changes to send via URL, email or ftp. Once you have made the changes you need, remember to click update sender to apply the changes to your current channel.

3. What is filtering?

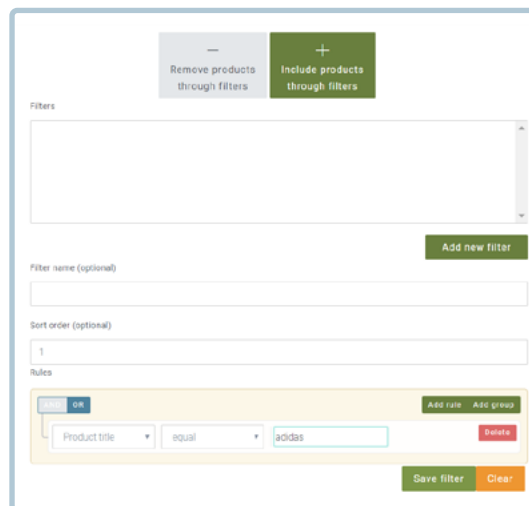
Filtering is a tool on the WakeupData platform which gives you great flexibility and control over your data. By using this function, you can easily filter out products you wish to exclude in your exports (or include products you want to be listed), setup uniqueness filters or split big chunks of data.

To start go to your export overview and select '**filtering**'. There are three areas of the filtering function that we will cover here: Basic product filtering, Uniqueness filtering, Subset filtering.

Basic product filtering

This is a way of excluding products that you do not want listed in your channel feed or vice versa. Let's say there is a certain product or set of products you want to exclude or include based on their IDs.

The process is very simple. Select whether you want to remove or add products with your filter. Then simply add your filter, set the condition and save the filter. This way you can base filters of factors like products matching a specified ID, sales price below a certain margin, specific brand names, products missing links, etc.

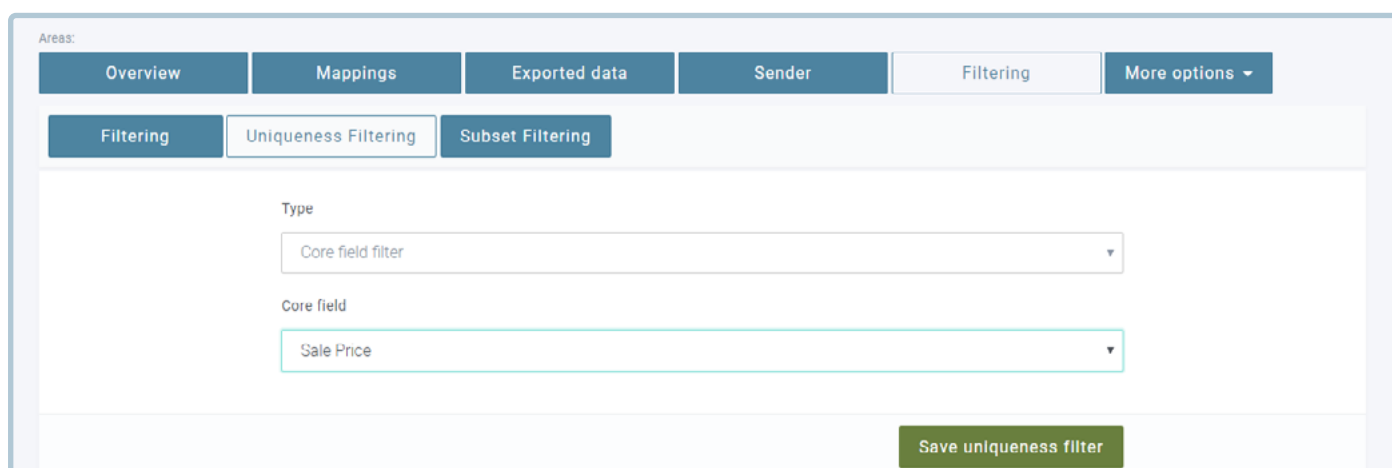
The screenshot shows a user interface for creating a filter. At the top, there are two buttons: 'Remove products through filters' (with a minus sign) and 'Include products through filters' (with a plus sign). Below these is a large empty text area for filters. To the right of this area is a green 'Add new filter' button. Below the text area are two input fields: 'Filter name (optional)' and 'Sort order (optional)'. Below these is a 'Rules' section. It starts with a '1' in a box, followed by a 'OR' button. Then there is a rule configuration: a dropdown for 'Product title', a dropdown for 'equal', and a text input for 'aidas'. To the right of this rule are 'Add rule' and 'Add group' buttons, and a red 'Delete' button. At the bottom right of the rules section are 'Save filter' and 'Clear' buttons.

For more info visit our [Knowledge Base](#) article:

support.wakeupdata.com/knowledge/how-to-use-filtering-in-the-platform

Uniqueness filtering

It is a way of ensuring that all your products in the export are unique, avoiding any duplicates. To do so, simply select uniqueness filtering and choose which field should be unique (typically ID, EAN value).

The screenshot shows a user interface for uniqueness filtering. At the top, there is a navigation bar with tabs: 'Overview', 'Mappings', 'Exported data', 'Sender', 'Filtering', and 'More options'. Below this, there is a sub-navigation bar with tabs: 'Filtering', 'Uniqueness Filtering', and 'Subset Filtering'. The 'Uniqueness Filtering' tab is selected. Below the tabs, there are two dropdown menus: 'Type' with 'Core field filter' selected, and 'Core field' with 'Sale Price' selected. At the bottom right, there is a green 'Save uniqueness filter' button.

Subset filtering

This is a feature which allows you to split your feed into multiple versions, separated on a given value. Subset filtering is used only in specific cases for very large product feeds.

The screenshot shows a web interface for 'Split exports up into multiple exports.' It features a dropdown menu for 'Field to base subset filtering on' with 'Brand' selected. Below this is a green button labeled 'Activate/Deactivate subset filtering'. The main section is titled 'Define specific subset filters.' and contains explanatory text about subset filters. Below the text is a table titled 'Existing subfilters' with columns: Value, Url identifier, Comment, and Link. The table has one row with 'X' in the first column, 'Brand1' in the second, 'Brand1' in the third, and 'This is Brand1' in the fourth. At the bottom, there are input fields for 'Filter value from field' (containing 'Brand2'), 'Comment' (containing 'This is Brand2'), and 'Url identifier' (empty). A green button labeled 'Save subset filter' is at the bottom right.

Value	Url identifier	Comment	Link
X	Brand1	Brand1	This is Brand1

Example

Let's say you have one import that contains 100 000 products spread out on 200 different manufacturers and you want a product feed for each individual manufacturer. Select Subset filtering and choose which value should "split" the feed. In our example we will use Brand information, but you can choose any other value such as ID, Manufacturer SKU etc.

Select Brand and activate the subset filtering. Define the subset filters. Choose the brand you wish to split and write it in the filter value field. Furthermore, in the comment field write any necessary comments - this will only be visible for you.

Lastly, add a value that will differentiate the URL of the products, usually the same brand or another way of identifying each set of products. Save subset filtering and continue with the next brand until you are happy with all your filtering.

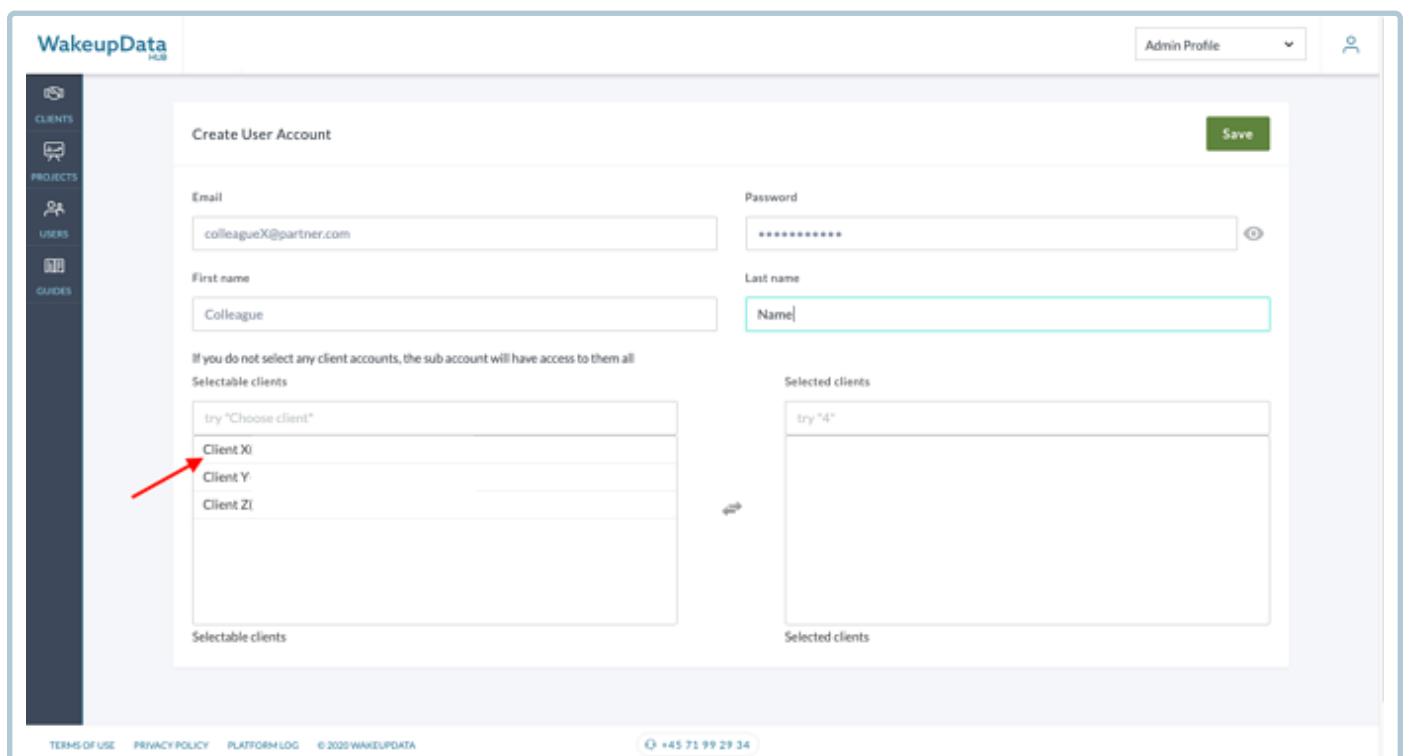
Value Gain

Using filtering means you can have total control over your data, applying as many filters as you like to your product listings. There are infinite possibilities to the ways you can edit and control your data, and the minimal amount of time you put into applying factors like filters now can bring massive benefits to your product feeds' performances down the line - leading to boosts to ROI and overall revenue.

4. More Options

As with the project overview tab, it's here that you can choose to disable and delete your channel data here, as well as adjust settings in the form of error management

You also have the option here to add an additional user. Fill out the information like the email address of the assigned user, name/last name, and select the client account you wish to assign to the user.



The screenshot shows the 'Create User Account' form in the WakeupData admin interface. The form includes fields for Email (colleagueX@partner.com), Password (masked with dots), First name (Colleague), and Last name (Name). Below these fields, there is a section for selecting client accounts. A red arrow points to the 'Selectable clients' list, which contains 'Client X', 'Client Y', and 'Client Z'. The 'Selected clients' list is currently empty. The form also includes a 'Save' button and a note: 'If you do not select any client accounts, the sub account will have access to them all'.

Once you've assigned the user, it will be available in your user's tab, where you can always see which user is assigned to which client, as well as editing/removing a user.

For more info visit our [Knowledge Base](#) article:

support.wakeupdata.com/knowledge/how-to-create-user-accounts

03

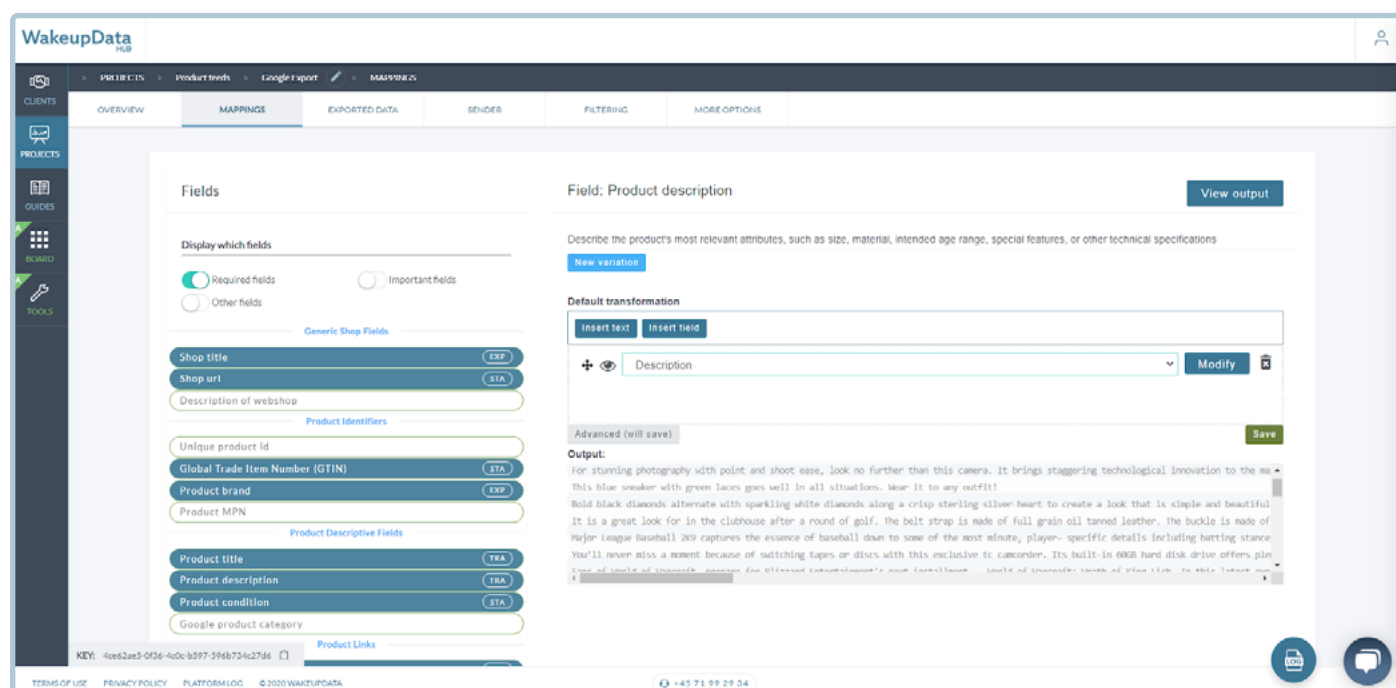
Using the Transformation Engine



Using Transformations

There are a multitude of ways you can use WakeupData's Transformation Engine to achieve your goals. Therefore, we will split the following chapter into different sections in order to give you a simple, easy-to-follow guide into just a fraction of what the Transformation Engine is and how it can add enormous value to your channels:

- Combining data fields
- Replacing and converting text
- Handling HTML code
- Using rules in transformations



WakeupData's Transformation Engine is a tool which allows you to easily generate and enrich content by designing or combining pieces from your product information. You can combine as many fields as you like and carry out all kinds of modifications like adding, removing, combining, calculating values and creating custom URLs.

For these examples let's navigate to the Transformation Engine interface by selecting a relevant channel, then under 'mappings' simply selecting a field we want to modify. For a default transformation you'll always start with the option to insert a field or insert text. Read on to find out how to take it from there.

1. Combining data fields

Combining data fields is a useful function of the Transformation Engine, commonly used when optimizing factors like title and description by adding data fields such as brand, color, gender, size, etc.

- 1 First, you choose the fields you wish to combine by selecting '**Insert field**' twice.
- 2 Now, from the dropdown menus you select those fields you want to combine, for example, let's take unique id and brand. These fields are now combined and you can see the output beneath the click-and-drag interface of the transformation engine.

The screenshot displays the 'Default transformation' interface. At the top, there are two buttons: 'Insert text' and 'Insert field'. Below these, there are three rows of field selection. The first row shows 'Unique Id' selected in a dropdown menu, with a 'Modify' button and a trash icon to its right. The second row is empty. The third row shows 'Color' selected in a dropdown menu, with a 'Modify' button and a trash icon to its right. Below the field selection area, there is a 'Save' button. Underneath the 'Save' button, there is a section labeled 'Output:' which displays a list of data rows. The first row is highlighted in blue and contains the values '21' and 'blue'. The subsequent rows are white and contain the values '17', '28', '14', '40', '37', and '44', each followed by the value 'blue'. A vertical scrollbar is visible on the right side of the output list.

Default transformation

Insert text Insert field

Unique Id Modify

Color Modify

Advanced (will save) Save

Output:

21 blue

17 blue

28 blue

14 blue

40 blue

37 blue

44 blue

- 3 If you wish to combine two fields with a space or divider between, you insert two fields, then select insert text and drag it in between the fields with the value of a space.

2. Replacing and converting text

This is another common technique when optimizing and cleaning product titles. We want to modify the title part of the display, so that it shows it all in uppercase, as well as replacing the word SHOE with SHOES, so we simply use the modify button to add two modifications on the data.

The screenshot shows the 'Default transformation' interface. At the top, there are buttons for 'Insert text' and 'Insert field'. Below this is a list of fields: 'Product title', an empty field, and 'Unique Id'. The 'Product title' field has a dropdown menu showing '2 modifications'. A 'Modify' button is next to the 'Unique Id' field. At the bottom right, there is a 'Save' button. Below the 'Default transformation' section, there is a red-bordered box containing the 'Make modifications to field content' section. This section has buttons for 'Modify text', 'Remove spaces', 'Casing', 'Html & Url', and 'Math'. It shows two modifications: 'Convert to uppercase' and 'Replace text with text' (with 'SHOE' being replaced by 'SHOES').

The modifications are now implemented to the added title field in this transformation. You can make as many modifications as you need on each added field of data from the project. The modifications are run from top to bottom, so the placement will influence the results. Below we added convert to lowercase as the last modification, and as the first modification:

This screenshot shows the 'Make modifications to field content' interface. It has buttons for 'Modify text', 'Remove spaces', 'Casing', 'Html & Url', and 'Math'. The modifications listed are: 'Convert to uppercase', 'Replace text with text' (with 'SIEG'), and 'Convert to lowercase'. Below the modifications, there is an 'Output' section showing the result of the transformations on a sample dataset.

Output:

```
rotwerk rb18 vario s0jleboresmaskine - 20000010001
engangservietter crc hand wipes 7097 - 33479
32a scantool gulvs0jleboresmaskine - 34036
sveisespray crc easy weld - 33480
```

This screenshot shows the 'Make modifications to field content' interface. It has buttons for 'Modify text', 'Remove spaces', 'Casing', 'Html & Url', and 'Math'. The modifications listed are: 'Convert to lowercase', 'Convert to uppercase', and 'Replace text with text' (with 'SIEG'). Below the modifications, there is an 'Output' section showing the result of the transformations on a sample dataset.

Output:

```
ROTWERK RB18 VARIO S0JLEBORESMASKINE - 20000010001
ENGANGSERVIETTER CRC HAND WIPES 7097 - 33479
32A SCANTOOL GULVS0JLEBORESMASKINE - 34036
SVEJSESPRAY CRC EASY WELD - 33480
```

3. Handling HTML code

We will now look at how to easily handle HTML code which, if left in your product data, could cause issues later on. In your channel overview, choose the ' mappings' tab and the field where your data has HTML code that needs to be cleaned. The process is extremely simple. Choose the field you wish to clean and ' test' it to make sure you are in the right field.

1 Example 1:
Find a field with some HTML code in it. In order to remove it and leave clean text, simply select '**modify**' and '**HTML & URL**'. From the drop down menu you can then simply select '**clean HTML intelligently**' and voila, the code is gone and you have nice and tidy text.

2 Example 2:
You may also have some product attributes that are HTML coded. In order to decode and have clean text, simply select '**HTML decode text**' and the data is now tidy and ready to be used for further optimization. Remember to save after you make any changes!

The screenshot displays the 'Default transformation' interface. At the top, there are buttons for 'Insert text' and 'Insert field'. Below this, a list of fields is shown: 'Product title', a hyphen '-', and 'Unique Id'. Each field has a plus icon, an eye icon, a dropdown menu, a '1 modifications' button, and a trash icon. The 'Unique Id' field's dropdown menu is open, showing 'Clean html intelligently' as the selected option. A red box highlights the 'Modify' button next to the 'Unique Id' field. Below the field list, there is a 'Save' button and a 'Close' button. The 'Make modifications to field content' section is visible, showing buttons for 'Modify text', 'Remove spaces', 'Casing', 'Html & Url', and 'Math'. The 'Html & Url' button is highlighted with a red box. A red arrow points to the 'Clean html intelligently' option in the dropdown menu.

4. Using rules in transformations

Let us add the word ID in front of the unique id part, but only if there is a value in the unique id field. Click modify for unique id, and add the prepared data if content is not empty under modify text:

The screenshot shows a transformation interface with two tabs: 'Insert text' and 'Insert field'. The 'Insert field' tab is active, showing a list of fields: 'Title (text)', '-', and 'Unique Id'. The 'Unique Id' field has a dropdown menu open, showing 'Prepend text if content is not empty' and 'ID'. The 'Advanced (will save)' section is visible, showing the 'Make modifications to field content' section with buttons for 'Modify text', 'Remove spaces', 'Casing', 'Html & Url', and 'Math'. The 'Output' section shows the transformed data:

```
ROTWERK RB18 VARIO SØJLEBOREMASKINE - ID 20000010001
ENGANGSERVIETTER CRC HAND WIPES 7097 - ID 33479
32A SCANTOOL GULVSØJLEBOREMASKINE - ID 34036
```

If we wanted to make a new variation of the data above, which would be triggered on products starting with 2 in their unique id, we would first save the above transformation and click the new button at the top called **'new variation'**:

This will show you the rules interface, for setting up a rule for the new transformation, but will also show a new box at top with the word default transformation .This is the one we built before. Now to set a rule for the new transformation.

The screenshot shows the 'A short descriptive title for the product' section with a 'Default transformation' box. Below this is the 'Edit rules' section, which contains a 'Define transformation rule(s)' section. This section has a dropdown menu for 'Unique Id' and a dropdown menu for 'begins with', both set to '2'. There are buttons for 'Add rule', 'Add group', 'Delete', 'Cancel', and 'Define transformation'.

After that click 'define transformation' and we just add the field 'unique id' into this new variation, which shows us the below image:

A short descriptive title for the product

Default transformation

Edit rules

Unique Id LIKE('2%')

Insert text Insert field

+ Unique Id Modify

Advanced (will save) Save

Output:

20000010001
200000100020
200000100020
2100023

You will now see the new transformation, but it is only shown on products that actually have the given rule (meaning their unique id starts with the number 2). When you press save the top list will now contain the two transformations.

A short descriptive title for the product

Default transformation
Unique Id LIKE('2%')

New variation Edit rules

Client Case Example

In a talk with a client we were asked to divide her products into price trenches, so that she could bid differently on products in various price intervals. This makes a lot of sense - especially if some of your products are sold at 3 euros and some at 10.000.


The way to do this is to firstly go to the **'mappings'** tab in your channel overview to choose the field you want to divide the prices under, this will typically be a custom field. On the right-hand side you can begin setting up the different intervals you want by creating new rules.

In this example we have chosen to give all products where price is between 1 and 50 the value of 1. You can give it whatever value you would like - and our experience tells us that the more descriptive name you give here, the easier it is to work with once you import the data to a channel, for example the Google Merchant Center.

Once you have set up the intervals you want, it is important that you remember to set a "default value".

This will cover all the products not included in any of the rules you have just set up. In the example here the default value will cover all products that have prices higher than 100. Once you are done with the intervals you have set up, remember to save your mapping and move on to the next.

At some point we might need to do something more advanced than what the modifications allow us to do. In that case you click 'advanced'. So let's open up the default transformation and click advanced on it.

Field: undefined 

Guide

Close

Save

Expression

`Replace(Uppercase(Lowercase(field1)),"SIEG","SIEEEEE") + " - " + if(empty(field2),"","ID ") + field2`

Test

Function: Replace(text, search, replaceWith) [Example](#)

Fields to use

2 in use

Field expressions

0 in use

Function list

106 functions

Examples

7 Examples

Use Field 1 in expressions to access data

Title (text)

Rottwerk RB14 Vario Søjleboremaskine
Engangsvertter CRC Hand Wipes 7097
32A Scantool gulvsøjleboremaskine
Svejsespray CRC Easy Field
Multi maskine Sieg til glødetænderbelysning
Kryddbord SIEG 2000x10mm
Kryddbord SIEG 185x100mm
Kryddbord SIEG 330x220mm
Fløjtsnor ACME
Arbetsko sandal 900
Arbejdsskjorte 1000

Use Field 2 in expressions to access data

Unique Id

20000010001
33479
34036
33480
33481
33482
32483
33484
3104
32485
34036

Use Field 3 in expressions to access data

Pick input data for field3

show more fields

Now you have the full flexibility of an expression engine to modify the transformation you build.

Check out our [Knowledge Base](https://support.wakeupdata.com/knowledge/expression-engine-playbook) for more info on writing your own expressions:
support.wakeupdata.com/knowledge/expression-engine-playbook

Value Gain

It is hard to put a figure on the value gain that using our Transformation Engine will give you. The thousands of possibilities in manipulating, adding, editing and enriching data means you have total power in how you data looks and how well it performs.

Taking the time to understand Transformations will pay huge dividends as your exports will provide clean, optimized data to all your channels and the results of your revenue and overall sales will undoubtedly reflect that.



WakeupData

We hope this guide provides you with actionable insights into the multiple functionalities of the WakeupData platform and helps to identify some of the key terms when it comes towards effectively managing and optimizing your feed marketing campaigns. For more info, don't hesitate in reaching out to us.

About Us

WakeupData is a data feed management tool which allows users to effortlessly import, optimize and manage their product feed data before exporting to countless channels. We offer campaign tracking and the ability to monitor competitors to keep your business in front every step of the way.

We help sell more. Become a master of price tracking and product feeds Integrate to countless channels better and achieve your goals.

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