



Free Data Feed Conversion of Comparison Shopping Engines for online retailers up to 3000 products

Elan Stores International LLC., July 11, 2007

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PDQdeals Enables Data Feeds for Comparison Shopping Engines (CSE).

PR9.NET July 11, 2007 - Beaverton, OR - PDQdeals, a shopping comparison engine is pleased to announce FREE Data Feed Conversion for all shopping comparison sites. Merchant's product data can now easily be converted to the likes of Shopzilla, Shopping.com and Become.com. Additionally PDQdeals is working on the following data feed conversion of Yahoo Shopping, NexTag, Pricewatch, Prcefish, Froogle, MSN Shopping, MySimon, Sort Price, Pricescan, Pricerunner, Shopper, and PriceGrabber.com.

Krishnamoorthy Muthiyalu, CEO of PDQdeals says, "We predict that many online shoppers will start their 2007 holiday shopping at the comparison sites. A comparison site is a very logical place for a consumer to visit if they know what they are buying and are looking for a competitive price. We want to make it as easy as possible for our merchants to list their products in those marketing channels."

PDQdeals's online data feed conversion can be set to automatically generate and download the product data feed file with the categories and titles changed according to the CSE to be loaded. The file has to be saved as a "Tab delimited text" file. Then it has to be opened with "Microsoft Excel" to view the data for further optimization like keywords/title etc. This ensures that the engines have the most up-to-date product information, with title and categories changed according the CSE's individual data format without the merchant having to do a thing. Additionally, data feed files are easily created for Shopping, Shopzilla, Become, and PDQdeals.com for free up to 2MB of data file or 3000 products data feed file.(www.pdqdeals.com/dataconversion)

All Comparison Shopping Engines provides a means for clients to measure both the order volume and number of new customers that are created per marketing channel. "With the exception of Google Base / Froogle, the shopping comparison sites work on a pay-per-click basis. It's important that merchants are able to track their return on investment from these marketing channels," says Muthiyalu.

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About Elan Stores International LLC.

Elan Stores International LLC is a two year old ecommerce Delaware registered company. It maintains a new and unique website www.pdqdeals.com which is a Comparison Shopping Engine site. It has 2 Million products loaded in its search and it is adding more suppliers who are online retailer merchants of USA.