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Efficient Management of CSV Feed for Mobile Industry

With the ever-growing mobile industry, the e-commerce websites have to manage huge databases for the divergent mobile handsets flooding the market. In this regard, Rupiz Media, has developed a CSV feed generation and uploading wizard for the mobile section on the e-stores.

/24-7PressRelease/ - NOIDA, INDIA, June 11, 2008 - The mobile industry is witnessing exponential growth with wide range of handsets being available in the market. This has led to an increase in the number of merchants, mobile networks and the consumers alike. Therefore, the shopping portals are employing better tools for providing profitable deals to their online buyers.

Today the proper management of the affiliate databases, comprising of the merchants and mobile networks, has become a necessity for the e-stores. The application developed by the Rupiz Media group, aids in the generation of CSV feeds and uploading them on the shopping portal. In this regard, the application uses the databases from affiliate websites which is then processed in a feed burner. After processing of data, it is categorically placed on the website with enabled automated updating.

The key features of the CSV feed generation and uploading wizard of Rupiz Media include:

- Simplification of bulk databases from the affiliates
- Processing the feed in feed burner to simplify data tracking
- Categorizing processed feed for better navigation
- Uploading the feed through FTP
- Management of feed on the e-commerce websites through the admin panel
- Lists over 100-200 deals on the website for the end-users
- Generates recommended and best deals after product comparison
- Helps in page (URL link) promotion through Google search

Meenakshi Wali, Co-Founder and Business Development Head, Rupiz Media states that, "CSV feed generator is beneficial both at the user end as well as the admin end. There are huge volumes of database managed by the application which provides detailed and customized deal-tables for the end-users."

With this application, Rupiz Media adds another dimension to its repertoire which brings the excellence in the mobile industry together with the best service providers to ensure availability of profitable deals to the online users.

Rupiz Media is a premier online marketing firm providing services in SEM and business applications software development.

Rupiz Media is a 360 degree online marketing solution provider. It is the online media agency of Rupiz Infotech, which is now venturing the Indian market as well. The various services that Rupiz Media provides include SEM (search engine marketing), website designing, web application, e-mail & affiliate marketing, display ads, video ads, SMS and MMS marketing services etc.

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