

WHAT MERGADO RULES DO



OVERWRITE

This rule completely overwrites the original values of an element.

FIND AND REPLACE

This rule searches for a string in specific element and replaces it with another.



RENAME CATEGORIES IN BULK

Helps edit categories in your feed to fulfill the requirements of specific comparison engines.

RENAME VALUES IN BULK

Overwrites the original element values based on values in another element.



OVERWRITE IN BULK

Overwrites element's original values and sets new values that will be different for each product query.

HIDE PRODUCT

Completely hides the product feed from Mergado.



SETUP CPC BIDDING

Allows you to dynamically set the cost-per-click from search engines to your online store.

SHORTEN, CHANGE FONT CASE, ROUND NUMBER

Very simple and intuitive rules.



SET UTM PARAMETERS IN URL

This rule helps you mark a URL for Google Analytics.

CALCULATION

Allows you to perform calculations with variables.



SHIPPING RATES SETTINGS

With this rule, you can easily set shipping prices.

PRODUCT PARAMETERS SETTING

Helps you set up different product parameters.



REMOVE HTML CHARACTERS

Removes HTML tags from an element's content.

LET'S DO IT!