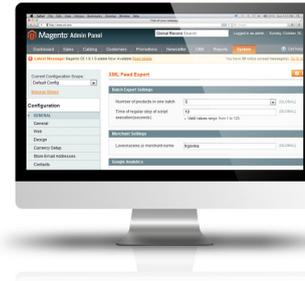# The universal **product** export

Koongo

Our Motivation

Generally speaking, marketing is one of the most important concepts to master in the field of commerce. Without consistent customers purchasing your products and services, your business won't survive in the present competitive global marketplace.

Specifically, in the world of online commerce the inevitable part of successful marketing is the product availability and traceability in the appropriate product search websites and price comparison engines, such as Google Base, Amazon, Kelkoo, Fruugo, Atosho and many others.

While most businesses understand the importance of integration with these search engines, it may become challenging to connect your e-commerce platform to various search engines. Apart from the product marketing, businesses always seek smart solutions designed to streamline their operations.

About Koongo

The universal product export for the world of e-commerce

The goal of Koongo is to streamline the process of the product export from your catalogue to various product search engines and price comparison websites. Koongo offers you a comprehensive solution for providing information about your products to hundreds of marketing channels all around the world. From a single point you can seamlessly reach hundreds of search and price comparison websites and millions of new potential customers.

The only thing you need to do is to connect your e-shop to Koongo service.

Moreover, to relieve the integration hassles, we and our partners have developed connectors for the most popular e-commerce platforms, such as Magento, os-Commerce or ZenCart.

Currently, more than 400 search and price comparison websites from more than 50 countries are supported and the list of new websites and engines is growing every week! However, that´s only the first part of the Koongo journey. Many cool features are on the road map that will be implemented in the very near future.

For instance, the automatic submission of XML/CSV files, advanced tracking or order synchronization. To begin using Koongo, you will need to install Koongo Connector onto your e-commerce platform. This allows Koongo server to communicate with your online store in a secure and scalable manner.

Magento
eCommerce Platform for Growth

x.commerce

Koongo Connector for Magento

The Koongo Connector for Magento takes the advantage of Koongo database of various product search websites and price comparison websites, thus offers the product listing in more than 400 different product websites and engines from more than 50 countries worldwide.

The first step is the seamless creation of Export profile – the set of information including feed type, product selection and category mapping. In the next step, the connector uses your product catalogue and exports selected products in XML or CSV file that you can subsequently submit to various product search websites and price comparison engines. The product selection is done based on filters allowing you to select the products meeting various specified criteria.

The connector is provided by NoStress Commerce s.r.o., the company that has established the Koongo project. *The Koongo Connector for Magento* was formerly known as *Export of products for search engines* and *XML Feed Export*.

The feed coverage in January 2013

Connector core features

- **full integration with Koongo**
- **optimized for more than 100.000 products and 3.000 categories**
- **compatible with Magento 1.4 CE and newer and all EE**
- support of all product types - Simple, Configurable, Bundle, Virtual, Downloadable
- advanced product filtering based on the price, stock, availability, product type or any product attribute
- support of category-based product export
- support of feed taxonomies - product categories mapping
- support of specific feed attributes - attributes mapping
- full support of multi-website/multi-store architecture
- manual and fully automatic generation
- support of custom XML/CSV feeds
- detailed and up-to-date connector documentation

Customer care & Support

Koongo Connector for Magento, that´s feature-rich and high-quality product that comes with full support. We always do our best to make the clients fully satisfied.

Below is the list of offered services:

- try **connector demo** or request connector trial version

> **http://demo.nostresscommerce.cz/admin**
>
> **username:** export   **password:** export123

- read tens of customer reviews on **connector presentation webpage** or on **Magento Connect**
- 7 days money back guarantee!
- check out the **connector documentation**
- send and share **Feature requests**, including the requests for addition of a new feed
- order Module installation or Update service
- order the development of your custom feed

The Koongo Connector for Magento

Become Koongo partner!

Since Koongo was born in January 2013, only a few e-commerce platforms are presently supported. We are looking for various partners in the field of marketing, sales management and product support. We are also looking for community leaders and motivated developers who will develop Koongo Connectors for other e-commerce platforms. The list of Koongo Partners has just started to grow, so don´t miss the opportunity and become Koongo Partner! Below is a short list of possible ways how to cooperate.

Marketing

Sales representatives promote Koongo services in the country where she/he comes from. As a marketing specialist, your tasks will cover writing of PR articles, active participation in local online communities, management of our local communication channels and collecting the requests coming from Koongo users. You need to understand in detail the Koongo features, know the benefits of Koongo and what advantages come from them to the retailers. We will provide rich marketing stuff, such as templates for PR articles and media material. At the beginning of our collaboration your salary will be based on the number of new acquisitions, using our Affiliate system.

Software development

We look for skilled developers who will help us continuously improve and extend Koongo services in global e-commerce world. Since Koongo is presently based on PHP, you need to know this technology as well as other related Internet technologies. Beside this, you should have the knowledge of the Magento platform and Zend framework. You will be paid based on logged hours.

Industry partners

Of course, industry partners are more than welcome! If you run a consulting or software agency in the field of e-commerce, shoot us a message so we can discuss the ways of our possible partnership.

About NoStress Commerce s.r.o.

The Koongo is a spin-off project by NoStress Commerce s.r.o, the company that was established in 2009 in the Czech republic, in the heart of Europe, with full dedication to Magento e-commerce platform. However, the story of the company started a bit earlier - in the spring 2007, when Magento was born. That time, NoStress Commerce created the community portal Magento.CZ and contributed distinctly to the popularity of Magento platform in the Czech and Slovak republic. In 2008, the development of module originally called *Export of products for search engines,* later XML Feed Export, started. During the next few years this module has become widely popular around the whole world and quite big collection of product search websites and engines has been collected. Finally, at the beginning of 2013, the Koongo first saw the light of day.

Team

Tomáš Kučera
Co-founder & CEO

Jaromír Müller
Co-founder & CTO

Jiří Zahrádka
Solution architect

Koongo

www.koongo.com

info@koongo.com

Thank you!