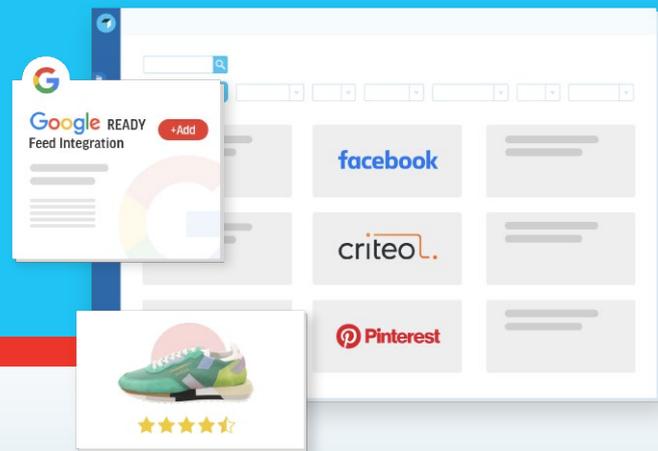


From feeds to feedback loops



Feed Management

Exert effective control over every aspect of your global product information value chains. Profit from linking outbound digital flows and product information feedback from digital buyers. The Productsup P2C platform takes feed management to the next level.

Tailor product data

Import data from any source, easily structure your data to meet channel requirements, and export product feeds to over 2500 channels.

-  **Easy data visualization** made possible by AI and drag-and-drop technology that enables businesses to assert control over their product feeds
-  **Predefined rules boxes and channel templates** enable quick channel set-up, supporting data personalization and contextualization

Enrich product feeds

Apply enriched product information, leverage advanced data services, and customize export schedules to make your products stand out from the crowd.

-  **Channel readiness reports** ensure that your products make it to the desired channels with best practice suggestions for better performance
-  **Advanced data services** equip you with endless possibilities to enhance your product data

Deeper data insights

Collect data for analysis from all export channels to improve future performance and inform your P2C strategy.

-  **Monitor performance and adjust strategy** using features like A/B testing and ROI strategy to quickly react to changing market trends and consumer preferences
-  **Create 3D feedback loops** in order to regain control of your product information value chains



▪ Total control and visibility ▪

Enhance all data feed exports with ease, minimize time-to-market and no need for IT support



▪ Agility and flexibility ▪

Respond to new channel requirements and shifting consumer behavior in real time



▪ Save time and resources ▪

Free teams from unnecessary work and automate most processes



▪ 24/7 customer support ▪

Expert teams in multiple time zones always on hand to resolve issues

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