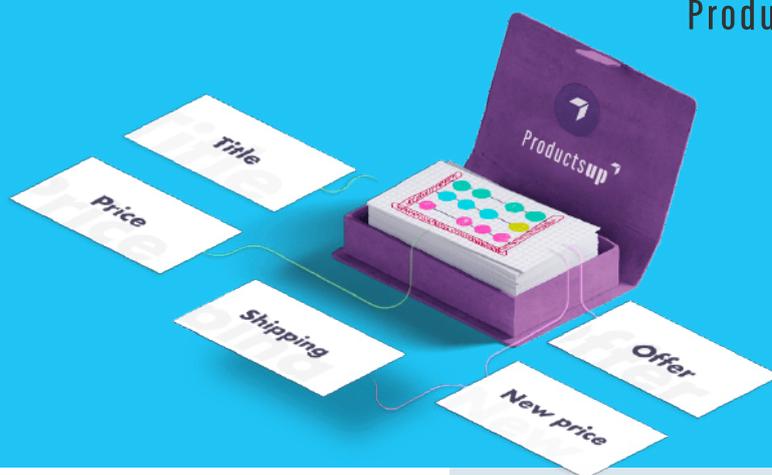# Seller and Vendor Onboarding

Easily aggregate and optimize partner data

The volume of product data that you need to onboard from suppliers and then export to hundreds of channels is endless. It's a resource-intensive task with high tendency for mistakes that can cause serious consequences to your sales growth and brand reputation.

With Productsup, companies can streamline the aggregation and optimization of their partners' data from a wide range of sources in various formats. Offer customers the best shopping experience by simplifying the complex task that is managing product data from multiple sources and partners.
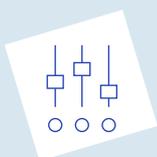
Gain control
over product data from an infinite number of suppliers.

Improve efficiency
by freeing up hundreds of hours of manual work.

Maintain consistency
of high-quality data across all product touchpoints.

Positively impact your bottom line
Improve business outcomes with Seller and Vendor Onboarding.

1. Speed up time-to-market: Make products available faster on any marketing or selling channel.
2. Build better brand experiences: Provide wonderful product experiences, consistent across channels, that drive conversions and build brand value
3. Win globally: Transform localized data into a perfectly structured and compelling catalog that performs globally across any market.

4 steps to successfully onboard product data
Simplify labor intensive and complex processes.

1. Aggregate: Import and centralize data from multiple sources and suppliers in various formats (e.g. CSV, EXCEL, XML, BMEcat, JSON, etc.)
2. Cleanse, structure, and standardize: Automatically map the data, eliminate errors, and consolidate your catalogue.
3. Enhance: Enrich content with additional data like analytics, product reviews, and custom labels.
4. Distribute: Upload product data into your database, as well as any external advertising and sales channels.

Productsup provides

Minimized processing time
Upload only new and updated attributes rather than complete product catalogs.

Data mapping
Access a complete graphical overview of your entire product data flow from integration to distribution.

In-depth product data analysis
Create error-free, channel-ready catalogs with detailed and automated reviews of every product attribute.

Efficient editing
Quickly manipulate, cleanse, and optimize product data by applying changes in bulk.

Seller and Vendor Onboarding
Easily aggregate and optimize partner data

Company	Profile	Use caes	Key capabilities
moebel.de	**moebel.de is the biggest interior design portal for furniture, interior fittings and homeware** HQ: Germany Revenue: 26M EUR	moebel.de uses Seller and Vendor Onboarding to manage the influx of product data from 250 vendors to their website. With Productup, they can import, map, and optimize large and complex feeds with ease and at scale.	• 4.5 million products across 1,200 categories from 250+ suppliers refreshed every hour • Data visualization and code-free mapping to align product information • Single platform for data onboarding and advertising feeds for Google, Facebook and other channels
Joblift	**Joblift is a pioneer career platform for tech-based recruiting** HQ: Germany Revenue: 5M EUR	Joblift simplified their onboarding process and now regularly integrates and manages job listings from hundreds of suppliers quickly and without IT support.	• Custom-built export template for Joblift's platform • Automated updates to job listings • User-friendly user interface Independence from IT support • Data analysis • Bulk edits

> "From a seller vendor onboarding perspective, the key benefit is saving time. Before it took 20 hours to import 2 million products. **With Productsup we were able to reduce the processing time from 20 hours to 1 hour.** We can now update each partner feed once per hour. That's 3.5 million products across three markets."
>
> **Head of Category Management**