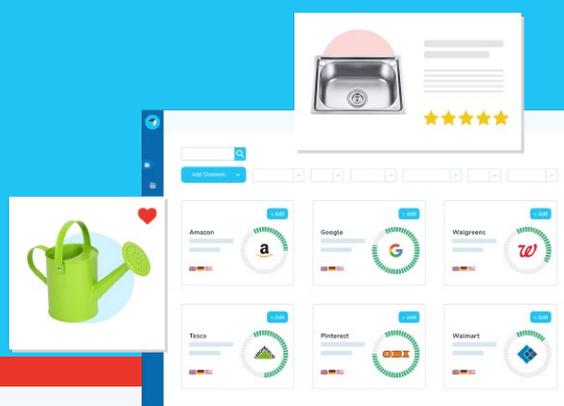# Product content syndication

Augmented content, better syndication, more sales

Removing friction in content distribution is key to cementing strong trade relationships, delivering high quality and consistent product data, and enabling higher sales conversions. With the Productsup P2C platform, manufacturers can quickly generate flawless data exports for hundreds of destinations and recipients, powering excellent customer experiences every time.
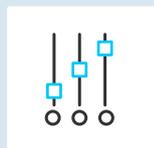
Go to market faster
Publish product content **faster than ever**

Go global easily
Share and sell more around the globe

Stronger brand equity
Tell consistent product stories **across all touchpoints**

Connect with everyone. Everywhere.

Productsup's product content syndication solution enables brands and manufacturers to cut through complexity, publish compelling content faster, and tell consistent stories across every channel and geography for a consistent omnichannel brand experience.

- **Consistent quality** – Prepare and syndicate high-quality product catalogs using built-in channel templates, instant feedback, integrated APIs, and more.
- **Tailored content** – Automate mapping processes to instantly analyze and connect incoming product data to appropriate channel-specific attributes.
- **User-friendly** – Enable users of any skill level to accelerate the integration, transformation, and distribution of product content.
- **Functional** – Enable asset and image download in pdf, png, jpeg formats.

4 steps to global syndication

Your account teams need ongoing access to product data as they distribute it to partners and customers.

1. **Integrate** - Centralize data from any silo including PIMs, DAMs, and ERPs.
2. **Cleanse and structure** - Automatically eliminate errors and format channel-ready catalogs in bulk.
3. **Enhance** - Enrich content with additional data like analytics, product reviews, and custom labels.
4. **Distribute** - Connect to data pools, retailers, and distributors.

PRODUCTSUP PROVIDES

▪ **Smart data uploads** ▪
Optimize data uploads with only new and updated attributes instead of whole product catalogs

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

▪ **Product information** ▪ **deep-dives**
Error-free, channel-ready catalogs with detailed and automated reviewts of every product attribute

▪ **Time-saving templates** ▪
Get instant feedback on data readiness level for each channel and recipient

Product content syndication

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Company	Profile	Use case & key capabilities
Beiersdorf NIVEA Eucerin® tesa	**Multinational brand manufacturer of personal care products** HQ: Germany Revenue: €7.65B	Beiersdorf uses the Productsup P2C platform to enrich and distribute product content to retailers and consumer product research portals. Automated generation of retailer templates Data delivery to FMCG data pools (e.g. Brandbank, AECOC) User Generated Content (UCG) destinations (e.g. Yotpo) Search and display advertising with Google & Facebook
GRUNDFOS®	**The largest pump manufacturer in the world** HQ: Denmark Revenue: €3.5B	Grundfos leverages the Productsup P2C platform to distribute product data to industry data portals and databases, serving thousands of distributors worldwide. Product classification to industry standards (e.g. ETIM) Data delivery to industry portals (e.g. 2ba, ARGE, IGH, IG Neue Medien, NOBB, RSK) No-code automated generation of complex formats (e.g. BMEcat, FAB-DIS)
StarTech.com Hard-to-find made easy®	**Multinational manufacturer of hard-to-find connectivity parts** HQ: United States & Canada Revenue: $300M	Startech uses the Productsup P2C platform to provide structured standardized product content to industry data pools that serve their distributors and retailers, as well as to list products directly on Amazon. Data delivery to portals such as ICEcat, CNET, Etilize and others Listing products on Amazon

Industries we work with

Manufacturing | Electrocomponents | Electronics | Retail | Consumer Goods