

# Social commerce



With social commerce now the fastest-growing ecommerce channel, Facebook, Instagram, Snapchat, Pinterest and TikTok are all evolving their systems and content as they try to extend their market share. A P2C social commerce strategy is essential for businesses trying to keep up with channel developments and grow their brands.

Productsup offers unique P2C social commerce solutions that enable brands, retailers, and service providers to leverage the power of social media to stand out from the competition and boost sales.

## Expand your social footprint

Each social commerce channel has very different specifications and their own unique audiences. Ensure your product data is properly tailored to each social channel and reduce your product time-to-market with Productsup's industry-leading **feed management solution**.

## Create dynamic images and videos

Enriched content is vital for any social commerce campaign. With Productsup's image designer and video templates, you can easily create high-quality and channel-tailored ads that will drive engagement and sales on social commerce channels.

## Enjoy 24/7 omnichannel monitoring

Use **Productsup order synchronization** to monitor sales activity across all active social channels from one dashboard. Identify opportunities to improve your product data with AI-augmented consumer feedback loops.



"Productsup is the backbone of our ad automation infrastructure, now supporting a large portion of our performance marketing spend. As a global business, we rely on feeds to operate efficiently and Productsup allows us to easily manage this stack while creating ads relevant to users."

**Agathe Dixneuf**  
Marketing Solutions Manager, Feeds

**Uber Eats**



**Total control**  
Own your product information value chains



**Contextualize & personalize**  
Enriched and channel-tailored product content



**Multichannel overview**  
With 3D feedback loops and real-time actionable insights



**Stand out from the crowd**  
Create engaging and consistent consumer experiences