



How the Productsup Platform enabled adtraffic to **improve workflows & increase the conversion rate** for MONA.de by

**40%**

Productsup<sup>1</sup>

adtraffic   
Online. Marketing. Energy.



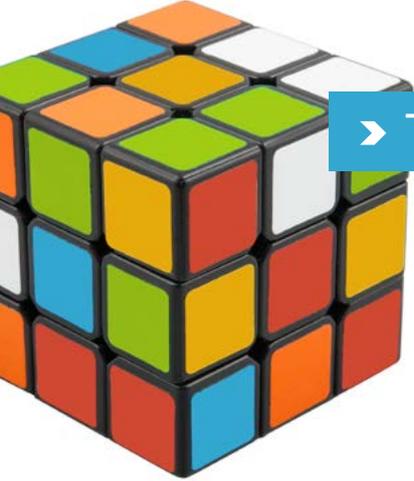
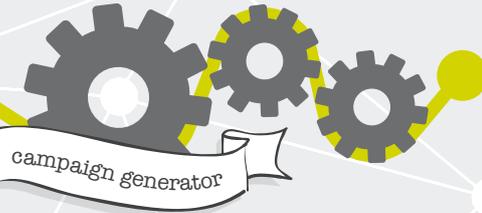
## > THE CASE

Tech-savvy online marketing agency, adtraffic, has its roots in the automation of keyword campaigns and product data. In 2013, adtraffic was using a script-based campaign generator that allowed them to produce customized data exports for search engine campaigns and product listings.



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2013



## > THE PROBLEM

In order to create new campaign exports or to develop existing ones further, the script-based tool required advanced know-how. It did not have a graphical user interface (GUI), which meant that any changes needed to be made directly in the script code. Although this provided total flexibility for the implementation of the respective requirements, it allowed no flexibility for general resource planning and distributing short-term tasks.



“ Since there was no preview mode, we had to generate complete exports for keyword campaigns and product feeds before the most recent changes to filters, templates or data structures could be verified ”

says Richard Stinauer, CEO of adtraffic.

The review of the exports was also done without a GUI, so adtraffic used technical tools and editors as they are also used for software development.

Even though the script-based tool helped adtraffic create exports faster than before, the tool itself was not efficient enough.

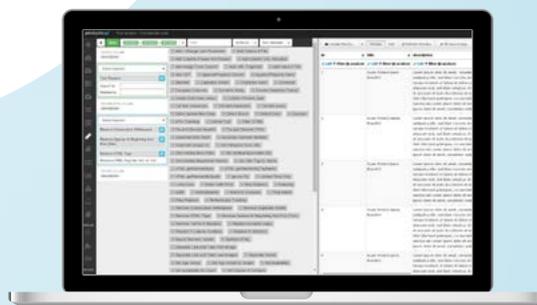
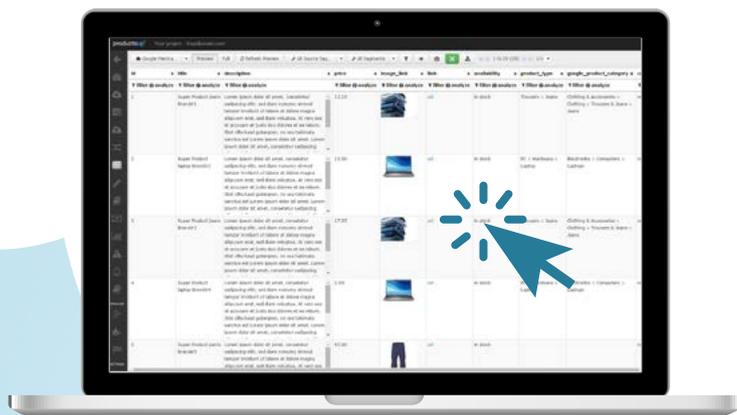
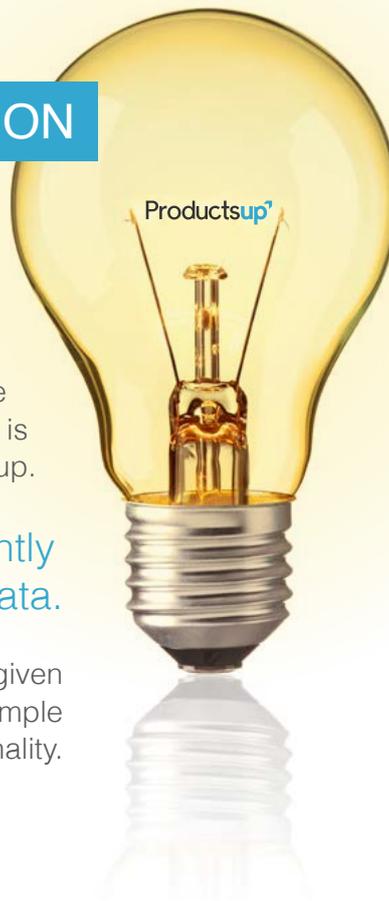
## ▶ THE SOLUTION

In search of a better solution, adtraffic tested Productsup for the first time in 2013.

By Q3/2014, the agency had migrated 18 accounts, with exports for six international markets, onto the Productsup Platform. Since then, additional accounts have been set up directly with Productsup. Today adtraffic is generating and optimizing 80+ exports via Productsup.

The Productsup Platform significantly simplified the process of editing product data.

With Productsup, they can filter according to any given attribute – and perform many other modifications, with simple drag-and-drop functionality.



## THE RESULTS



**INCREASED EFFICIENCY:** Depending on the account, the feed and the complexity of the task at hand, adtraffic has saved between 50% - 90% of time involved in creating and adjusting export feeds. Very extensive data feeds can now be processed rapidly. Since users experience enjoyable load times on the frontend, they get through the work quicker.



**ENHANCED FLEXIBILITY:** When detailed, specific changes need to be made, the Productsup platform has proven to be just as flexible as the previous script-based solution. However, it also facilitates a much wider group of users access to these highly technical processes. This has brought an immeasurable increase in flexibility with regards to resource planning and allocation of tasks.



**IMPROVED HANDLING:** The web-based user interface has a live preview of data, as well as various filter and search options. This not only ensures easy handling but also makes it visually very appealing and optimally aligned to everyday tasks.



**BOOSTED PERFORMANCE:** As a result of these changes, adtraffic has been able to delight its customers too.



### **MONA - Increased conversions by 40%**

Thanks to an all-in-all faster response rate and shorter optimization cycles, adtraffic was able to increase the conversion rate for MONA's product portals by 40% year-on-year. (Comparison period: Q4/2013 and Q4/2014).



### **vertbaudet – Full setup & 25+ data exports in 2 weeks!**

With Productsup, adtraffic was able to setup the vertbaudet account and finalize more than two dozen data exports, in just two weeks. This included the somewhat demanding feeds for Amazon, Google, Criteo, Zanox & co.



*“ I wish we had discovered this tool sooner ,”*  
announced, Richard.

*“ Not only has it helped save a lot of time with its great technology but it is also easy to use, so more people are able to work with the tool and tasks can be assigned easily to others if need be. ”*

## > ABOUT ADTRAFFIC

Adtraffic, founded in Munich in 2007, specializes in search engine marketing and is a leader in automated data processing. Its experience extends across multiple industries, with affiliate marketing and display advertising rounding off the range of services of the online marketing agency.



“We see ourselves as consultants, solution providers, and an operative service, depending on the customer’s unique needs,” said Richard Stinauer, founder and managing director of owner-operated online agency. “We are among other things an SEM Agency for mobile phone providers, fashion manufacturers and online retailers; or a lead agency for all your online marketing efforts.”

For more information, visit [www.adtraffic.de](http://www.adtraffic.de)

## > ABOUT PRODUCTSUP

# Productsup<sup>7</sup>

Productsup is the preferred tool for product data management and feed creation. The cloud-based platform enables you to collect, to optimize and structure product data, and to distribute customized product feeds to unlimited marketing channels - quickly and easily. The solution addresses the individual needs of e-commerce merchants, agencies and marketing channels alike.

For more information, visit [www.productsup.io](http://www.productsup.io)



> Seeking a more efficient way to manage and edit your product data?

We’d love to introduce you to a quick and easy solution in a **free** demo!

Simply get in touch **here**.