



How **Keller Sports**
increased sales by 31% & saw
product-related **traffic grow by**
22% since using Productsup

The Company



Keller Sports is a leading online retailer providing advisory-intensive sports & outdoor products to the European market.

The company has maintained its market position by adapting to the demands of the ever-changing and rapidly growing e-commerce industry. Keller Sports knows that, aside from delivering a trusted and superior shop performance and implementing sophisticated bidding and pricing strategies, high quality product data has become a pivotal element in performance marketing success. Not only is competition growing steadily but Google (the company's primary product advertising channel) has very specific requirements that a data feed needs to adhere to in order the products to be considered for listing on search result pages.

The Problem

However, the complexities involved in managing and optimizing their product data made it very time-consuming.

Keller Sports was spending a lot of IT & Marketing resources in preparation of their product data feeds. The marketing department would try edit these feeds manually but it would often rely on IT for technical support. But with more than 130 000 products in its inventory and no clear presentation of the data, the assessment of initial data quality and further improvements, made it time-consuming and sometimes impossible to deliver feeds to Google Merchant Center (GMC) or price comparison partners error free.

The product data feed optimization process looked something like this:



*or other shopping channels such as price comparison partners.

Such a process was clearly neither optimal nor scalable.

Keller Sports needed a dedicated tool that would enable the marketing department to independently and efficiently work with their product data.

The Solution

In December 2013 Keller Sports discovered Productsup.

The technology provider's centralized and user-friendly platform enabled Keller Sports to finally understand what was going on with their product data, which also helped identify and unlock hidden potential in the data. Marketing no longer needed IT and because the cloud-based software has integrated the knowledge of all the relevant feed specifications, they now prepare perfectly crafted feeds the first time round, eliminating the wait on an error report from the GMC. The platform also enables them to get products live in new marketing channels in a matter of minutes.

Ongoing feed maintenance will always be necessary, but with the tool it has become a lot easier and quicker.

Although efforts shifted from IT to Marketing, the fact is being able to work more independently from IT restrictions was quite a big time saver.

Despite a financial investment, taking into account our efficiency gains we have saved on total resources spend. Our sales performance significantly increased. And going forward, rapid expansion into new countries, especially setup & go-live with new partners would not be possible without such a tool.

André Patrzek, Director Marketing & Sales at Keller Sports.



The Results

Since Keller Sports began using the Productsup Platform, the company has seen clear rewards, including:

- ↑ **Sales increased by 31%**
- ↑ **Product-related traffic increased by 22%**
- ↓ **Rejection rate of products reduced from two digits to 1% in GMC**
- ↓ **The average time to go live with new shopping channels reduced from a few days to a couple of hours, including feedback loops with partners**
- ↑ **Increased efficiency in product data handling & optimisation by 15%, through rule-based efficiency gain**

About



Serving 11 countries and with over 130 000 products and more than 50 renowned brand names under its belt, Keller Sports has grown to be a leading online shop, offering advisory-intensive sports & outdoor products to consumers across Europe.

In 2009 the company won the Shop Usability Award in the Sport & Outdoor category.

For more information, visit www.keller-sports.com

About Productsup

Productsup is backed by industry experts who have dedicated years of research and development to bring you the most intuitive and intelligent product data management platform.

Advanced technology features enable you to collect product data from various sources, to optimize and structure the data, and to distribute customized feeds to thousands of export and marketing channels - quickly and easily.

The solution addresses the individual needs of online merchants, marketing channels and agencies alike.

For more information, visit www.productsup.io

Looking to streamline your process for product feed management?

We're happy to introduce you to a quick and easy solution in a free demo! [Simply get in touch here ;\)](#)