

# How **Productsup.io** helped online book store **buecher.de** increase sales on **Google Shopping** by **35%** YOY during the 2012 and 2013 holiday seasons

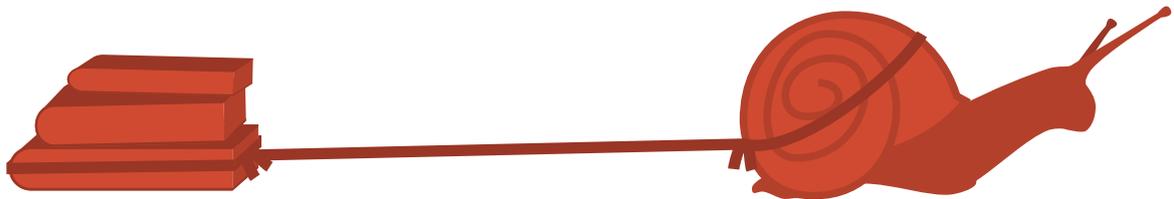


# The Problem

[buecher.de GmbH](http://buecher.de) is one of the leading online book and media retailers in Germany.

A key concern for buecher.de is that their products are visible on search results pages and that these accurately match the consumer's search query. In order to achieve this, high quality, customized product data needs to be distributed to the many different shopping and marketing channels.

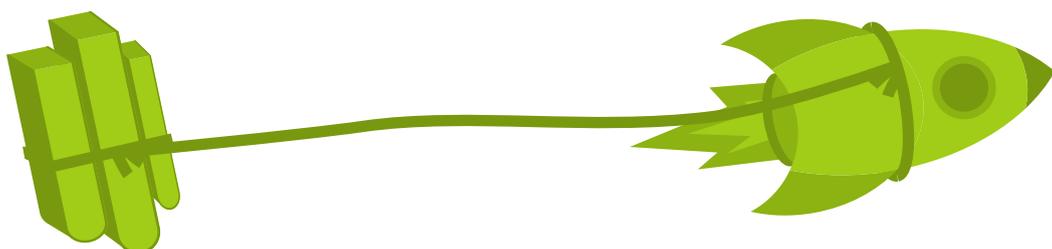
buecher.de has **over 7 Million products** in their portfolio. Sometimes it would take up to **3 days** to edit a specific group of products, as they would need to be extracted from the ERP system, edited manually and then reloaded back into the system. With this there was little time to focus on other areas of the business, and the backlog of IT tickets was growing steadily. The process was clearly **not sustainable**. What buecher.de was lacking was a system that would enable them efficiently manage their millions of products so that they could create and optimize multiple data feeds quickly, easily, daily.



# The Solution

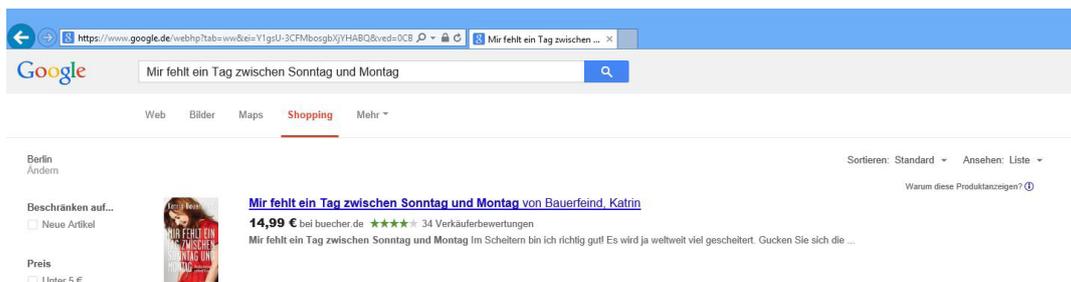
This is where [Productsup](http://Productsup) stepped in. Since the beginning of 2012, the Productsup platform has been helping to simplify the ecommerce player's business. The software is user-friendly, flexible and scalable. It empowers the marketing department to handle the product data themselves, giving them full ownership of it and simultaneously eliminating the need for support from IT. With powerful analysis tools hidden potential is revealed and products information can be adjusted accordingly. Additionally, automated optimizations and exports can be set up.

With Productsup, buecher.de is able to edit **several million products in just minutes**, and guarantee the distribution of data feeds that successfully match new and specific requirements determined by Google and other marketing channels.

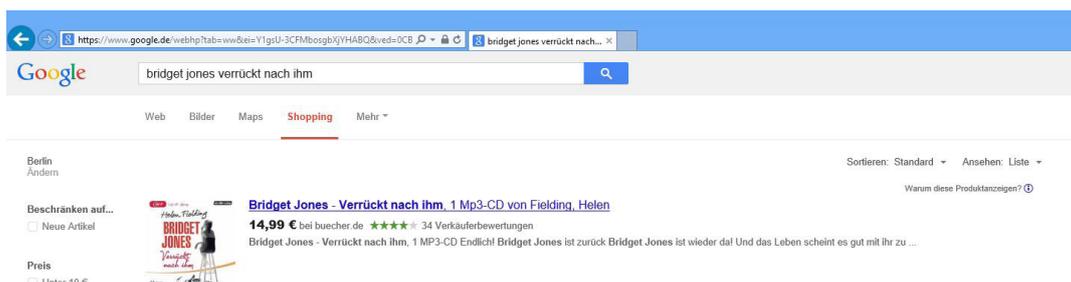


# The Result

Tailored data feeds of the highest quality are sent out regularly, making sure that product information is always up-to-date. Automated setups, fast processing and a delta upload system have collectively had a significant impact on the amount of time saved. “It was quite a jump, with a **25%** increase in efficiency we finally had much-needed time available to dedicate to business development and other core areas” says Günter Hilger, Head of Marketing at buecher.de.



Thanks to Productsup, buecher.de has maintained its leading position and continues to achieve great successes. Just this past December they achieved record sales. Google Shopping in particular generated a **35%** YOY increase during the festive season of 2012 and 2013.



“There’s no question that the last 2 years with Productsup have taken our product data marketing to the next level! The team is great and together I know we will achieve even bigger success,” says Günter.

**25%**  
Time saved



**35% increase in**  
Google Shopping YOY



## About [buecher.de](#)

Founded in 1999, and with its headquarters in Augsburg, Germany, [buecher.de](#) offers a wide yet comprehensive range of products to the German market, including books (English books, reference books, eBooks, School and audiobooks), films, music, electronics and games and more.

The company's primary aim is to share its passion for books with others and to make the experience of online book purchases as pleasant as possible. This is backed by no shopping costs, a 14-day returns policy and payment after delivery.

In 2012 [buecher.de](#) placed on the **top 100 retailers** list in Germany.

## About [Productsup](#)

Founded in 2010, [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 quickly and easily [collect](#) product data from various sources, to [optimize and structure](#) the data, and to [distribute](#) customized feeds to thousands of export and marketing channels - all from one central place.

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

# Spending too much time and effort on optimizing a large product data feed?

We're happy to introduce you to the [Productsup Platform](#)

[Reduce complexity and boost performance with Productsup](#)