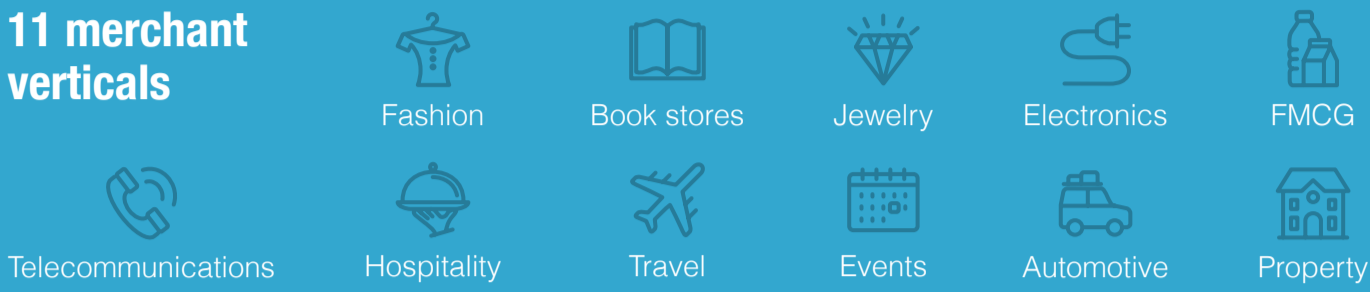


Platform insights from 2000+ product data marketers

We've analyzed the data and behavior of **Productsup platform users** to identify key trends, benchmarks and patterns.



11 merchant verticals



Here's what we found:

Top 10 import sources (of 20+)



Top 10 data edit boxes (of 200+)



- Text Replace** Example: Replace "unavailable" with "out-of-stock"
- Append/Prepend Column** Example: Add brand to title
- Append/Prepend Value** Example: Add "organic" to title
- Static Value** Example: Set "condition" values to "new"
- Map-Replace** Example: Insert list of standardized terms to change "HP" to "Hewlett Packard", "MNG" to "Mango"
- Skip Row if Value In** Example: To exclude unprofitable or blacklisted products from an export
- Set Value if Contains** Example: Valentines promotion: Label item as "sale" if color column contains "red"
- Detect and Extract Value** Example: Extract item color from description & add to color column
- Set Column if Empty** Example: If "description" is empty, fill with values from "title" column
- Remove Consecutive Whitespace** Example: Free up valuable space in a character count

8 great underdog boxes



- Remove Terms in Brackets
- Convert Date Time Format
- Set Expiration Date
- Translate Colors
- Sort Values
- URL Decode
- Set Payment Accepted
- Facebook image resize

10 most popular export channels (of 240+)

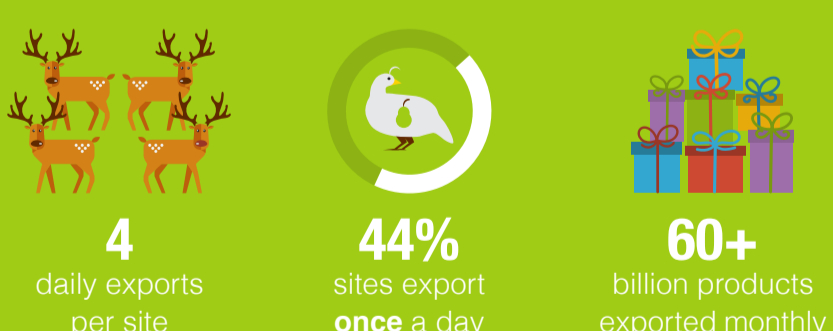


- Recipe*
- Google
 - facebook
 - criteo
 - bing
 - idealo
 - zanox
 - affilinet
 - affiliate
 - billiger.de
 - kelkoo

Average number of channels activated per site



Average export frequency



What our product data kings are doing

- Enhancing ad creative with the **image designer**
- Importing data from **Google Analytics**
- Creating product feeds for **dynamic ads for travel**



This holiday shopping season, make sure your products are found! It all begins with a high quality product data feed. **Productsup** can help.



[Request a free demo](#)