

Productsup Becomes an Official Pinterest Shopping Partner

Productsup helps brands and retailers improve their inventory feeds to deliver a seamless Pinterest shopping experience

Berlin, 18 June 2019 - Productsup today announced it has become an official Pinterest Shopping partner. Alongside other leading ecommerce companies included in the global Pinterest Partners program, Productsup will work closely with Pinterest to unlock more shopping experiences on the platform.

Productsup empowers brands and retailers to optimize their product content for all digital marketing and shopping channels. In recent years, Pinterest has introduced new shopping features, giving businesses more opportunities to bring their products and services onto the platform. Through the new partnership, Productsup will have more access to Pinterest's evolving capabilities to help merchants create perfectly structured product content for Pinterest Shopping.

Pinterest is where users (Pinners) discover new ideas and products, get inspired and inspire others. Over 250 million monthly Pinners are looking for inspiration, so merchants have an opportunity to showcase their products to an audience that's already engaged. With 77% of weekly Pinners having discovered a new brand or product on Pinterest and 89% of them having used the platform for inspiration on their path to purchase¹, it is imperative for brands and retailers to offer a seamless and fun Pinterest shopping experience to their customers.

A blinded study conducted with five advertisers found that Pinterest had an especially strong return on ad spend (ROAS), delivering \$2 in profit for every \$1 the advertisers spent. In gross dollars that translated to a \$4.3 return per dollar spent². To achieve such results, merchants need to create smart tailored ads and to do so, they need clean, compelling, and Pinterest-ready product feeds.

"Pinners are curious, creative and searching for inspiration. This makes Pinterest the perfect platform to get products in front of new audiences and generate top-of-the-funnel demand. We're excited to unlock this new potential for our clients, helping them scale their businesses and maximize their success, says Marcel Hollerbach, CMO, Productsup.

The Pinterest Partner program empowers businesses and developers to scale on Pinterest and ultimately enhance the Pinner experience through technology-enabled partnerships. Each partner is highly vetted for both technical expertise and Pinterest expertise. This group of curated solution providers includes Advertising, Content Marketing, Audiences, Measurement, Creative, and Shopping.

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¹ GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018

² Analytic Partners, Marketing mix model with five advertisers across retail and CPG, May 2017

About Productsup

Productsup provides an innovative SaaS platform that empowers brands and retailers to optimize their product content for all digital marketing and shopping channels, such as Google, Amazon, Facebook or Walmart. With agile data and seamless connectivity, the award-winning company helps customers break through data silos and get their products to market quickly.

Headquartered in Berlin, Germany, Productsup is trusted by more than 800 businesses worldwide, including five Fortune 20 companies and market leaders like IKEA, Trivago, Superdry and Rakuten.

Visit www.productsup.com to learn more.

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