

FOR IMMEDIATE RELEASE

blueSummit and Productsup Announce Strategic Partnership

blueSummit to start using the Productsup Platform to streamline product feed optimization

BERLIN, Germany – May 20, 2014 – blueSummit, a widely recognized leader amongst Germany's performance marketing agencies, and SaaS firm Productsup today announced the launch of a strategic partnership. Through this partnership the technology provider's intuitive product data management platform will be the preferred shopping-feed management technology for blueSummit's data-driven performance marketing efforts.

blueSummit has been an early mover in supporting its clients in optimizing their online product visibility. However, the increasing investment in time and effort to restructure and manage the varying shopping feeds for its clients made blueSummit look out for a supporting partner. The new strategic partnership is a step towards working more efficiently and effectively and will give blueSummit more opportunities and features to increase the benefit for their clients.

"We're extremely excited to announce the partnership with Productsup," said Christina Edel, member of the blueSummit Business LAB and person in charge of product feed optimization at blueSummit. "Their software is known for its user-friendliness and yet it's still really powerful. We're now able to process bigger product feeds, advertise on more marketing channels and achieve a higher ranking for our product ads, all at a fraction of the time."

Productsup, backed by experts in industry and data handling technology, will ensure that the team at blueSummit will obtain the necessary skills and knowledge to maximize the outcome of using the data management platform.

"I am absolutely thrilled to welcome blueSummit on board", said Volker Schmidt, Director Sales of Productsup. "They're a key player in the industry and it is our goal and passion to contribute to their continued success. In helping the company simplify their input while maximizing their output, we aim to build a long-lasting, mutually beneficial relationship."

Pepe Mickler, Head of SEA, GDN & Mobile and Manager of the Business LAB at blueSummit, adds to this, "As we continuously look for new ways of improving and advancing, this partnership is just one way we like to demonstrate our commitment to providing our clients with the highest quality and best results."

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About blueSummit

[blueSummit](#) is an international performance marketing agency that sets up and implements SEA and SEO strategies as well as affiliate marketing programs for reputable clients, such as Ernsting's family, Lufthansa and OTTO to name a few. Situated in Munich, Hamburg and Vienna the team of over 100 employees manages clients across the following verticals: retail, travel, finance, automotive and Media & Entertainment. blueSummit is part of Performance Interactive Alliance - a newly founded holding of leading online- and performance marketing companies.

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.