Productsup's Feed Management Solution Integrates with Adobe's Digital Advertising Platform

BERLIN, 11 June 2014 – Productsup, a leading provider of cloud-based data management technology, today announced a strategic alliance with Adobe Systems. With this alliance, Adobe Media Optimizer – the industry's most advanced digital advertising platform – now includes the Productsup Platform to enable clients to effectively manage the product feeds needed for existing product-data driven campaign management technology.

Through integration with Productsup's Platform, Adobe Media Optimizer customers will benefit from increased advertising by providing product data feed optimization in addition to managing their retail marketing campaigns.

"Integrating with Productsup's robust feed management solution allows Adobe Media Optimizer to solve the common operational and tactical headaches that come with advertisers needing to work with two separate entities for product ad management. We are excited to expand upon Adobe Media Optimizer's capabilities and this new closed loop product ad offering will benefit our customers", says Tim Waddell, director of product marketing for Advertising Solutions, Adobe.

The quick and easy handling of product data on the Productsup Platform will save a lot of time and hassle for customers with complex data feeds, introducing intelligent analysis, bulk edits and automated distribution to prominent shopping and marketing channels. Delivering high quality, optimized feeds across the web will result in future marketing campaign performance reaching new levels.

"We are excited about the strategic alliance with Adobe's Media Optimizer team", says Markus Rottmaier, SVP Global Development & Partnerships at Productsup. "Given the increasingly competitive landscape, we are committed to simplifying data feed management. With Adobe Media Optimizer and the productsup.io Platform, brands and retailers can now access both campaign and feed management to utilize the full potential of data driven ad campaigns with a single contract and price."

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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 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.

About Adobe Media Optimizer

Adobe Media Optimizer, one of six solutions in Adobe Marketing Cloud, is the industry's most advanced digital advertising platform delivering ad management, optimization and forecasting across search, display and social media channels. Used by more than 500 global customers, Adobe Media Optimizer delivers more than 300 million prospects each month and manages more than $2 billion in annualized ad spend on behalf of its customers.