



Miinto improves product feed quality for external partners and **gains 36% more traffic** in return.

# The Company



**Miinto.com is all about putting local fashion on the international map by offering them a solid, online and social presence.**

In August 2013 Productsup welcomed Danish online fashion retailer Miinto to its platform users. Miinto has expanded from its 2009 beginning in Denmark to become a multinational offering now serving markets in Norway, Sweden and the Netherlands as well.

## The Problem

**A year back Miinto was faced with a challenge commonly faced by online retailers: They were manually preparing product feeds for multiple affiliates.**

Each affiliate has different requirements that a feed needs to adhere to in order for it to be considered and/or accepted by the channel. As and when the demands of an affiliate were updated, so did Miinto's feed need to be restructured.



*“In order to meet the demands of the different affiliates we would use precious hours from the tech department to update and maintain the feeds with different languages and setups such as XML or CSV formats”*

– Simon Radomski,  
Content & eCRM Manager at Miinto

They needed to find a solution that was flexible and could handle multiple feeds efficiently.

# The Solution

Since the Productsup Platform was introduced to Miinto, feed management has become simple and successful.

Productsup is easy to handle which means that the marketing department can be more involved and have a close dialogue with affiliate partners. Feeds are edited directly and independently by marketers. They no longer need to start anew every time there is a change and can quickly edit not only the feed but also the amount of products that get sent to each affiliate. The process of product feed management has become very streamlined.

# The Results

**Happy Miinto** – As shared by Simon, “There is a power in trying new approaches with the feeds, such as excluding certain categories, clothing brands, price categories, etc. in order to match the product selection perfectly to each individual affiliate. We wouldn’t have been able to be as flexible if we didn’t have the Productsup Platform.”

**Happy partners** - Affiliate partners are a lot happier since the turnaround time is much quicker, and the feed quality a lot higher.

**Increased traffic by 39%** - External partners have generated 39% more traffic since receiving feeds created with the Productsup platform. This increase is without having added any new external partners.

**Increased revenue by 9.8%** - The increased traffic was also a higher quality of traffic and has ultimately led to a rise in conversion rates and ROI.



## About **miinto**.com

Miinto connects fashion-conscious men, women and children with international brands and speciality boutiques and offers online fashion shopping to trendsetters and fashionistas across the globe – showcasing more than 20,000 brands. You can visit the Miinto blog [here](#).

For more information, visit [www.miinto.com](http://www.miinto.com)

## 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 collect product data from various sources, to optimize and structure the data, and to distribute customized feeds to thousands of export and marketing channels - quickly and easily.

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

For more information, visit [www.productsup.io](http://www.productsup.io)

# Looking to streamline your process for product feed management?

We're happy to introduce you to a quick and easy solution in a free demo! [Simply get in touch here ;\)](#)