Productsup Wins U.S. Search Award 2015

Productsup was recently announced "Best Search Software Tool" at the U.S. Search Awards 2015

BERLIN, Germany – October 12, 2015 -- Productsup, the leading cloud-based product data management platform, was announced "Best Search Software Tool" at the U.S. Search Awards 2015, marking its third win this year. The awards ceremony was held on Wednesday 7th October at the Paris, Las Vegas.

The annual event, in association with Pubcon, is the biggest celebration of search, PPC and digital marketing in the U.S., commending the achievements of leading search and digital agencies, as well as industry professionals, across the country.

This year saw a record number of entries, with 22 separate categories and a short-list of candidates in the hundreds. The category for "Best Search Software Tool" serves to recognize a piece of software that has been revolutionary within the search industry and does one thing exceptionally well.

The Productsup Platform has been identified as having disrupted the industry by radically streamlining the management and optimization process behind product-data-driven search ads.

As winners of the "Best Technology Provider" at the Criteo Performance Marketing Awards, as well as the "Best SEA Tool" at the German Search Marketing Awards (SEMY) earlier this year, Productsup celebrates its third win for 2015.

Markus Rottmaier, CSO at Productsup comments "We are extremely honored to have won the award. Such recognition from the industry is most definitely a testament to sophistication of the tool. The Platform has been developed over 5 years and is constantly being improved, but the core goals have always remained the same: to give marketers control of their product data, to help them save time, and to give them the power to really improve results. Thank you for the award and a big congratulations to the other category winners too."

About Productsup

Productsup GmbH is the leading platform for product data management and feed optimization. The cloud-based tool enables e-commerce players to structure and customize product data feeds for the various marketing and shopping channels across the web. Advanced technology features enable you to inspect each feed at a granular level and perform mass data edits in a matter of clicks. The solution addresses the individual needs of online merchants, marketing channels and agencies alike. For more information, please visit: www.productsup.io.

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