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Yourposition awarded the Productsup Certificate of Excellence

Yourposition continues to drive product data optimization and –marketing for e-commerce shops, triples Google Shopping revenues, and is awarded certificate of excellence.

BERLIN, Germany – October 2, 2015 - As a means to further enhance their service to e-commerce clients, Yourposition began working with the Product Data Optimization solution Productsup in 2014. Having clearly demonstrated platform expertise and client success, the online marketing firm has now received the seal of excellence, being certified as a partner by the cloud-service provider.

The importance of product data in digital marketing, in particular for channels such as Google Shopping, continues to grow rapidly. Today, the optimization of product data feeds plays a central role in Performance Marketing.

"The Productsup platform help us optimize the content of our clients' product feeds to improve their performance on the various marketing channels. However, we are also able to easily scale to other channels that each have different requirements - and this is mostly done without having to involve our clients' IT department", explained Tobias Scholz, Head of Business Development at Yourposition, discussing the strategic relevance of the product data optimization.

Yourposition demonstrated expertise in a case with [hair care and beauty professional click&care](#): for the development and expansion of Google Shopping campaigns, Yourposition used the Productsup platform to assess *click&care's* original product feed against the specifications set out by Google. They soon discovered important feed structure and data quality errors, which explained why many products were being rejected by Google. Using Productsup's solution, these errors were easily corrected the feed quickly became Google-optimized, with the original feed remaining unchanged.

"The Productsup Platform gives us flexibility in responding to changes in feed specifications. This allows us to confidently serve as a partner to our customers in all matters regarding product feed management optimization", exclaimed Tobias.

By improving *click&care's* data feed quality, Yourposition increased product visibility on Google Shopping substantially and in doing so they very quickly tripled the revenue from Google Product Ads. In honor of this achievement, Productsup has awarded Yourposition a "Certified Partner" seal of excellence. "We are thrilled to have Yourposition on board – and even more thrilled to see them profit from the potential of the tool. We are after all in the business of simplifying input and maximizing output", announced Volker Schmidt, CRO at Productsup.



About Yourposition

Yourposition AG is a leading Swiss agency for search engine marketing, analytics and digital strategy. Founded in 2003, the company has grown to support over 100 medium- to large-sized business holistically. Yourposition is based in Zurich Oerlikon in NOERD, the house of creative minds, where it runs a team of more than 40 people. Visit www.yourposition.ch for more information.

Read more about [Product Feed Optimization in Yourposition's blog](#).

About Productsup

Productsup is the preferred solution for product data management and shopping feed optimization. The cloud-platform helps you collect, structure and analyze product data quickly and easily, and distribute enhanced, custom product feeds to unlimited shopping and marketing channels. A higher data quality ultimately boosts product visibility and performance. Productsup enables merchants, agencies and feed aggregators to improve internal processes and increase the scale and profitability of their global sales through multiple channels, such as Google Shopping, eBay, CJ, Facebook, Criteo, PriceGrabber and many more. Visit www.productsup.io for more information.

Media Contact:

Daniela da Silva

Productsup GmbH

dfds@productsup.com

+49 30 609 858 366