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Productsup Partners with Global Hospitality Group, Meliá Hotels International

With the integration of Productsup, Meliá Hotels International promises to show travellers current, reliable, relevant offers

BERLIN, Germany – December 08, 2015 - Productsup, the leading cloud-based product data management solution for e-commerce businesses, has partnered with Meliá Hotels International, a global power in the hospitality industry, in order to help radically transform the performance of the hotel group's display advertisements for prospecting and retargeting purposes.

In partnering with Productsup, Meliá becomes the company's first hospitality client, joining a wide range of industries including automotive, apparel, retail, travel, events, real estate, technology and telecommunications; further demonstrating the versatility of the e-commerce tool. The partnership will enable Meliá to streamline the product data management process for their digital ads by controlling the optimization and analysis of their hotels' data more efficiently from one centralized location.

With a strategic focus on international growth, Meliá operates a number of different hotel brands across multiple markets, including Europe, Latin America, the Caribbean, Asia, the Persian Gulf and the US. It is essential that the display ads they serve are appropriately targeted in order to not only increase brand awareness but also maintain leadership across these markets. Working with the Productsup Platform allows Meliá to apply mass and individual data edits across their product feeds, giving them the flexibility they need to create targeted display ads for the countries and languages in which they operate.

Matthias Koch, Global Digital Sales & Marketing Manager at Meliá Hotels International, comments: "Operating over 370 hotels in 40 different countries, under no less than 7 different brands, and within those running a string of constantly changing campaigns, means it is vital for us to be able to adapt our data for a variety of audiences in real-time. We cannot spend weeks going back and forth to the IT team to replace a single picture. The Productsup Platform is very sophisticated. It gives us the capability to manage the whole process within the marketing department, within a fraction of the time."

With increased precision offered by Productsup, Meliá is able to better serve consumers with more relevant ads, at the most relevant moment. Shoppers can rely on the information being shown to them in the ads as being accurate, up-to-date and providing the most tailored recommendations.

Markus Rottmaier, CSO at Productsup adds, "We are excited to have Meliá on board. Product-based display advertising is a big revenue generator for the online hotel industry. Retargeting can actually increase conversions by up to 70% and product data is a vital part of making it work. Marketers shouldn't have to go through a lengthy, painful process to capitalize on this potential. That's where Productsup comes in - the platform is designed to simplify the complexity in utilising product data-driven marketing and put marketers back in the driving seat."

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About Productsup GmbH

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.

About Melia Hotels

Founded in 1956 in Palma de Mallorca (Spain), Meliá Hotels International is one of the largest hotel companies worldwide as well as the absolute leader within the Spanish market, with more than 370 hotels (current portfolio and pipeline) throughout more than 40 countries and 4 continents under the brands: Gran Meliá, Meliá Hotels & Resorts, Paradisus Resorts, ME by Meliá, Innside by Meliá, Tryp by Wyndham and Sol Hoteles. The strategic focus on international growth has allowed Meliá Hotels International to be the first Spanish hotel company with presence in key markets such as China, the Arabian Gulf or the US, as well as maintaining its leadership in traditional markets such as Europe, Latin America or the Caribbean. Its high degree of globalization, a diversified business model, the consistent growth plan supported by strategic alliances with major investors and its commitment to responsible tourism are the major strengths of Meliá Hotels International, being the Spanish Hotel leader in Corporate Reputation (Merco Ranking) and one of the most attractive to work worldwide.

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