Productsup Joins Amazon's Marketplace Developer Council

As a member of the Council, Productsup will better support Selling Partners in delivering a seamless shopping experience on Amazon

New York City / Berlin, November 4, 2019 - Productsup, the leading ecommerce data integration company, today announced its acceptance to Amazon's Marketplace Developer Council. Together with other ecommerce software providers, Productsup will work with Amazon on improving experience on the platform for vendors, sellers, and buyers alike.

The Marketplace Developer Council is an invitation-only program designed for software developers to share feedback on existing and prospective tools. The goal of the Council is to enable Amazon to tailor their roadmap for Marketplace Web Service APIs and associated tools, optimizing experience for Selling Partners.

"Empowering Amazon sellers to provide the highest quality customer experience is at the heart of what we do," said Lena Wisser, VP Client Solutions of Productsup. "We are excited to join the Marketplace Developer Council as it allows us to better adapt our platform to new Amazon capabilities, ensuring our customers receive the best possible solutions."

Productsup works with many Amazon sellers, helping them optimize product data, syndicate product catalogs to the marketplace, automatically update stock levels and prices and sync orders.

"Amazon's marketplace is constantly evolving to accommodate the needs of the modern retailer, so our dedicated team of experts is committed to innovating our platform to match new developments," said Johannis Hatt, CEO of Productsup. "Joining the Marketplace Developer Council is an opportunity for us to collaborate with other developers to push the boundaries of ecommerce even further."

For more information on Productsup's marketplace integration solutions, visit www.productsup.io/solutions/marketplace-integration/.

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About Productsup
Productsup provides an innovative SaaS platform that empowers brands and retailers to optimize and syndicate their product content to all digital marketing, shopping and business channels, such as Google, Amazon, Facebook, or Walmart. With agile data and seamless

connectivity, the award-winning company helps customers break through data silos and get their products to market quickly.

Headquartered in Berlin, Germany, Productsup is trusted by more than 800 businesses worldwide, including five Fortune 20 companies and market leaders like IKEA, Trivago, Superdry and Rakuten.

Visit www.productsup.com to learn more.

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