

Productsup Announces Partnership with Sitecore to Personalize and Simplify Product Content Flow

The strategic alliance will provide channels, suppliers and customers with enhanced ecommerce experiences

Berlin, 28 January 2020 - Productsup, a leader in e-commerce data integration, announced today a new strategic partnership with Sitecore, the global leader in digital experience management software. The partnership will enable their enterprise customer bases to implement personalized digital experiences and seamless end-to-end product content flow to support a business ecosystem of channels, suppliers and customer experiences.

“Our top priority is to serve the brands and retailers we work with by helping them create a frictionless e-commerce experience for their customers that ultimately increases sales,” said Emile Bloemen, SVP Strategic Partnerships, Productsup. “The Sitecore partnership allows us to take our offerings to the next level through the creation of digitally rich products, media and personalization. Increasing integrations with Sitecore will foster our clients’ growth and success.”

Productsup offers product content syndication, feed management, marketplace integration and vendor onboarding for brands and retailers. The innovative, easy-to-use platform empowers users to optimize and syndicate product content to any digital marketing, shopping or business channel. By seamlessly connecting Productsup’s platform with Sitecore Content Hub, the partnership will support higher quality data and media, as well as clearer context of channels, allowing content to come to life for brands.

“Quality of data and rich media is more important than ever for brands looking to communicate unique, relevant and accurate information on their products and services,” said Pradipta Dutta, Global Leader for Technology Alliances and Partners. “This is where Productsup comes in to complement Sitecore’s offerings. By enriching information on both direct and indirect channels, businesses can experience a much smoother content flow.”

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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 <http://www.productsup.com> to learn more.

About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers more than 500,000 digital experiences every day. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers. Learn more at Sitecore.com.

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