

Productsup Announces a New Integration with Salesforce Commerce Cloud

Productsup's customers can now benefit from automated syndication to marketing, marketplace, and sales channels from Salesforce Commerce Cloud

Berlin, 30 January 2020 - Productsup today announced that it has launched a new integration with Salesforce Commerce Cloud.

Productsup's integration empowers its customers to easily orchestrate data syndication from Commerce Cloud to Productsup and then to relevant marketing and commerce channels. The Productsup Commerce Cloud Cartridge facilitates the direct push of full or partial product catalogs, price book data, and inventory updates from a Commerce Cloud system to Productsup via a self-managed Productsup FTP and/or the Productsup API. This includes the option to use delta uploads and update data rapidly as inventory changes. Productsup also gives business users the tools to meet any unique, organizational requirements, such as country-specific exports or versions.

"We're absolutely thrilled to be part of the Salesforce Commerce Cloud family. With this Cartridge, users can easily use Productsup and deliver a compelling product experience across multiple touchpoints," said Johannis Hatt, CEO, Productsup.

About Salesforce Commerce Cloud

The Salesforce Commerce Cloud empowers retailers to unify customer experiences across all points of commerce, including web, social, mobile and store. From shopping to fulfillment to customer service, the Commerce Cloud delivers 1-to-1 shopping experiences that consistently delight customers, driving increased engagement, loyalty and conversion. With embedded predictive intelligence and a robust partner ecosystem, the Commerce Cloud helps retailers deliver superior customer experiences for retailers, from planning to launch and beyond.

Additional Resources

View Productsup on the Commerce Cloud Marketplace:

<https://www.salesforce.com/products/commerce-cloud/partner-marketplace/partners/productsup/#>

Like Salesforce Commerce Cloud on Facebook: <https://www.facebook.com/CommerceCloud/>

Follow Salesforce Commerce Cloud on Twitter: <https://twitter.com/commercecloud>

Become a fan of Productsup: <https://www.facebook.com/productsup.io>

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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.