

Marcus Rottmaier, CRO, Productsup

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SUMMARY KEYWORDS

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SPEAKERS

Marcus Rottmaier, Kristin Schepici

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- K** Kristin Schepici 00:02
Hi, Kristin Schepici, Editor in Chief of Get Elastic here with Marcus Rottmaier, CRO of Productsup. Marcus, how are you today?
 - M** Marcus Rottmaier 00:10
Doing great.
 - K** Kristin Schepici 00:12
Would you mind giving us a quick elevator pitch on what Productsup does?
 - M** Marcus Rottmaier 00:15
Productsup is a leading Software-as-a-Service solution for product data sourcing, transformation optimization syndication to various designated export destinations such as retailers, marketing, performance marketing channels, marketplaces, marketing automation platforms, or anything where product data needs to get connected to and basically the format needs to be transferred based on the specific requirements those export channels have.



Kristin Schepici 00:52

Okay, great. So let's just dive right into it. You know, why does product content syndication matter for retailers?



Marcus Rottmaier 00:59

Well, retailers face various challenges in their various touchpoints they have with their product catalogs. It starts with our data sourcing, where do I get the data from? So typical data sources, or shop systems, PIM systems, or simple dynamically updated flat files dropped on an FTP server - that can then get transferred into a platform and optimized in order to meet those requirements. Let's say performance marketing channels, if a retailer wants to drive sales through Google, Facebook, Pinterest, performance display channels, affiliate marketing, those channels all have different format requirements. And you need a centralized platform to not just create syndications to those channels to get your products listed; but you also need to transform the content in a way so your products get completely listed, but also stick out from a content perspective.



Kristin Schepici 02:04

Okay, great. But what's like the biggest challenge today that this is solving for retailers?



Marcus Rottmaier 02:12

The biggest challenge, I believe, when talking to retailers is transparency and control about the quality of their content they have. And they want to publish on various destinations. A retailer, a marketplace, performance marketing channels, they will have different specifications, how they expect retailers brands to deliver their product content. And, again, a centralized platform helps them to basically not just individualize the data, but putting in the right format, the right quality, those these destinations need.



Kristin Schepici 02:59

What's kind of on your forefront of your horizon? What do you think retailers should really be rolling out now when it comes to the latest technology?



Marcus Rottmaier 03:06

I think they should be prepared on on what's coming next where the various touchpoints of consumers are. Voice search is next to visual search is definitely coming. Think about

smart refrigerators, smart cars, wherever a consumer can purchase products. A retailer should be prepared to deliver the product information in a way so the consumer has the best kind of consumer experience basically.



Kristin Schepici 03:36

Perfect. Alright, well, thank you so much. It was great to meet you.



Marcus Rottmaier 03:39

Thank you.