

# Making the case for agency-led product data management

Productsup<sup>7</sup>

## 5 unique selling points to avoid client turnover

### Expertise and strategic insight

1



#### Channel self-service tools

While individual tools offered by platforms might make it easier to update data, they often lack an advanced strategic framework. They often make suggestions, such as increasing spend on certain ad formats or prioritizing specific products, that actually undo the work of your broader strategy. To see real business impact from your campaigns, you need deep data interpretation and application to your overarching goals.



#### Agency advantage

From decades of experience working with thousands of clients across various industries, agencies bring a wealth of strategic expertise in planning and optimizing product data for advertising campaigns across multiple platforms. They manage the logistics of product data and ensure that every element aligns with your overarching business objectives to drive measurable results.



### 2 Time and resource efficiency



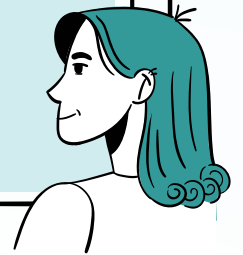
#### Channel self-service tools

Individual channel tools often require significant manual oversight, especially when managing large volumes of SKUs or frequent updates. Not only does this drain internal resources and create costly bottlenecks, but it can also delay your campaign launches.



#### Agency advantage

Agencies have access to advanced automation and AI tools (e.g., Productsup) that handle the heavy lifting of managing product data across multiple marketplaces and advertising platforms. This allows them to handle the intricate, repetitive tasks involved in maintaining and updating product listings across various platforms so you can focus on growth, innovation, and other core business activities.



### 3 Holistic performance optimization across channels



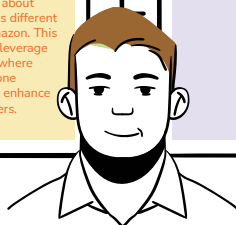
#### Channel self-service tools

Managing data in silos for each channel creates inconsistencies. Different platforms often have unique requirements for product data, leading to mismatched listings, inaccurate inventory levels, or conflicting pricing. Without a cohesive strategy across channels, these inconsistencies can confuse customers and lead to missed sales opportunities or poor user experiences.



#### Agency advantage

Agencies optimize product listings across multiple channels while ensuring consistent messaging. When they make a pricing or inventory change to your product feed, that information is reflected across all channels immediately. You don't have to worry about customers coming across different prices on Google vs. Amazon. This also allows agencies to leverage cross-channel insights, where optimizations made on one platform can inform and enhance performance across others.



### 4 Advanced data analysis and reporting



#### Channel self-service tools

Each advertising channel and marketplace provides its own set of comprehensive reporting features. However, you have to use each tool individually. Analyzing your results in siloes makes it difficult to evaluate a campaign in full. You need a global overview of the data to make impactful decisions, such as where to allocate spend.



#### Agency advantage

Agencies provide in-depth analytics and reporting that goes beyond basic data points. They analyze your product performance and customer behavior across all advertising platforms and marketplaces, and then they decide where and how to improve your product listings and ads. Ultimately, this empowers you to respond to market shifts more swiftly and accurately.

### 5 Proactive adaptation to platform changes and new features



#### Channel self-service tools

Advertising channels and marketplaces are continually rolling out new tools, features, and algorithm updates. Keeping up with all these platform changes is complex, especially if you don't have a dedicated team for this. The learning curve for new features can delay the integration of new tools that could otherwise enhance performance and place you behind competitors who may be quicker to take advantage of them.



#### Agency advantage

Agencies stay on top of platform changes and proactively adjust strategies to incorporate new opportunities. Whether it's the launch of new ad formats, data feed integrations, or AI-based optimization tools, they maximize your data's performance based on unbiased results—not just because a new feature rolled out.

Looking to provide more value to your clients?

Explore how the Productsup platform simplifies how you manage product content across all global advertising channels. Together, we can deliver better results for your clients at scale.

Contact us

Book a demo

Learn more

