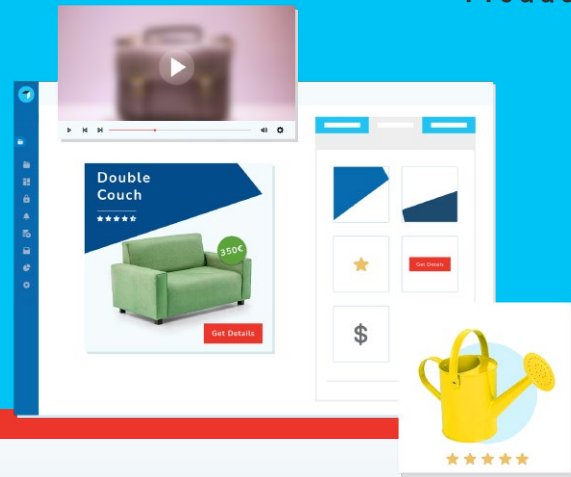


Image Designer & video templates



Research shows that text combined with images improves comprehension by up to 89%* compared to text alone. The Productsup Image Designer and video templates help brands, retailers and marketing agencies create dynamic rich media to enhance product ads and shoppable posts for Google, Instagram, TikTok, Snapchat and more. Stand out from the crowd with eye-catching visuals, all created within the Productsup intuitive P2C platform.

Image Designer

Give your teams the power to create inspiring product images for online channels without having to rely on IT or design teams

- ❏ **Dynamic templates** – Create custom image templates and generate product-specific images with ease.
- ❏ **Over 800 fonts and 200 icons** – Get creative with hundreds of design options to enhance your product images.
- ❏ **Layer additional information** – Use additional data services to automatically trigger events based local weather or generate translations etc.

Video templates

Take your ads and shoppable posts to the next level with custom videos that engage shoppers and inspire them to buy.

- ❏ **Custom video templates** – Productsup will work with you to create custom video templates tailored to your desired platforms and campaigns.
- ❏ **Populate dynamic data** – Once your template is created, use product data from your feeds to add dynamic information to product videos.
- ❏ **Automatic updates** – Automatically export updated videos across all social media campaigns.



«Productsup opens up a complete new world of opportunities for building custom solutions for any advertising channel. I can easily change or update images in one place and know it's going to be changed everywhere, without having to rely on another department or agency.»

Eva Thesing
Performance Marketing Analyst



▪ **Fast and simple** ▪

Built-in features are easy-to-use and can be implemented on all feeds



▪ **Customizable and scalable** ▪

Create custom videos for all products in your feed and across channels



▪ **Flexible** ▪

Adjust product data to reflect annual sales or provide the latest information



▪ **Engagement booster** ▪

Dynamic images and videos are key to engaging online audiences

*Clark & Mayer. E-Learning and the Science of Instruction