

“**Iceclog**” (*Icecat content log*) is the Icecat blog, where you will find e-commerce insights about [Product Information Management \(PIM\)](#) and syndication tools, best practices, market trends, popularity statistics, product reviews, the latest partnerships, and technical manuals on how to integrate the Icecat catalogs at its best. Our posts are based on the industry experience of our team, from editors to product managers, insights from our partners and clients.

Currently, we are looking into adding social media functionalities like groups and the possibility to build meaningful relations between users. And, a hot topic is the introduction of the [free Vendor Central to Full Icecat users](#). A Free PIM is a revolution in the PIM-landscape.

Among others, we provide you with relevant [News](#), [In-depth articles](#), [Statistical insights](#), [API Manuals and other tech resources](#), information for our [Investors](#) at the NPEX exchange, developments around the [ICURY](#) token and blockchain, overviews of relevant [Partnerships](#), product [Reviews](#), the [T&Cs](#) for the different Icecat services, and last but not least the [Job](#) positions at Icecat that you can apply to.

## Iceclog as tech playground

We use the Iceclog project not only to inform but also to quickly test new ideas before rolling them out in our ecosystem. For example we did so with SEO improvements, implementing 2FA and Accelerated Mobile Pages (AMP), design improvements, the registration for the ICURY crypto token, etc. etc.



### Laura van der Blom

