



Following the [previous release](#), the latest Icepim version 2.3.2 is now live! The key improvements are manual content enrichment in batch, an SEO tab and manufacturer part number conversion.

Key Improvements

Content enrichment in batch

In the previous Icepim 2.3.1. release, a new feature was created to manually enrich products with content so that users have full control over the product data-sheets (PDSs) that they would like to enrich by Icecat and which ones not.

The newest release has the option to enrich PDSs in batch. Users are able to use the flexible filters on the product listing and in this way enrich multiple products at once. Overall, users will remain in control over the content while doing work in a more efficient way.

SEO tab

Traditionally, SEO information has been managed on the e-commerce end of clients or CMS (content management system), and therefore it wasn't part of the Icepim solution. We have learned that this is not always the case anymore. Some users would like to manage their SEO data (URL, meta title, descriptions and keywords) directly in their PIM before exporting it to their e-commerce environment. Therefore, a new tab was created to make Icepim an even more total solution for your e-commerce. The Icecat taxonomy already had some attributes for SEO data.

MPN Conversion

Standardization of data is key for a smooth and efficient integration of an e-commerce environment. Iceshop already standardizes data through [Icecat](#) where possible and offers a mapping tool to map your categories and brands. With the latest release, it is possible to

map imported brand product codes (sometimes also called manufacturer part numbers or MPNs). Standardize your imported brand product codes and improve matching with your content supplier.

Full release log

Features and improvements:

- Create and Enrich from the product overview page
- Crontab explanation
- SEO Tab in product detail page
- Optimizations in our push API
- MPN conversion
- PIM XML export possibility to provide delta files only.

Fixes:

- Category batch move doesn't work
- State and definitions disappear after deleting language
- Reasons to buy, can't assign products manually.

Demo requests or feature requests

Are you not using Icepim yet? Check-out the full feature list in the attachment, or request a demo by [contacting](#) Iceshop.

[Icepim featurelist v 2.3.2.](#)



Read further: [News](#), [icepim](#), [Optimized content](#), [seo](#)

Jarno Nederend

