

# SERVICES FOR BRANDS



## **FREE** VENDOR CENTRAL PORTAL FOR BRANDS Cost-effective solution for sharing your product data

### BENEFITS:

- Free-of-charge for brands
- Limited to specific Icecat users
- Fill in your own product information
- Easy to use editorial back-office
- Support all types of content
- Multilingual interface
- Generic standardized taxonomy
- Shorter time to market

## **OPEN** ICECAT SUBSCRIPTION MODEL FOR BRANDS Dynamic data model that is fully aligned against changing requirements

### BENEFITS:

- The only free catalog for resellers and comparison sites
- Available for total Icecat network existing of 80.000+ users
- Available for new Icecat users
- Support from the editorial team (data entry via editorial team)
- Easy to use editorial backoffice
- Support all types of content
- Multilingual interface
- Generic standardized taxonomy
- Shorter time to market
- Control the use, modification and distribution of copyright data (DRM)
- Retailer activation via native speaking Icecat Country Manager
- Increase online visibility
- Powerfull branding
- Compatible with third parties  
- Use Icecat as your own PIM cloud
- Insights and reports

## ICECAT DATA MODEL

### ICECAT

- #1 Market leader
- User friendly
- Multilingual

### PRODUCT DATA

- By brand owners
- Editorial team available
- Autofeed imports (on request)

### STANDARDIZATION & TAXONOMY

- Generic data structures managed by Icecat
- Quality insurance

### SYNDICATION

- Download of data-sheet in various formats
- Integration in mainstream e-commerce platforms
- Support marketplaces



80.000 USERS



45+ LANGUAGES



26.000+ BRANDS



RICH CONTENT

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