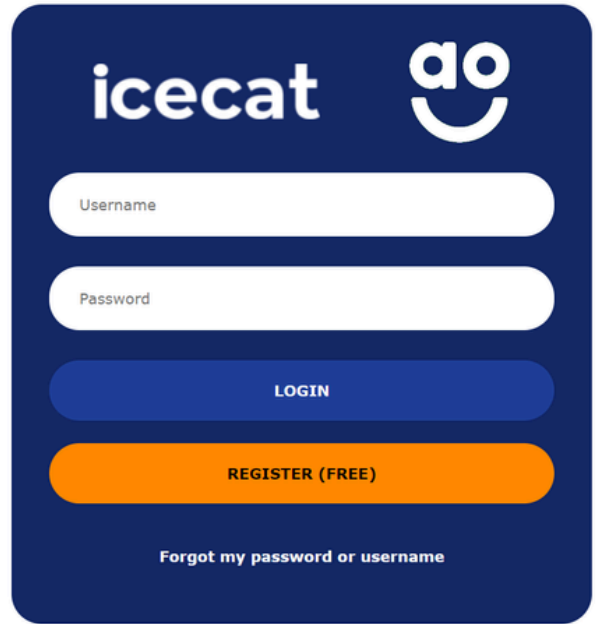


# Brand Cloud



Icecat Product Information Management Tool is a platform where you can describe or update products in a standardized way.

- ✓ **Free-of-charge Brand Cloud for retailers**
- ✓ **Real-time daily updates**
- ✓ **Create a seamless workflow**
- ✓ **Easy-to-use**
- ✓ **Brand-driven Digital Rights Management**
- ✓ **Maintained by Icecat**
- ✓ **All content has been updated, and over 250 SKUs are now available for download**



**Brand Cloud** is the interface providing access to our Online Catalogue

- Brands can have direct access to their own listings in Icecat, where they can manage their data in the online catalog
- The tool can be customized to function as a branded platform (White Labelled) for retailers.
- Retailers can manage their product data creation process by referring brands to enter their product data into our online catalog as part of their listing process.

## Benefits

### 5. Syndication

- Download of data-sheets in various formats
- Integrations in mainstream e-commerce platforms
- Support marketplaces

### 4. Verification

- By brand owners
- By Icecat editors



### 1. Product data requests from:

- Brand owners
- Channel Partners
- Consumers

### 2. Product data-sheet production

- By brand owners
- By Icecat
- Adding independent reviews

### 3. Standardization & Taxonomy

- Generic data structures are created by the Icecat taxonomy team
- Data is standardized by Icecat editors

**Icecat PIM**, the editorial back office of Icecat, is already in use by 100s of internal and external editors, including specialized or generic brand representatives, often as part of an Open Icecat agreement

Contact Icecat to **activate your account**

**Standardization and taxonomy** by Icecat

Get **insights and reports**



**Create a free account** in 2 minutes [HERE](#).

Manually enter or automatically **upload product information**

Data distributed towards channel for **FREE**