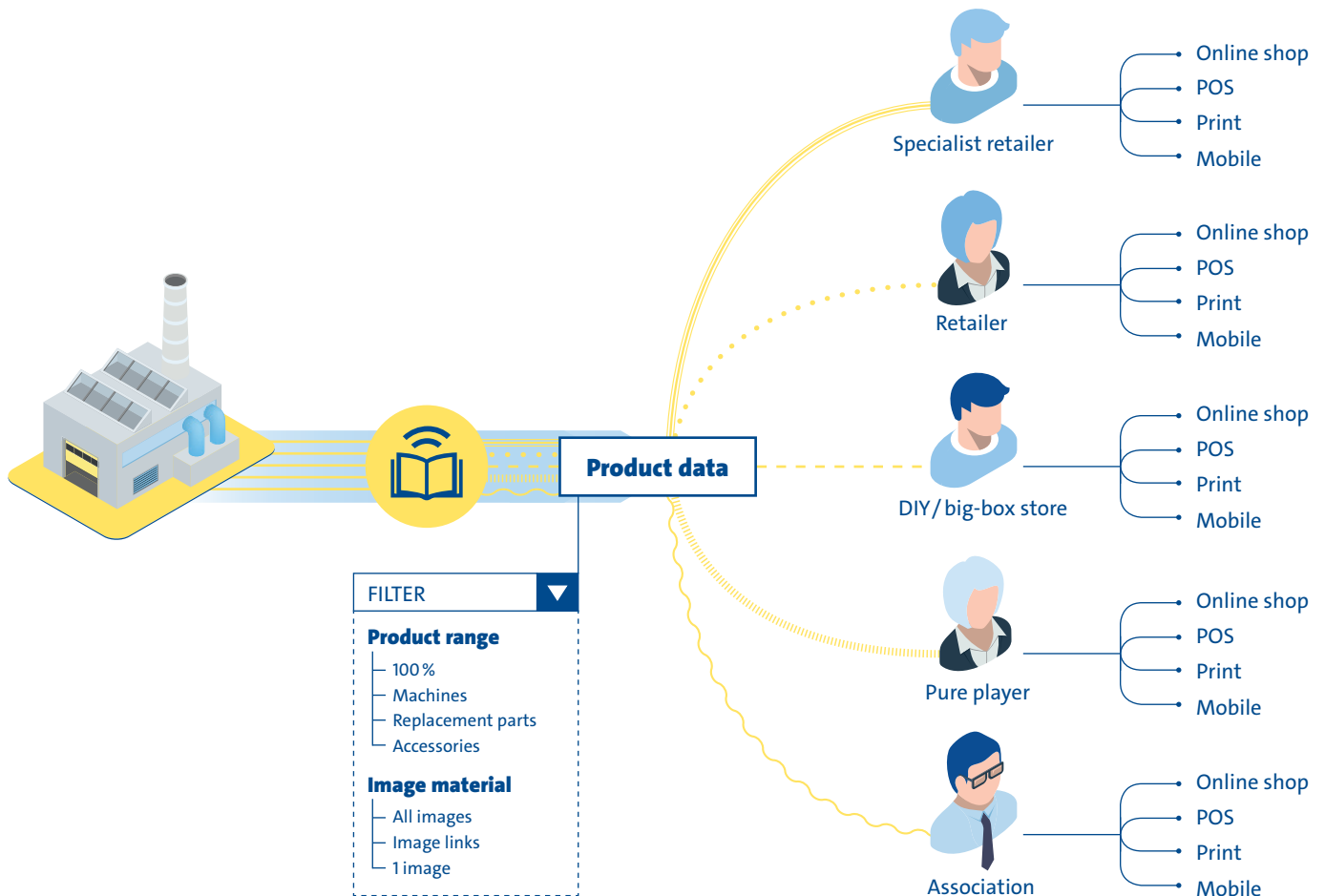




data Abo

Manufacturers



A product data speedway to retailers

With data Abo, you ensure that your retailers can present your products perfectly in all offline and online channels – with detailed information that’s always up-to-date, as well as attractive images and high-quality videos. In this way, you can set yourself, your brand and your individual products apart from the competition and really grab the attention of your end customers. All you need to do to achieve this is send your product data to nexmart via the basic Setup interface. We’ll then send it on to the retailers – in your preferred format. You can set filters in advance to help you manage data distribution to your retailers. And, if you update or supplement your product data, all retailers need to do is click a button to get the update.

Features at a glance

- Automatically transfer product data to retailers for all offline and online channels in your preferred format
- Integrate images, videos and documents
- Use filters to manage distribution
- Update or add product data at the click of a button

Your benefits

- Using a fully automated process, your products are presented in the best possible manner in all of the retailers’ offline and online channels
- Your brand is strengthened
- Your relationships with retailers are strengthened
- Higher-quality advice thanks to up-to-date information
- Time-to-market – your product data is available at all touchpoints in real time
- Increased sales
- Less time spent on data provisioning