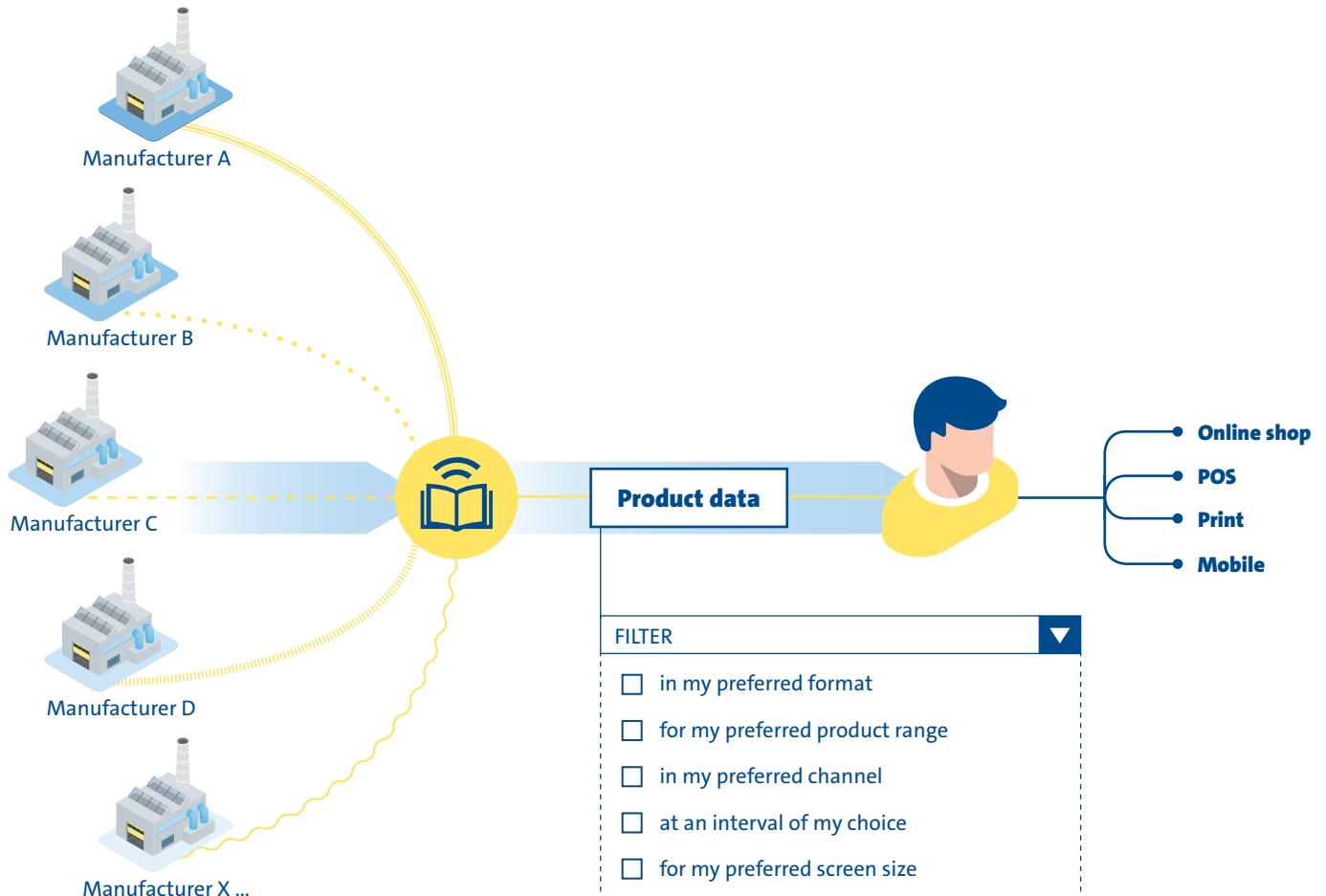




## data Abo

Retailers



### Product data made easy

With data Abo, you, as a retailer, can guarantee the perfect presentation of your manufacturers' products in your offline and online channels – from you online shop to your print catalog and your stationary POS. In this way, you ensure that the end customers have all the information they need. You also stir their emotions and inspire their enthusiasm. These are the ideal prerequisites for boosting sales and sales revenues. We send you product data from the manufacturers in your preferred format. This makes it very easy for you to integrate the data into your channels. Another benefit is that you automatically receive an update whenever the manufacturers update or supplement their product data.

### Features at a glance

- Automatically transfer product data from manufacturers for all offline and online channels in your preferred format
- Integrate images, videos and documents
- Update or add product data at the click of a button

### Your benefits

- Manufacturer data requires less effort on your part
- Your products can be presented in the best possible manner, complete and up-to-date, in all offline and online channels
- Your conversion rate and sales revenues increase thanks to optimized product information
- You use individual manufacturer assortments in your preferred format at a time of your choice
- Free of charge