

Barco ClickShare Product Content Available on Icecat

Icecat is a leading provider of content syndication solutions, offering brands and manufacturers a streamlined way to distribute complete product information across various e-commerce platforms.

Through its advanced platform, Icecat enables brands and manufacturers to efficiently syndicate product information, including images, specifications, marketing content, and rich content to a wide range of online retailers.

The syndication process at Icecat begins with the meticulous collection of product information, in this case, from **Barco**. Subsequently, Icecat applies rigorous standardization, taxonomy, and quality control measures to ensure consistency and accuracy within its catalog. Finally, the syndication process concludes with the efficient distribution of the refined content to the desired markets, enhancing the accessibility and uniformity of product information across diverse platforms.



Process



1

Icecat collects **Barco** product information



2

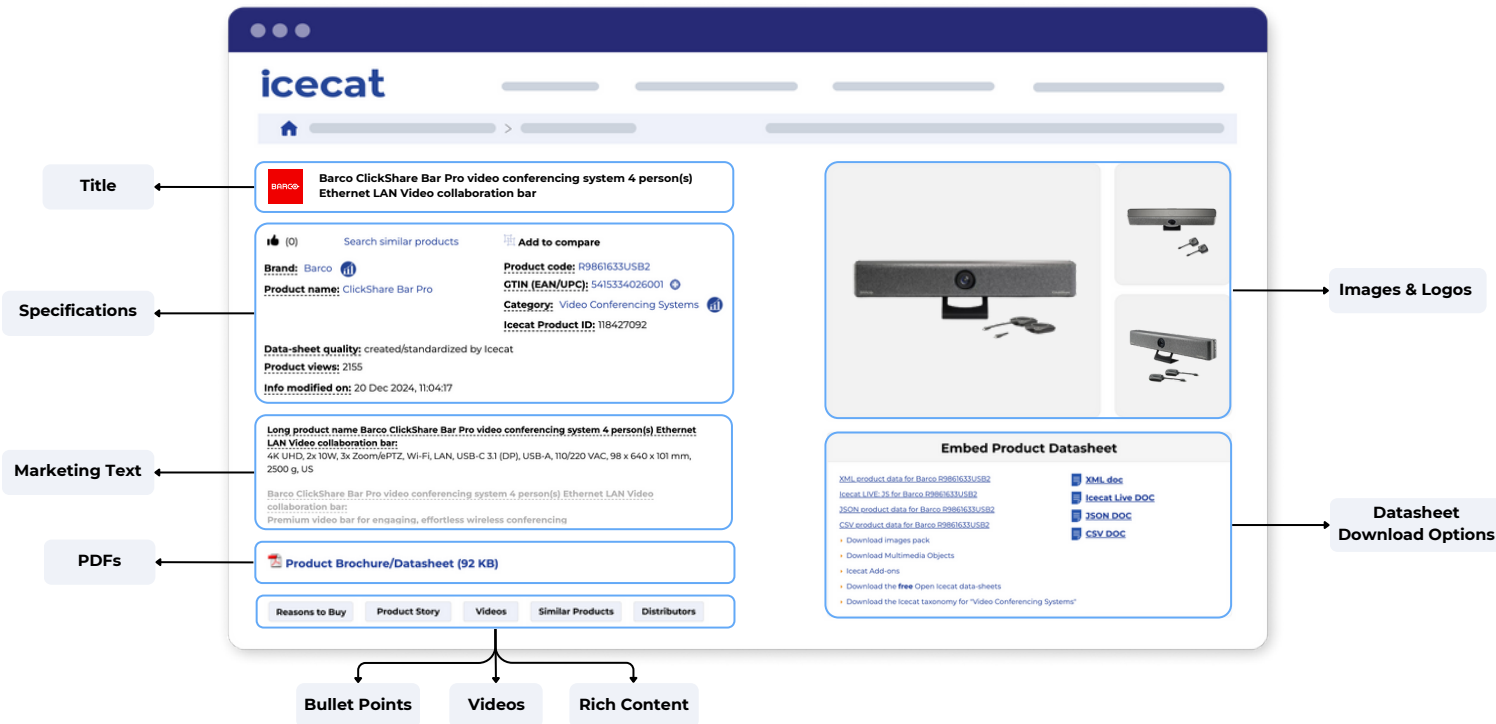
Standardization, taxonomy, and quality control by Icecat



3

Syndicating the content to the desired market, reseller or distributor

What Content is Available in Icecat?



Contact Icecat

Global Footprint



René Rozendal



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40K+ Brands

70+ Languages

100k+ Users

icecat

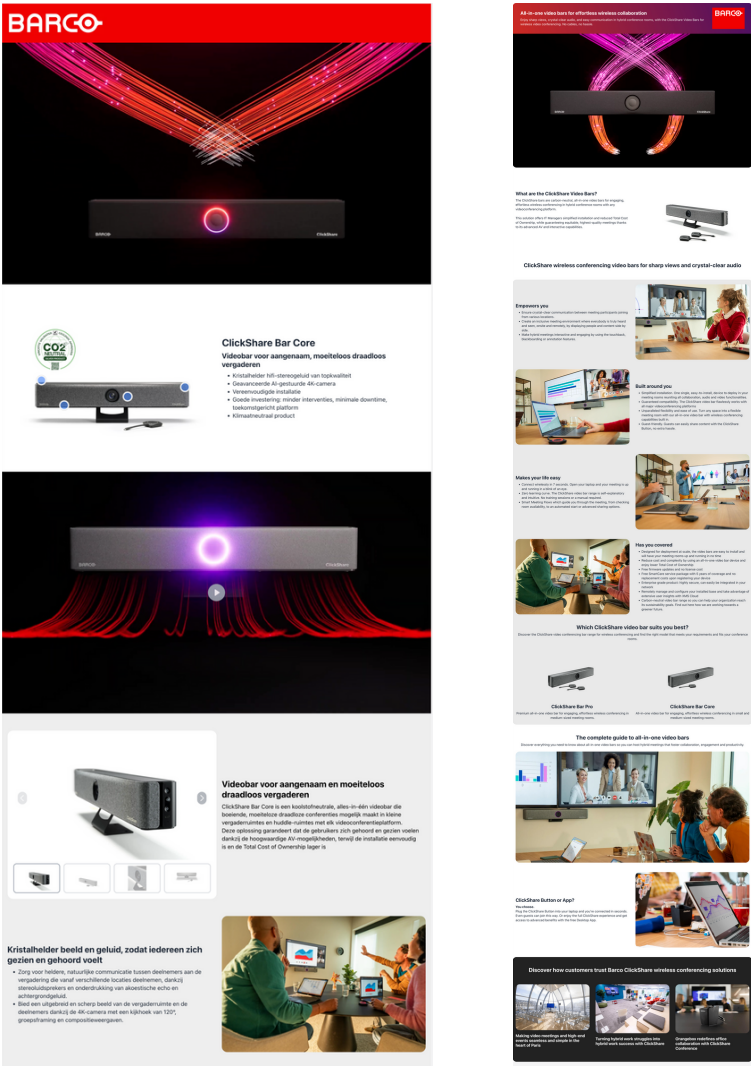
Barco ClickShare Product Stories Available on Icecat



A Product Story is a below-the-fold content page with a custom layout of multimedia and messaging assets that give the best product experience to an online shopper.

Barco ClickShare Product Stories are now accessible to all retailers through the Icecat catalog, offering easy integration of high-quality content. By adding just a few lines of javascript code, retailers can have enhanced brand stories up and running on their webshops. For integration support, please contact Icecat. Take advantage of this opportunity to enhance your product descriptions and elevate your customers' shopping experience.

Examples



Benefits



Generates Engagement

Enhance product page conversion, drive customer engagement across channels, and improve the online shopping experience with Icecat Product Stories.



Advanced Customization

The channel partner has the ability to customize their experience by switching modules on or off, applying in-house fonts, and choosing a background color.



Improves Performance

Embed Product Stories with a few lines of code, high loading speed, and lazy load option for media to improve SEO on product pages.



One Click Syndication

Brands can check and approve the content before publication, add more SKUs, improve & instantly republish the content.

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