

February 28, 2017

Amazon Spain: Requirements for Product Content

Dear Partner,

Amazon dedicates a significant amount of resources to enhance product content to offer its customers the best shopping experience possible. One of the used sources to improve product data in Amazon is Icecat. Recently, **Amazon Spain agreed with Icecat to contact you to obtain a higher coverage of your brand's products** in the Icecat data base. Further, improving the quality of product images is a major concern: the minimum is 1000x1000 px, preferable is 2000x2000px. Further, we like to increase the coverage of local marketing texts, product image galleries, and reasons to buy.

It is in this respect that we kindly request you to register at <http://www.icecat.biz/registration/> and send or upload the respective product content to Icecat to syndicate it to the Amazon Spain website. In this way, the content quality of your brand's products will increase on the Amazon website, which will generate more sales for your brand.

Icecat also provides product content to **Amazon** websites for the **USA, UK, Germany, France, Italy, China, Japan, Netherlands, Brasil, India, Turkey, Mexico, Romania, Australia, Canada, Luxemburg** and your content data will be syndicated on those (language) sites as well.

Icecat is the global leader in product data services providing content syndication services regarding over 14,000 brands and its data feeds are being used by over 61,000 (online) retailers and distributors worldwide.

How would you like to provide Icecat with the required content assets? Icecat can automatically (API) or manually (editors and/or web interface) help to process your data. We kindly ask you to register at Icecat (<http://www.icecat.biz/registration/>) and you will be contacted by Icecat for further information. Feel free to contact Deisy Vanegas (Region Manager Spain/Portugal & LA) to +31 655 75 70 24 or via email to deisy.vanegas@icecat.biz in case of questions.

Thank you and we look forward to your collaboration to advance Amazon's online shopping experience.

Kind regards,

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