

## Matthias Koch

Matthias Koch is Global Industry Lead for Travel at Productsup, the leading cloud-based solution for product data feed management. He has more than 15 years of experience in the travel industry, and even more in digital marketing. Matthias helps to enable some of the world's most prestigious travel and hospitality businesses to stay agile in an ever changing and complex market environment, to be at the forefront of digital transformation, and to enable the capturing of new market opportunities as they appear. He also makes sure that these travel companies will have full control of the management and optimisation of their inventory feeds and creatives to build out custom promotions and campaigns via channels such as Google Hotel Ads, Facebook Dynamic Ads for Travel and more. Prior to Products up, Matthias held key roles in the area of digital marketing in travel companies like hotelbeds, Barceló Hotels or Meliá Hotels International.

### About Productsup

Productsup provides a cloud-based solution for online marketers to effectively manage and optimize product and inventory data feeds. Within the travel industry, the software is leveraged by global brands to manage travel feed integrations with meta-searchers, OTAs, review aggregators and social networks as well as for internal purposes. It is highly scalable, flexible and very simple to use. No feed is too large. No coding is required. With an intuitive image designer and dynamic videos, travel advertisers can create compelling visuals that include customer ratings from Tripadvisor, local weather data, promotional messages, brand logos or any other inventory-specific or offer-relevant attributes. Productsup is the preferred solution for 800+ businesses worldwide, including travigo, Hostelworld and Méliá Hotels International.

## Kontaktdaten

### Matthias Koch

Global Industry Lead Travel  
Productsup



## Veranstaltung

[Mehr Gewinn durch Online-Werbeausgaben](#)

Donnerstag, 7. März 2019, 15.30 - 16.00 Uhr  
Halle 7.1b, eTravel Lab



## ITB Berlin Convention / ITB Berlin Kongress



- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.