



Point & Place® Augmented Reality Shopping Platform increases revenue per customer and average order value for major UK retailer Dixons Carphone.

Shoppers reacting positively to new way of spatial shopping.

London, UK, November 16th 2018 – Flixmedia, the global leader in content syndication for retailers and brands, today shared the results of a month long, multiple product category test focusing on the impact of the Point & Place AR shopping platform with major UK retailer Dixons Carphone.

The test, deployed by Dixons Carphone, ran across the Currys.co.uk website, for twenty-five days, across a range of product categories including; dishwashers, fridges, televisions, headphones and small home appliances.

Stuart Ramage Online Trading Director of Dixons Carphone commented; ‘we’re delighted with the positive results. The advantages of enabling AR shopping to our customers seemed obvious to us, but it’s always great when you get the data to support the view.’

Test results showed that the Point & Place AR Shopping Platform increased Revenue Per Shopper by 10%. Noticeably, shoppers often *increased* the size of the television they *originally* viewed, as they got more confident that the larger one was the right size for their home.

In addition to an increase in Revenue Per Shopper, Average Order Value also

increased by 8%. The Average Order value increased as shoppers purchased, not just more expensive items, but *also* added more items to their basket overall when using Point & Place compared to shoppers who didn’t.

Oli Lacigova Chief Operating Officer at Flixmedia commented; ‘Point & Place is the world’s most popular AR shopping platform for brands, retailers and shoppers. With the impressive results from one of Europe’s biggest retailers, we are thrilled that the technology is reducing the ‘imagination gap’ for shoppers when shopping online and positively driving Average Order Value and Revenue per Shopper metrics for our brands and retailers’.

Point & Place won the ‘Best Use of Multichannel’ award at the prestigious London eCommerce Awards in September 2018 for its deployment on the Currys.co.uk website.

About Flixmedia

Founded in 2005, in London, United Kingdom, Flixmedia are proud to be a trusted partner for many Billion dollar brands and retailers to help them sell more.

Flixmedia is the exclusive provider of Point & Place, the world’s most popular AR Shopping Platform, counting almost 300 retailers live, across 45 countries and offers a, free, ‘Instant On’ for retailers to offer AR shopping. With a portfolio of over a thousand, high quality, AR product models, across fifteen product categories including; Home Appliances, Consumer Electronics, Apparel, Furniture and more Point and Place democratizes AR Shopping in retail for the many, not just the few.

For more information please visit flixmedia.eu or mail us at: pointandplace@flixmedia.eu



On your laptop? Point your phone camera at the QR code to get our AR Shopping Platform, Point & Place®. Over 250+ retailers now live!

(Some Android phones need a QR reader)