



SALES CONVERSION JUMPS 19.7% WITH FLIXMEDIA INPAGES ACCORDING TO LEADING RUSSIAN RETAILER HOLODILNIK.

HOLODILNIK.RU
ИНТЕРНЕТ МАГАЗИН БЫТОВОЙ ТЕХНИКИ

Flixmedia were delighted to receive the results of extensive A/B testing by Holodilnik. The leading Russian retailer had tested shopper behaviour when Flixmedia's INpages were turned 'on' versus a control group where the INpages were not visible. They were specifically looking to measure the effect of the INpages on both sales conversion and site dwell time.

The results were excellent and represent very positive news for both parties.

Shoppers that were shown Flixmedia INpages responded with a 19.7% uplift in sales conversion. The other interesting finding was that 'average visit duration' was over 2 minutes longer when shoppers were exposed to Flixmedia INpages. Put simply; shoppers were more likely to stay longer and buy when Flixmedia and Holodilnik collaborated on rich product pages.

Aliaksei Harabchuk, who conducted the tests said "We were very pleased to see such strong results from the tests on Flixmedia INpages. The pages clearly look richer but the test shows that INpages inspire our customers to stay on the site for longer and helps them to make their buying decision."

Other recent tests conducted in the Flixmedia shopper network have seen conversion uplift as high as 22.07% for certain categories and it has been proven that shoppers' interactions with a Flixmedia INpage increase by

a factor of 35 versus behaviour on a standard product page.

Holodilnik CEO Valery Kovalev commented "I hope this clear result inspires more brands to provide great content to Flixmedia in Russian. I look forward to many more great Holodilnik product pages looking even better with Flixmedia in-line content".

A final note from Ben Perrins, Global Commercial Director:

"It is so edifying to see another independent test validate our INpage program. As we go LIVE all around the world with more brands, we see consistent feedback that Flixmedia INpages drive sales conversion up by 20% or more. The fact that Holodilnik saw dwell time increase is especially pleasing – the content MUST be engaging if people are proven to stay longer on the site when Flixmedia and Holodilnik work together".