FLIXMEDIA **HOTSPOTS** BOOST AUCHAN CART RATE BY UP TO **40.01%**

"Fantastic new test result that demonstrates how Flixmedia HotSpots dramatically boost add to cart rate."

Flixmedia, a proud member of the Advantage Solutions family of companies and leading global influencer of omni-channel sales - are delighted to share this great result that proves the impact of HotSpots on Auchan's cart rate. Flixmedia HotSpots hover over the hero image at the very top of Auchan product pages and replicate the fantastic rich content experience traditionally found in Flixmedia MiniSites and INpages. Due to the positioning on the page, there is a high click through rate and as this test has proven, there is also a material impact on cart conversion. Flixmedia and Auchan were very pleased to see these stunning results.

Global Retail Director Thomas de Quatrebarbes of Flixmedia, commented;
"We had a strong sample size of over sixteen thousand shoppers in this test and the results are statistically significant at 94% confidence (t-test). This tells us that only 6 in 100 results could have occurred by chance. A 40.01% uplift in cart rate for shoppers that saw the Flixmedia HotSpots is extraordinary."

The AB test was conducted using a representative sample of over forty products from eleven leading brands. The test was simple in design; within the same timeframe, an 'A group' of shoppers were exposed to the Flixmedia HotSpots whilst a 'B group' were not. The different behaviour patterns exhibited by those that were not exposed to the rich content versus those that were exposed can be tracked and compared. This allows Flixmedia to test the impact of the HotSpots service alone whilst controlling for all other variables.

Ben Perrins, Chief Customer Officer at Flixmedia noted;
"We are proud to work with Auchan and delighted to see this very strong test result that proves the value of Flixmedia's syndication service yet again – I would strongly recommend that all our brand partners embrace HotSpots as soon as practically possible."