



FLIX ADVISES TESCO ON HOW TO MAXIMISE TELEVISION SALES

Flixmedia's Shopper Insights & Optimisation Team (SiO) recently completed a Shopper Behaviour Review Programme with Tesco.com across a sample set of Television products & Brands.

The case study set out to identify the most influential assets, page layout and product information.

The Flix SiO team deployed around 35 Click and Hover map tracking codes across Tesco.com product pages and monitored Shopper activity.

The results were intriguing & surprising.

Aaron Lee, Technology Category Manager at Tesco PLC commented; "We are extremely pleased with the SiO work that Flixmedia has done for Tesco. The quality of the research and the clarity of the insights are helping us to shape both our marketing strategy and our product strategy. We look forward to working with Flixmedia again in the very near future."

Two specific Television product specification details were consistently searched for by Shoppers, placing the attributes right to the top of the vast majority of Shoppers need for more information.

Additionally, product pages that had a product **video placed within the page acted as a 'hook' for Shoppers to dwell up to 30% longer** on the product page and hunt for more information.

Parameters in which Shoppers showed the least interest were typically internal Storage, Compatibility and Power specifications.

Interestingly, the study showed that a 'no man's land' for Shoppers existed on the page where there was too much condensed information, which Shoppers consistently skipped over.

Shoppers also demonstrated an influence on a price offer subject to the product value. For example, a £10 discount offer was more actively engaged for a product under £200, than a £50 discount on more expensive products.

Scott Lester CEO, commented:

"This case study was a great example of 'forget what you think you know' about Shopper behaviour for Televisions. What's important, what's not, what do Shoppers really search for when making purchasing decisions on televisions. It's another great example of the Flix SiO team working in partnership with the retailer to deliver clear, executable Insight recommendations."