



DIXONS RETAIL CHOOSES FLIXMEDIA **EXCLUSIVELY** FOR ENRICHED PRODUCT PAGE DELIVERY.

UK's biggest electrical retailers pcworld.co.uk and currys.co.uk partner exclusively with Flixmedia to enhance product pages and drive conversion.

Flixmedia, the industry-leader in helping Retailers and Brands drive sales conversion, have extended their Global Retail Network with the announcement that Dixons Retail have appointed them on to deliver enriched product pages to drive conversion on both the pcworld.co.uk and currys.co.uk websites.

Ben Perrins, Commercial Director of Flixmedia commented; "The Partnership is in effect from today and is a strategically important win, not just for Flixmedia, but for many of our brands. Currys and pcworld are two huge electronics retailers and the fact that we can now help the retailer and the brand to drive conversion with our proven conversion busting product pages, is a win-win-win. We will not be charging any Brands to get their pages live, they simply need to call in and we can get going."

Stuart Ramage, Head of Online Trading and Merchandising said, "We considered all the options in

the market. Flixmedia were the only provider that could deliver to the level we require, across the facilities we require."

The Partnership will see Flixmedia deliver thousands of enriched product pages (INpages) to the Dixons sites, as well as provide the retailer with a State of the art Content Management System named 'Flix360', which enables the brands to share their digital assets, banners and online campaigns with the retailer quickly and easily.

**Scott Lester,
Flixmedia CEO,
commented:**

"We are particularly proud to add pcworld and currys into our Retail Network. They literally could have chosen any provider and we are delighted that our Technical Infrastructure and brand partners made us the suitable choice."



Sell More with INpages

01

There are **NO Set up Fee's, or recurring Fee's** to have all your product INpages produced and syndicated to **currys.co.uk** and **pcworld.co.uk**. All you need to do is send us your XML feed (ask one of your Tech people!).

02

This Feed allows us to build the INpages automatically and syndicate them **directly to your product pages on both PCWorld and Currys.**

03

If you can't get us your XML feed, we can still do it, but it's quite a bit of manual work to produce the page. We therefore need to charge a one time £799 per page fee for this, which includes the production and syndication to **both currys.co.uk** and **pcworld.co.uk**

Get in touch

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