



## FLIXMEDIA INPAGES PROVEN TO **BOOST** **CONVERSION AND REDUCE** **CART ABANDONMENT**

“Independent tests by Office Depot Europe prove empirically that Flixmedia INpages boost conversion and reduce cart abandonment.”

Flixmedia, a proud member of the Advantage Solutions family of companies, are delighted to share the results of independent testing by our partner Office Depot Europe. Office Depot Europe were keen to see the specific effect of our syndication service on their shopper behaviour and this recent test proved the value of the INpage service with both an uplift in conversion and a reduction in cart abandonment. The test was conducted by Office Depot Europe and the results shared with the team at Flixmedia.

**Annemie Van Der Donk, Interim Personalisation Manager Office Depot Europe noted; “We’ve thoroughly tested Flixmedia in the majority of our product categories. We’ve seen an overall strong result by conducting an A/B test having reached a 99% significance level that proves an INCREASE in conversion rate, a DECREASE in cart abandonment and an INCREASE in add to cart rate. It seems by showing more rich product information to our customers they are more likely to convert and less likely to drop in our conversion funnel.”**

Ben Perrins, Chief Strategy Officer at Flixmedia added; “A great result for Office Depot Europe and also for the numerous brands Flixmedia represents on their products pages. Many of our global brand and retail partners are interested in the impact of the Flixmedia service on basket conversion but this test also proved a reduction in cart abandonment. Intuitively, a shopper that has been better informed before they click add to cart should have a higher propensity to complete but this test validates that assumption rather elegantly”.

He added; “We are proud and pleased to help the Office Depot Europe team boost site performance with our INpage service. I am also excited to partner with them on continued innovation in the months and years ahead”.

Founded in 2005, Flixmedia has offices in the UK, US and India serving 68 countries. Flixmedia is a trusted partner to over 1,300 of the world’s largest retailers and resellers.