



Dabs adds product review videos with Flixmedia

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Dabs has brought product reviews via video to dabs.com, courtesy of online content solutions provider Flixmedia.tv.

The video reviews are exclusively filmed and distributed by Flixmedia, although the global online content solutions provider has no power or influence over the scripted reviews themselves. Instead, the scripted content is provided by reputable third- parties, including journalists for publishers such as Future Publishing and IDG, which represent the popular T3 and PC Advisor magazine titles.

Michelle Helme, Head of Online Marketing at Dabs commented: “For us, it’s all about offering our customers the very best levels of online service. Flixmedia already provide us with a wide range of product videos to help consumers better understand and choose products. The reviews service simply takes that concept to the next level, by offering them trusted, independent advice via the same engaging format.”

Scott Lester, Chief Executive Officer at Flixmedia added: “Dabs is in a position to offer its customers added value through our product reviews video service – and we are sure that they will soon see a really positive effect on sales conversion as a result.”