

## Case Study:

### Flixmedia boosts retailer conversion rate by 164%

*Leading European electrical retailer embraces power of video to boost sales in online store*

#### Challenge

Darty is a huge name in electrical retailing, not just in France, the country of its birth but increasingly across Europe. With 225 stores, Darty has a massive high street presence but as with any bricks and mortar retailer, online is an increasingly essential sales channel. In fact, the retailer, which started life in 1957 when the Darty brothers opened their first store in Montreuil, set-up Darty.com in 1996. It was an early adopter of multichannel retailing and now operates across Europe with a number of country-specific online stores in Spain, Italy and Turkey.



While its brand, particularly in France carries a degree of loyalty and confidence, the retailer is subject to growing competitive pressures, particularly online. It cannot stand still and rely on past goodwill. It has to keep moving forward, improving the online customer experience and attracting new customers.

“Like any online retailer we get obsessed with conversion rates. We had to improve the number of visits to the site but more importantly we had to convert those visitors into buyers. Too many visitors were leaving the site before the checkout stage.”

**- Pascal Defaux, Commercial Director of Darty France**

This led to Darty looking for a content partner, a company that could help improve the online experience for its shoppers and increase conversion rates.

## Solution

Darty approached Flixmedia convinced that it needed to modernise its product pages. Using its experience in online retail content, Flixmedia worked quickly to establish more informative product pages and essentially video tutorials. The aim was to provide easy-to-access information on every aspect of a new product, removing the need for any visitor to search other sites for product details.



Flixmedia produced informative videos for two products – an LG washing machine and an Epson printer - highlighting technical innovation, new features and usability.

“Flixmedia came in and knew immediately what to do,” added Pascal Defaux “The Company was authoritative. It could see clearly what we were doing wrong and knew how to put it right. Flixmedia managed the process completely and the results speak for themselves.”

Scott Lester CEO of Flixmedia commented: “We had to immediately determine the key issues and resolve them quickly. We recognised that site visitors were going elsewhere for product information. That had to be rectified quickly; cutting off any reason a shopper has to leave the site. By using video to educate users on specific products we managed to improve, not just customer retention but also conversion.”

## Results

The results have been staggering. Darty has seen a **164% increase** in conversion for its EPSON Multifunction SX 610 FW printer and a **60% increase** for the Lave Linge Hublot LG F14164 washing machine.

“It’s proof that video works,” said Pascal Defaux. “The videos for these products are clear and informative and give the online browser a real sense of the products they are looking to buy. Video answers questions online in ways that static images and spec sheets cannot and is now an essential weapon in our online sales armoury that is here to stay.”