

# Wehkamp

## CASE STUDY:

### FLIXMEDIA CONTENT DOUBLES PHILIPS' CONVERSION RATE

*Leading European online department store embraces power of video to boost sales*

#### CHALLENGE

Wehkamp is a big name in Dutch retailing. Founded in 1952, the company has evolved into Holland's leading online store, boasting 84 million visitors a year and generating over five million orders across three sites selling fashion, electronics and household goods. Online sales now account for 95% of the company's turnover but as its history has shown, Wehkamp never stands still. With a great brand and a large online audience, the company believes it can do much better.

"We have a huge number of visitors every month and although we have a loyal customer base of around 1.6 million people, it is a small slice of our overall traffic," said Roy Loesman, Wehkamp.nl. "If we are going to continue to grow and offer customers the best products and services, we have to convert more visitors into buyers."

#### SOLUTION

Wehkamp approached Flixmedia to provide a range of rich media including interactive images and its product videos. To test the effectiveness, Wehkamp agreed to study sales conversions over a period of three months for selected products from Philips and the results were outstanding.

"The new content is definitely helping convert more browsers into buyers," said Roy Loesman, Wehkamp.nl. "Our figures have shown actual conversion rate increases of three and five percent on all the Philips products, which is a phenomenal achievement."

Wehkamp tracked a number of products including the Philips 47PFL5604 LCD TV. According to the company the conversion rate for this product alone doubled during the study period.

"The Wehkamp conversion rates are another fantastic endorsement that the approach we take when producing effective online content makes a material impact," said Scott Lester, CEO, Flixmedia.