



## Flixmedia service proven to boost traffic, increase dwell time, decrease Bounce Rate And Increase Sales By 22.68%

“Independent tests conducted in-house by leading Indian Retailer Cromā prove empirically that Flixmedia INpages boost sales whilst at the same time driving traffic and dwell time.”

Flixmedia, a proud member of the Advantage Solutions family of companies, are delighted to share the results of independent testing by our partner in India, Cromā. Cromā tested the effect of our syndication service on their shoppers' behaviour and not only proved the value of the INpage service with both an uplift in sales and a reduction in bounce rate but actually saw increased traffic to those pages that featured INpages. The test was conducted by Cromā and the results kindly shared with the team at Flixmedia India.

**Maneesh Mittal – Head of Department, Ecommerce** commented; “Brand rich content from Flixmedia has helped us increase customer dwell time and sales and reduce bounce rates. It helps to create

a store like environment online, with detailed explanations and high resolution images replicating first hand product experience.”

**Ben Perrins, Chief Customer Officer at Flixmedia** noted; “Our team in India and I were delighted that Cromā wanted to share these fabulous results with us. Their extensive test clearly showed a 20% uplift in visitors, a 1.5% increase in dwell time, a 15.77% decrease in bounce rate and best of all.... a 22.68% increase in sales”.

He added’ “We always enjoy seeing empirical evidence of the value Flixmedia brings and I am excited to partner with Cromā on continued marketing innovation in the months and years ahead”.