



Flixmedia Hotspots boost Darty add to cart rate by up to 79.56%

“Leading French retailer enjoys another extraordinary test results that demonstrates how Flixmedia HotSpots dramatically boost both add to cart and also check out rate.”

Flixmedia, a proud member of the Advantage Solutions family of companies and leading global influencer of omni-channel sales - are delighted to share this great result that proves the impact of HotSpots on Darty's sales rate. Flixmedia HotSpots hover over the hero image at the very top of Darty product pages and replicate the fantastic rich content experience traditionally found in Flixmedia MiniSites and INpages. Due to the positioning on the page, there is a high click through rate and as this test has proven, there is also a material impact on actual sales. Flixmedia and Darty were very pleased to see these stunning results.

Global Retail Director Thomas de Quatrebarbes of Flixmedia, commented; “We had a strong sample size of over twelve thousand shoppers in this test and the results are statistically significant at 99% confidence (t-test). This tells us that only 1 in 100 results could have occurred by chance. A 79.56% uplift in cart rate for shoppers that saw the Flixmedia HotSpots is, frankly speaking, far beyond my initial expectations.”

The AB test was conducted using a representative sample of twenty-one products from four leading brands. The test was simple in design; within the same timeframe, an ‘A group’ of shoppers were exposed to the Flixmedia HotSpots whilst a ‘B group’ were not. The different behaviour patterns exhibited by those that were not exposed to the rich content versus those that were exposed can be tracked and compared. This allows Flixmedia to test the impact of the HotSpots service alone whilst controlling for all other variables.

Ben Perrins, Chief Customer Officer at Flixmedia noted;

“Yet another phenomenal result for our long time partners in France, Darty. Given the extremely high impact HotSpots have on Shoppers – right at the moment of truth on the product page and after almost all other marketing services have had their chance to impact decision-making – I would strongly recommend that all our brand partners embrace HotSpots as soon as practically possible.”