



Flixmedia helps John Lewis boost online revenue by 5%

Leading UK department store John Lewis has reported an **impressive 5% increase in its online revenue**, having partnered with Flixmedia. At the same time, it has seen **average order values and conversion both increase by 3%**. One particularly extraordinary result was seen with a global toy brand, which saw its **conversion rate increase by 55%**, and the **average order value jump by 13%**!

Challenge

John Lewis needed an effective, automated solution so that they could offer shoppers an even better experience. They wanted consumers to receive a more in-depth understanding of products they viewed before making a purchase, to increase brand affinity and reduce returns, without the headache and cost of trying to manually populate and maintain content on their pages.

Solution

The Flixmedia [INpages](#) service was activated by John Lewis, unlocking an automated flow of live-time rich, branded premium content, delivering both a consistent brand voice and product feature information. The Flixmedia INpages are now elegantly presented in-line, within the existing John Lewis product pages, providing a transformed and highly engaging e-commerce experience.

Result

Flixmedia [INpages](#) have led to a significant increase in shopper engagement and improved conversion rates, thanks to the rich branded content now presented on John Lewis product pages. Multiple 50:50 A/B tests completed internally by John Lewis have provided compelling evidence that the solution has successfully delivered considerable incremental revenue:

Key stats

5%

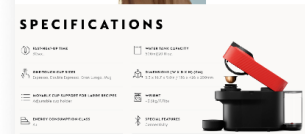
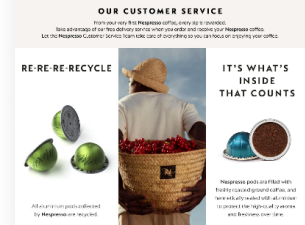
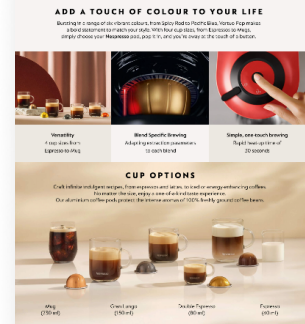
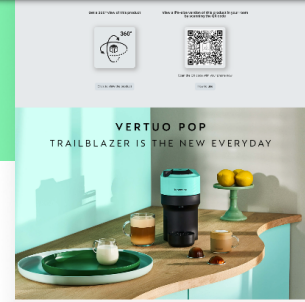
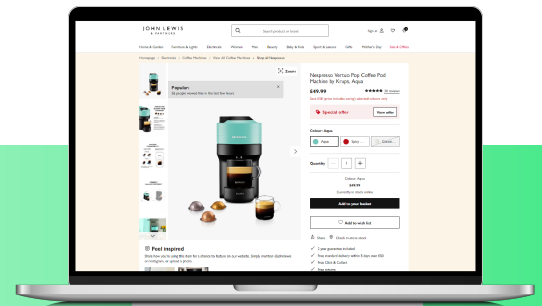
Average increase in revenue

3%

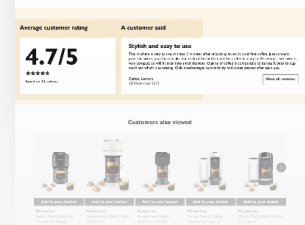
Average uplift in sales conversion (CVR)

3%

Average uplift in average order value (AOV)



	Vertuo Pop	Vertuo Next	Vertuo Plus Deluxe
Product type	20cm	20cm	20cm
Capacity (cup/15min)	1 cup	2 cups	2 cups
Capacity (cup/1hr)	1 cup	2 cups	2 cups
Capacity (cup/2hr)	1 cup	2 cups	2 cups
Capacity (cup/3hr)	1 cup	2 cups	2 cups
Capacity (cup/4hr)	1 cup	2 cups	2 cups
Capacity (cup/5hr)	1 cup	2 cups	2 cups
Capacity (cup/6hr)	1 cup	2 cups	2 cups
Capacity (cup/7hr)	1 cup	2 cups	2 cups
Capacity (cup/8hr)	1 cup	2 cups	2 cups
Capacity (cup/9hr)	1 cup	2 cups	2 cups
Capacity (cup/10hr)	1 cup	2 cups	2 cups
Capacity (cup/11hr)	1 cup	2 cups	2 cups
Capacity (cup/12hr)	1 cup	2 cups	2 cups
Capacity (cup/13hr)	1 cup	2 cups	2 cups
Capacity (cup/14hr)	1 cup	2 cups	2 cups
Capacity (cup/15hr)	1 cup	2 cups	2 cups
Capacity (cup/16hr)	1 cup	2 cups	2 cups
Capacity (cup/17hr)	1 cup	2 cups	2 cups
Capacity (cup/18hr)	1 cup	2 cups	2 cups
Capacity (cup/19hr)	1 cup	2 cups	2 cups
Capacity (cup/20hr)	1 cup	2 cups	2 cups
Capacity (cup/21hr)	1 cup	2 cups	2 cups
Capacity (cup/22hr)	1 cup	2 cups	2 cups
Capacity (cup/23hr)	1 cup	2 cups	2 cups
Capacity (cup/24hr)	1 cup	2 cups	2 cups
Capacity (cup/25hr)	1 cup	2 cups	2 cups
Capacity (cup/26hr)	1 cup	2 cups	2 cups
Capacity (cup/27hr)	1 cup	2 cups	2 cups
Capacity (cup/28hr)	1 cup	2 cups	2 cups
Capacity (cup/29hr)	1 cup	2 cups	2 cups
Capacity (cup/30hr)	1 cup	2 cups	2 cups



About Flixmedia

Flixmedia is the world's leading content syndication provider for over 150 global brands, delivering content to our unique network of 1,600+ retailers in over 90 countries worldwide. Through many years of testing the effectiveness of premium brand content, we absolutely know that when brand content appears on a retailer page the shopper is far more informed and engaged, and therefore often buys more. Put simply, our job at Flixmedia is to help turn browsers into shoppers.

CHARLIE BANFIELD

ONLINE TRADING MANAGER FOR TECHNOLOGY & BEAUTY AT JLP

“We're excited to partner with Flixmedia, which has a key role in bringing our branded products to life online through its rich content syndication platform. By providing additional information about the brands, and expert accreditations, the platform helps our customers make the right choice when they're purchasing products with us, on top of the fantastic advice provided by our Partners in our shops.”

About John Lewis

John Lewis & Partners (JLP) is the UK's largest employee-owned business and the parent company of two cherished retail brands, John Lewis and Waitrose, which are owned in trust by 80,000 Partners. JLP co-owners have a shared commitment to go above and beyond for each other and their customers.

TOM CLARK

E-COMMERCE DIRECTOR AT FLIXMEDIA

“We are incredibly proud of the work we're doing with John Lewis. By providing its shoppers with rich premium content we can measure (and prove) the impact that this has on sales. We look forward to our continued collaboration and supplying (and converting) even more exciting content to johnlewis.com.”

Flixmedia delivers visually engaging brand experiences at scale

McKinsey research reveals that improving the customer experience increase sales revenues by 2 to 7 percent and profitability by 1 to 2 percent, this is a huge opportunity for all retailers*. As products evolve and become ever more advanced, product specifications require ever greater detail. Therefore, the demand for providing engaging e-commerce experiences is always increasing.

Flixmedia's cloud-based content syndication platform operates 24/7 and at huge scale, supporting millions of product pages globally, accommodating a plethora of brand styles and layouts while also delivering content in a visually compelling way. It provides outstanding results for both our retailers and brand partners...because experience matters!

JLP continues to partner with Flixmedia to further expand the delivery of brand content to online shoppers, across more brands and product categories.

JLP continues to partner with Flixmedia to further expand the delivery of brand content to online shoppers, across more brands & product categories.

[Learn more](#)