›Flixmedia   Case study

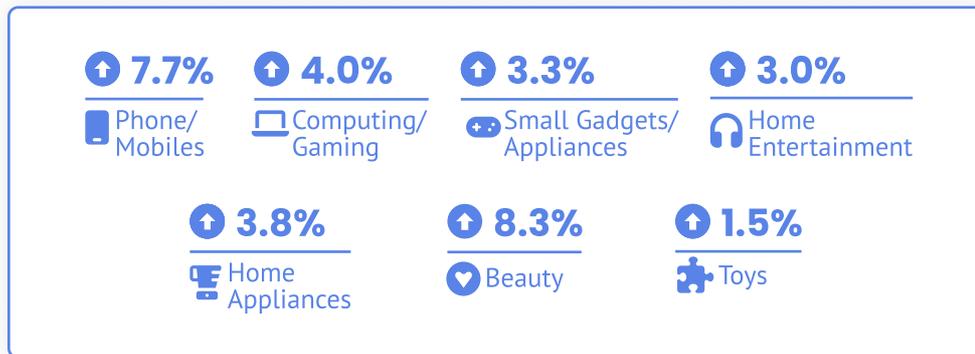**Flixmedia INpages Drive a 3.8% ATC Uplift Across Leading Australian Retailers**

The market value of the e-commerce industry in Australia reached <u>$37B</u> in 2024 and is projected to rise by another $21B by 2029. Australia is a growing e-commerce market, with <u>78%</u> of Australians researching products online before purchasing in-store. As a result, we have been challenged by our partners to find out if rich content is just as effective in Australia as it is within the rest of the global Flixmedia network.

Working with leading e-commerce retailers in Australia, Flixmedia carried out A:B testing (on vs off) of rich content for various brands and products sold online. Over a 17-day period, the experiment analysed the behaviour of 451,152 shoppers to measure the impact of our INpages solution on add-to-cart (ATC) performance. The variant without INpages achieved a 7.5% ATC rate, while the version featuring INpages reached **7.8%**, representing a **3.8% uplift**. These results demonstrate the positive influence of INpages on shopper engagement and conversion for our partners in Australia.

Shopper Analysis Findings

Recent A:B testing has shown that rich content delivered via Flixmedia consistently boosts ATC rates across multiple categories. Below is the uplift percentage for each category:

⬆ **7.7%** Phone/Mobiles	⬆ **4.0%** Computing/Gaming	⬆ **3.3%** Small Gadgets/Appliances	⬆ **3.0%** Home Entertainment
⬆ **3.8%** Home Appliances	⬆ **8.3%** Beauty	⬆ **1.5%** Toys	

Smart Syndication Insights

Our latest service, **Smart Syndication**, tailors content to audience preferences, boosting engagement and driving higher conversion rates. It's no surprise that 1 in 4 shoppers in Australia actively engage with rich content delivered by Flixmedia. Content delivered to Australian retailers garners an impressive 66.3 second average dwell time, with shoppers spending 78.0 seconds on desktops (vs. 58.8 seconds on mobile). User-generated content (UGC) was found to have the highest impact on conversion, so if you're building content to compete in Australia, make sure it's top of the list.

Voices From Our Partners and Team

> "
>
> **WYNN SETZINGER**
> CHIEF INFORMATION OFFICER
>
> At Retravision, not only do we use INpages to enhance our existing content, but it also serves as a great in-fill for brand new products when initial upstream content may be lacking from other data sources.
>
> retra**V**ision

> "
>
> **TOM CLARK**
> DIRECTOR OF E-COMMERCE
>
> Australia continues to be a core market where we have had the opportunity to engage directly with retailers. Our INpages solution has shown clear performance benefits, highlighting the positive impact our services are driving for partners across the country.
>
> ›**Flix**media

About Flixmedia

Flixmedia is the world's leading content syndication provider for over 150 global brands, delivering content to our unique network of 1,800+ retailers in over 90 countries worldwide. Over many years of testing the effectiveness of premium brand content, we know by delivering premium brand content directly to retailer pages, we help shoppers become more informed and engaged turning browsers into buyers.

Flixmedia Delivers Visually Engaging Brand Experiences at Scale

According to Conviva's 2025 State of Digital Experience Report, 91% of consumers encountered a frustrating digital experience in the past year, and more than half abandoned their purchase as a result. Flixmedia helps brands and retailers avoid that friction by delivering premium, visually rich content at scale, making product pages more informative and engaging. As products become increasingly advanced and detailed, high-quality e-commerce experiences are more critical than ever.

Learn more