

Asda saw elevated cart value in just 6 weeks after implementing Rich Media Content

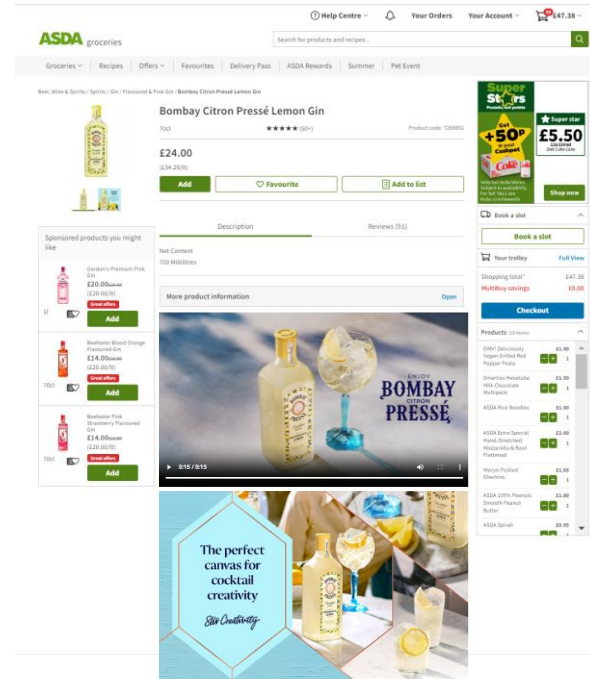
Recent data from Asda.com shows that pages with Rich Media present receive increased page views and add to cart rates by up to **11%**. In the 6 week period after rich media content was added, product description pages gained an extra 23,650 page views translating to an **6%** increase over the previous period.

In a mere 6 weeks, these products had 6% more shoppers engaging in the product description page than when these same pages had no rich media present.

But shoppers weren't simply viewing; these products received a total of an additional 13,083 more cart adds after enhanced product content was featured, totalling in an **11% increase** across each category on the Asda website.

This in turn translated to an overall additional cart value of over **30% in just 6 weeks**.

You've seen what it can do for these product pages- are you ready to start your Rich Media journey with NIQ Brandbank's Connect+ solution? Contact us today at enquiries@brandbank.com to get started.



In just 6 weeks....



Page Views

+23,560



Page view %

+6%



Cart Add Increase

+13,083
= +11%



Cart Add Value Increase

+31%

