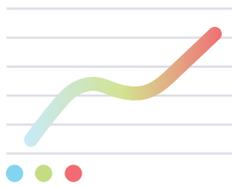# revolabs

AN INDIX™ CASE STUDY

15-20% MONTH OVER MONTH GROWTH
OF "BUY NOW" CLICK-THROUGHS

About Revolabs

Revolabs is the premier provider of audio solutions for unified communications, enterprise collaboration, and professional audio applications across a wide range of markets. They selected the Indix Product API to power their "Buy" button. Revolabs uses Indix product data to list prices and send potential buyers straight to their preferred channel partners.

Overview

The Indix-powered "buy" buttons on the Revolabs site provide updated pricing data and direct links to selected partner sites, improving channel sales volume, site traffic and relationships.
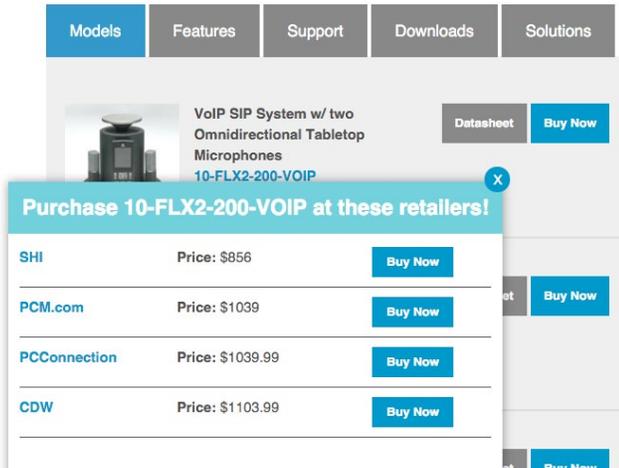
Clicking the "Buy Now" button sends customers straight to the appropriate page on the retailer's website, where they can purchase the product right away.

Business Need:

Strengthen channel relationships by sending customers to preferred resellers to buy.

Before Indix

No option to buy on website. Cost: Customers who were researching on the site needed to go elsewhere to buy. The customer journey was a black box.

Using Indix

Use Indix Data-as-a-Service to power Buy Now Buttons on product pages.

Results:

Strengthening channel partnerships. Getting much more inbound interest from other potential resellers worldwide.

> " *This solution strengthens how we connect partners with end users to develop great unified communications solutions,"*
>
> *Randall Lee*
> *Director, Strategic & Channel Marketing,*
> *Revolabs.*

About Indix

Indix is building the world's first Product Information Marketplace. Through a combination of the web and partners, we collect offers data such as price, availability, and seller information in addition to catalog data like code-based identifiers and attributes to create the single largest source of structured product information. Using data science and machine learning, we cleanse, structure, and refine the data, and then make it available through Indix Data-as-a-Service. By connecting to the Indix Product API and Product Feeds, businesses and developers harness the power of product information to make better decisions, drive innovation, and create new models of commerce. With more than 35 billion historical price points from 1,200+ sites and 50,000+ brands, only Indix has the scale and quality of product information needed to power the next generation of commerce.

Learn more at www.indix.com

indix.™ © 2016 Indix Corporation. All rights reserved.
Indix Case Study

2

Learn more about our Indix Data-as-a-Service.
Go to www.indix.com, email sales@indix.com or call (206)-743-9100.