

Digitalpix Doubles Photo Book Sales in Only 1 Year with ip.labs

digitalpix

The Company
Digitalpix S.r.l.

Languages
it, en, es, de, fr

Business Model
Photo Printer with international
webshop

Website
www.digitalpix.com

ip.labs Solutions
Photo Book Workflow
Web Editor
Download Clients

This family-focused photo laboratory & printer sells personalized photo products online in 5 languages.

CHALLENGE

For 6 years, Digitalpix faced stagnation in photo book sales, while other business parts grew. Reason was the complex download-only software, as it was initially developed for professional photographers, not the present target group of families.

SOLUTION

After learning about this problem preventing business growth, ip.labs was happy to present modern web editors as well as matching download clients (for existing customers clinging to their download habits). The editors took just 6 weeks to implement.

As a result, Digitalpix started attracting new customers & growing photo book revenue right after the implementation.

 + **77% Revenue**

“

I wish I had started sooner with the ip.labs photo book editor! After launching it, we almost sold twice as many photo books as we did the year before.

”

Simone Barreca
marketing strategist at Digitalpix



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