

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

**digitalpix**

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

**The Company**  
Digitalpix S.r.l.

**Languages**  
it, en, es, de, fr

**Business Model**  
Photo Printer with international webshop

**Website**  
[www.digitalpix.com](http://www.digitalpix.com)

**ip.labs Solutions**  
Photo Book Workflow  
Web Editor  
Download Clients

## 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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