

# Pixmig Increases Conversion Rates by up to 40% Switching to ip.labs Editors



**The Company**  
Pixmig

**Operation**  
Worldwide

**Business Model**  
Photo Printer with international  
webshop

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

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

The family-run photo lab & printer is in the photography business for over 5 decades and switched software providers in search of a flexible white-label editor with advanced features for both amateur and professional photo book creators.

## CHALLENGE

Pixmig aims to establish personalized photo albums in their local market that users have created themselves, and simultaneously build their brand. Here, photo books are traditionally created by a service in a time-consuming and costly process.

## SOLUTION

ip.labs turns out to be a perfect fit for the companies' mission, offering advanced photo book workflows that Pixmig can promote under their own brand. Switching to ip.labs software took only about 4 weeks.

**Pixmig has received significantly more positive reviews, including from long-standing customers, and increased photo book sales directly after the launch.**



**+40% Conversation Rate Increase**

“

The possibilities to create design content are infinite with ip.labs. It really helps our brand to stand out and our customers love it!

”

*Kanun Daci, Company Owner at Pixmig*



**ip.labs**  
a FUJIFILM company

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