

# Italian Electronics Retailer DML uses Rich Product Content to Improve Conversion

The Italian electronics retailer DML SpA, which is part of an Italian entrepreneurial group that started the Stay-on webshop, uses Icecat rich product content to improve its online conversion. DML SpA is a big retailer with 600+ employees and € 180 million revenue. Stay-on is a webshop with twenty years of experience in the consumer electronics sector selling products like smartphones, laptops, tablets, air conditioners, televisions, household products, audio-visual, games consoles, video games, and many accessories.

DML SpA is a Full Icecat user. Therefore it has access to the complete associated Icecat verticals for the products they sell online. The product pages of, for example, OPPO, [Huawei](#), and [Ariete](#) are live on Stay-on with Icecat enhanced product content. With the so-called [Product Stories](#), online visitors start to get close to the feeling of holding the actual products in their hands. But, most importantly, it boosts sales conversion by 5-25%.

*Thanks to our partnership with Icecat, we not only have access to a vast catalog of detailed product content for our e-commerce environment. But, we also have a team of highly efficient editors at our disposal whom we can request to create new content. On the fly.*

*Andrea Furi, e-commerce manager at Stay-on*

## Enter content in Icecat Free Vendor

# Central

As a [Full Icecat user](#), Stay-on also has access to the [Icecat Free Vendor Central Program](#). Stay-on asks all its vendors to enter product content free of charge to this PIM. The Free Vendor Central stimulates non-sponsoring brands to enter, edit, and enrich their product content for all their products, thus reducing content management costs in the channel. Additionally, it is possible to add enhanced Product Stories and other rich media to optimize the online buying experience. Great product content is key to boost conversion rates and sales.

It is easy to [register](#) in three steps. Firstly, sign-up for a free Icecat account. Secondly, Confirm your email address. Thirdly, Icecat will verify your affiliation and then assigns your brand to your account.

## How to access the Icecat content?

If you are a channel partner, please use your [Icecat account](#) to download the free product content. In case you don't have an account yet, please [register online](#), contact your local Account Manager, or [contact us](#) online.