



To further improve visitor engagement and increase shopping cart conversion, Italian electronics retailer [Trony](#) adopts rich content with [Icecat Product Stories](#). Trony is an Italian chain of stores specializing in household appliances, consumer electronics, information technology, and telephony products. With 209 stores, Trony is one of the biggest retailers in Italy.

## Enhanced Product Stories boost sales Trony

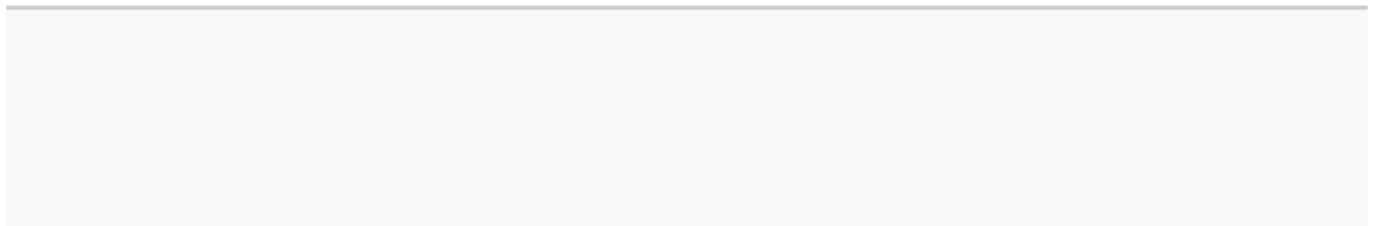
Product Stories of OPPO, [Huawei](#), [Ariete](#), and other hero product brands, create a trusted online shopping experience in the look and feel of the respective brand. Furthermore, through Product Stories, online visitors start to get close to the feeling of holding the actual products in their hands. But, above all, it boosts sales conversion by 5-25%. Trony encourages its brand suppliers to provide any enhanced product content they have available. Currently, it is very easy to integrate Product Stories by adding just a few lines of code to one's website. There is a [manual](#) available on how to embed these quickly.

## How to access the enhanced Product Stories?

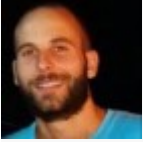
In case you are a channel partner, please use your [Icecat account](#) to download its free product content as well. In case you don't have an account yet, please [register online](#), contact your local Account Manager, or [contact us](#) online.



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