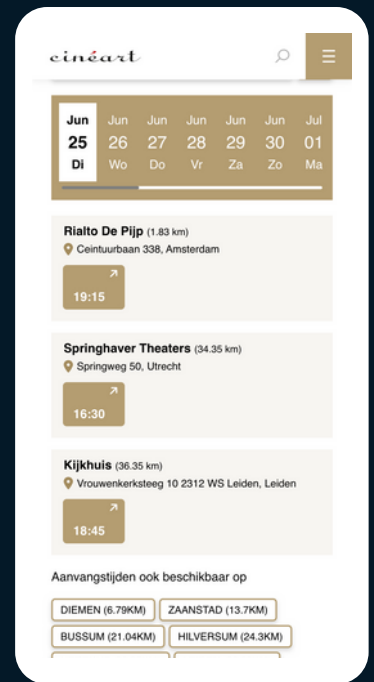


# A collaborative digital approach generates 4X increase in conversions for Cinéart NL

## Cinéart

Cinéart Netherlands is a part of the successful Benelux independent film distribution house which was founded in the mid-1970s. Through its distribution activities across theatrical, VOD, streaming and TV, Cinéart passionately strives to connect with audiences to help them discover and enjoy the stories in their great film slate.

Having used the usheru Select showtimes widget since May 2023 to bring movie webpages to life, Cinéart accepted an offer from usheru to do a collaborative diagnostic on both sides (the Cinéart.nl website and campaigns, and on the usheru Select solution). The goal was to improve the overall conversion performance of the usheru Select implementation on the website, and to drive more box office sales for Cinéart.



## Shared Objectives



Optimise the eCommerce journey of Cinéart's web traffic



Improve the UX of showtimes discovery - to maximise box office sales for each film

## Collaborative Solution

In partnership, the two sides identified areas for improvement, including identifying drop-off in the customer journey online at a point preceding the purchase process.

A suggestion by Cinéart to reverse the search order for users to display date first (Cinema second) was welcomed and developed by the usheru technical team. The results speak for themselves (see below).

## Results



4X Conversion Growth

More visitors clicking through to the cinema



Optimised user journey

through Cinéart's website film discovery

“Integrating usheru's ticketing widget into our website was a breeze. Their technical expertise and seamless integration process made it effortless for us to enhance our eCommerce capabilities. The widget's robust features and easy-to-use interface have simplified the ticket discovery experience for our visitors, improving the flow of our movie promotion.”

Thomas Vriesema  
Online Marketeer  
Cinéart Netherlands

