

Success Story

STADA Hungary Boosts Add-to-Cart Engagement with Rich Media

Discover how STADA Hungary transformed basic product pages into engaging shopping experiences that led to increased add-to-cart activity and improved digital shelf performance.

NIQ



A Partnership Built on Richer Shopper Experiences

As digital commerce continues to play an increasingly important role in consumer purchasing journeys, **STADA Hungary** recognized the need to create more engaging and informative product experiences across its retail partner network.

While product pages contained essential product information, the team saw an opportunity to enhance how products were presented online. They wanted to move beyond basic descriptions and provide shoppers with richer content that would better communicate product benefits, capture attention, and encourage purchase decisions.

By implementing **NIQ Brandbank Rich Media**, STADA Hungary enhanced product pages with optimized imagery and additional marketing content, creating a more informative and visually engaging shopping experience.

The result has been stronger shopper interaction, increased add-to-cart activity on Rossmann, and a foundation for continued digital shelf growth.

"Creating rich content was always a priority for us. Rich Media has enabled us to make our product pages far more vibrant and engaging, helping shoppers better understand our products and encouraging them to take action."

- Ainsworth Andrea, Culture & People Manager,
STADA Hungary



"At STADA Hungary, we believe that great product content is essential to delivering a strong online shopping experience. NIQ Brandbank Rich Media has helped us transform our product pages into more engaging and informative destinations for shoppers, driving increased add-to-cart actions on Rossmann and supporting sales growth.

The ability to combine high quality imagery with relevant marketing content has strengthened our digital shelf presence, and we look forward to expanding these efforts as part of our ongoing ecommerce strategy.

- Ainsworth Andrea, Culture & People Manager, STADA Hungary

STADA

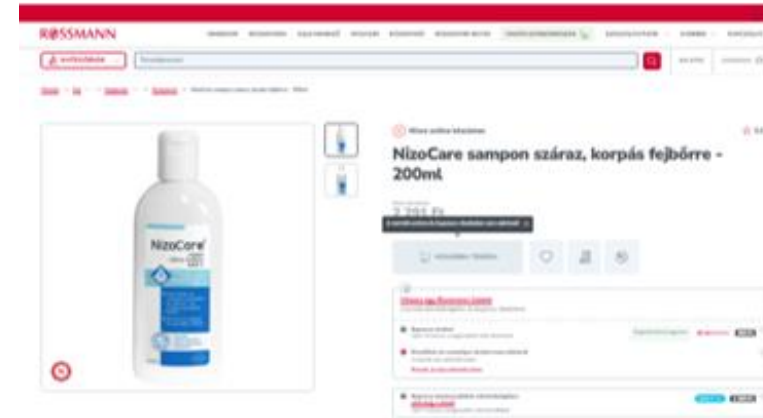


Bringing Product Pages to Life

Through NIQ Brandbank Rich Media, STADA Hungary transformed standard product pages into more compelling digital shelf experiences by:

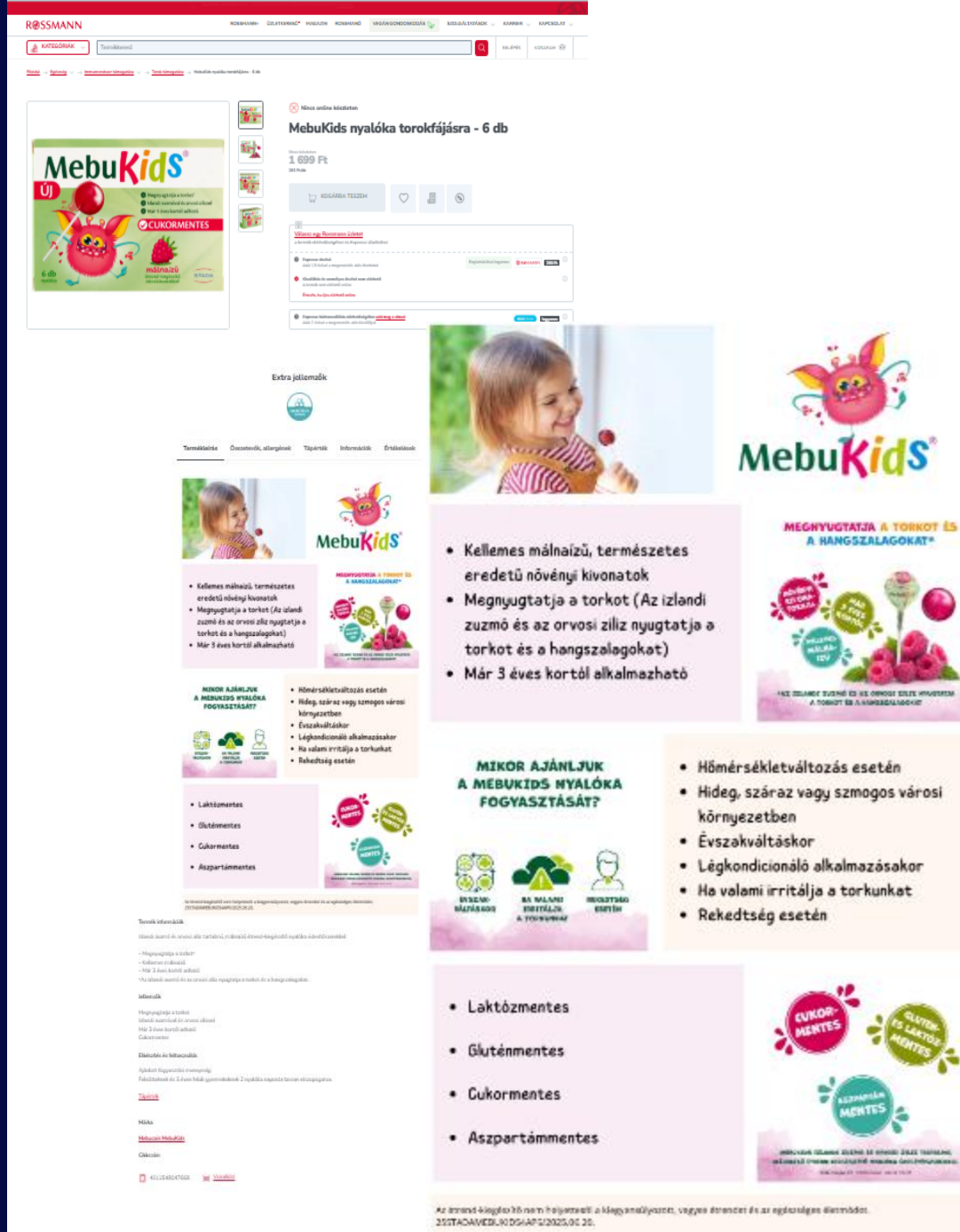
- Enhancing product pages with optimized images.
- Adding relevant marketing content to support product messaging.
- Creating more visually engaging shopping experiences.
- Providing shoppers with clearer and more informative product information.
- Improving product discoverability and engagement across retail channels.

The introduction of richer content helped the brand move beyond basic product descriptions and deliver content that better supports consumer decision-making throughout the online shopping journey.



The enhanced content experience has contributed to:

- By making product information more accessible and visually appealing, STADA Hungary has been able to create a stronger connection between shoppers and products at the critical point of purchase.



Strategic Value & Future Outlook

For STADA Hungary, Rich Media represents more than an enhancement to product content. It is an important component of the brand's broader digital shelf strategy.

As ecommerce continues to evolve, the company remains focused on delivering richer product experiences that support consumer confidence and improve conversion performance. The initial results achieved through NIQ Brandbank Rich Media have demonstrated the value of investing in enhanced content, while also highlighting further opportunities for growth.

Looking ahead, STADA Hungary plans to continue building on this success by expanding rich content initiatives and further strengthening the effectiveness of its online product presence.

