

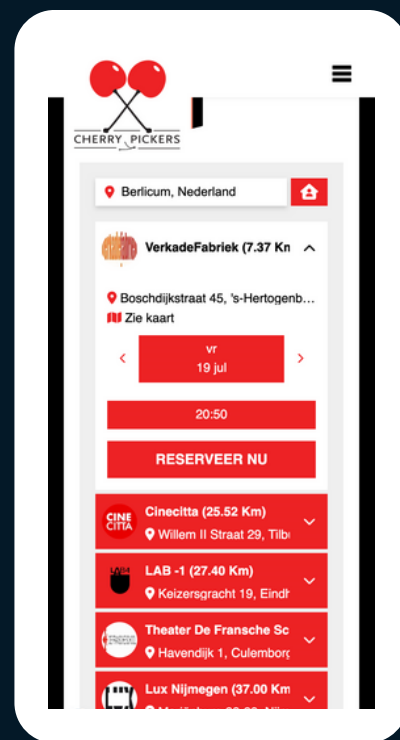


# Cherry Pickers website enjoys 26% conversion rate on major releases with usheru Select

## Cherry Pickers Netherlands

Cherry Pickers Filmdistributie has established itself as a specialist in introducing international film gems to Dutch audiences, with a focus on European arthouse films and documentaries.

Recognising the potential of their website to be a digital marketing destination, Cherry Pickers' owner and Managing Director Huub Roelvink enacted this vision by implementing the usheru Select showtimes widget. As the widget delivers automated showtime information (deep linked to cinemas' ticket purchase), it effectively transforms the Cherry Pickers website into a marketing destination



## Objectives



Create a marketing destination for Cherry Pickers slate



Drive conversions to purchase at cinemas in the Netherlands



Cultivate the brand reputation of Cherry Pickers by owning its marketing outcomes in-house.

## Opportunity

Cherry Pickers recognised the clear opportunity to take more control of their slate of films' success by housing the marketing destination within their own website.

The simplicity of implementation and the ease to compare performance of titles has delivered a way to strategise and elevate their biggest releases to high conversion rates and box office success.

## Results

With usheru Select, Cherry Pickers have seen tremendously successful conversion rates for their biggest titles including Anselm, Le Pot au Feu and Un Metier Serieux.



**26%** Average Conversion Rate

Visitors clicking through to cinema ticket purchase.



**Sustained success across all titles** (high conversion rates)

[www.usheru.com/select](http://www.usheru.com/select)

“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.”

**Huub Roelvink**  
Owner & Managing Director  
Cherry Pickers