








Does Online Video Work for E-Commerce?

Online video works for e-commerce when it is applied strategically. The following case studies were collected throughout 2008. Each example contains a link to a page containing the full case study or original quote.

E-Commerce Retailer	Case Study	Date
	"Customers that watch videos convert at twice the rate of customers who do not," said David Witzig , Sr. Director, Online Marketing and Video at ShopNBC.com.	July, 2008
	"There is a clear trend that a lot more [online] retailers are incorporating video into their user experience...and we know that video works ," said Kevin Ertell , senior vice president of ecommerce at Borders.	October, 2008
	So far, the videos have been a success. Testing [videos] on laptop product pages lifted conversions and increased accessory sales 12% in some cases. And customer feedback has been great, said Rich Lesperance , Director of Web Sales and Operations at Circuit City.	September, 2008
	Online videos produce "a substantial lift," in sales said William Lynch , executive vice president in charge of marketing and content at HSN.com.	March, 2008
	"We ran an A/B test across 50,000 product detail page views and measured the conversion rate in Omniture in order to track the impact of video at the product page level," said Jon Nordmark , Founder of eBags. "What we discovered was that the conversion rate increased 50.1% for those users that clicked the "play" button in the video compared to the control group, and 138.9% for those users that watched the entire video compared to the control group."	August, 2008
	"The video traffic has helped Wet Seal encourage visitors to generate more than 100,000 custom outfits on WetSeal.com since the retailer launched its Boutique and Runway outfit-creating sections in April. Visitors to these sections convert to buyers at twice the rate of shoppers who don't visit them, " said Dayna Bateman , Sr. Strategic Analyst at Fry.	September, 2008
	Ice.com experienced a 40% rise in conversion rates on products highlighted in online videos, said co-founder and president Mayer Gniwisch . And by showing its products on models in videos, which puts the size and appearance of jewelry in a better context for viewers, Ice.com has reduced the return rate on some products by 24%, Gniwisch says.	March, 2008