

Case Study

BedBathStore.com Enjoys King-Size Returns with Automated Product Videos



Who?

BedBathStore.com

- Full service bed and bath shop providing the finest quality products for over 30 years.
- Bedspreads, curtains, draperies, bed linens, pillows, bath accessories, and more.

What?

September 2009: Added online videos to their product catalog.

Results:

- 69% increase in sales of products that include video.
- Increase in shoppers' engagement with the product page.
- Overall growth in organic search traffic.

Background:

BedBathStore.com

BedBathStore.com is a full service bed and bath décor shop that provides high quality products at competitive prices, with an emphasis on excellent customer service. The company was founded by Paul and Michael Reichman, both veterans of the home fashion industry. Collectively they have more than four decades of professional experience in the home furnishing business. BedBathStore.com offers shoppers the finest in bedspreads, curtains, draperies, bed linens, pillows, bath accessories, and more.

Always looking to provide shoppers with the best service possible, BedBathStore.com welcomes customer inquiries and feedback of any form — so much so that the popular retailer explicitly invites special requests with a statement that reads, “If you do not see an item or product on our site, we probably have it in stock or we will gladly order it.”



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BedBathStore.com

The Need

To create online videos for its entire catalog

Recognizing the need to stay current in the ecommerce market and better serve web-savvy shoppers, BedBathStore.com decided to create online videos for its entire catalog of children's products.

Children's products represent a highly competitive vertical. Today's parents often conduct in-depth research comparing not only prices, but quality, safety, and customer satisfaction. They're also shopping online more than ever, and as such, demand more for their hard earned dollars - better products, the lowest prices and superior customer service.

"Today's parents are a highly computer-literate bunch. The demand for online information on kids' products is increasing at a continuous rate, with more parents demanding higher levels of service all the time," Mike Reichman, COO of BedBathStore.com explained.

Video is the best mechanism for displaying a wide range of products and has proven an effective tool for increasing shoppers' trust. With that in mind, BedBathStore.com knew that video was the next logical addition to the company's website. Looking to achieve widespread, quality coverage of its catalog at a cost-effective price, BedBathStore.com chose the Treepodia smart video platform.

Within the same process as automated video generation, Treepodia created multiple video versions for each product so that comparisons could be done to further improve impact

The Solution

Treepodia Smart Video Platform

Treepodia's smart video platform was an easy choice for BedBathStore.com. As Reichman said, "We chose Treepodia because the smart video platform is literally the only system on the market that is able to cover hundreds of items quickly, at a relatively low cost, while providing ongoing measurement and optimization."

In fact, using content from the retailer's existing product catalog (including product images, marketing texts, product specs, and customer reviews), the Treepodia automated video platform was able to cover BedBathStore.com's entire range of children's merchandise with high-converting videos in just 24 hours.

Each product now features more than one video version to ensure the highest rate of success is achieved with each video view. This level of optimization is accomplished via Treepodia's built-in A/B testing engine that compares the performance of the different video versions and automatically promotes the highest converting version for each product.

With Treepodia's performance based, cost per view model the price was certainly right. And, with a guaranteed four fold ROI, the decision was risk-free.

The Results

The positive results were almost immediate in terms of sales, customer conversion, and organic search traffic, all of which increased dramatically within two months of implementation. As Reichman put it, "Just two months after we began using Treepodia's automated online product video platform, sales of products that featured video rose 69%, while customer conversion was up as much as 300% for those who viewed the product videos."

"BedBathStore.com is just one example of how our automated online video solution is helping retailers quickly capture the bottom-line benefits of having video on their sites," said Melody King, VP Sales & Marketing at Treepodia. "Many online merchants know they want to utilize product videos on their site, but don't know how to get started. Others already have video but they have no idea how to measure or improve its effectiveness. In these situations, our solution and expertise can provide tremendous value."

