

# Case Study

## ElectricShopping.com Top UK eTailer

### Experiences Electrifying Results with the Treepodia Smart Video Platform



## Who?

### ElectricShopping.com

- Over 35 years in the appliance business.
- Direct sales of home appliances to customers across the UK and Europe.
- Unbeatable prices, reliable home delivery and full guarantee on all purchases.

## What?

Implemented the Treepodia smart video platform in June 2009, covering 3,600 products with video.

## Results:

Products with video experience, on average, a 75% increase in conversion rates.

## Background:

### About electricshopping.com

In business for over 35 years, electricshopping.com is a top online retailer of home appliances.

Having long established relationships with the leading appliance manufacturers, electricshopping.com is able to guarantee the highest quality goods at unbeatable prices to customers across the UK and Europe. This includes timely delivery, secure payments, and comprehensive guarantees, all in an effort to maintain the highest level of customer service throughout the purchasing lifecycle.



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www.treepodia.com

ElectricShopping.com

## The Need

As an eTailer in an extremely competitive industry, it is pertinent that electricshopping.com convert shoppers to buyers once they arrive on the site. Or, as Rob Levy, CEO of electricshopping.com put it, “Being in such a competitive industry makes it a costly endeavor to drive traffic to our website, so we must make sure that once people come to our site they stay there.”

Product videos, of course, have proven an effective tool both for engaging as well as converting shoppers to buyers. But video, as Levy discovered through prior trial and error attempts, can be a time consuming and costly undertaking.

“Previously we had videos for a very small percentage of our product catalog, which we produced in-house,” he said. “But we simply couldn’t produce them quickly enough. On top of that, we had no way to measure their performance so we had no idea what benefit, if any, they provided to our business.”

Recognizing the need for more comprehensive video coverage and effective measurement tools, Levy sought a long-term, cost effective solution. He found it in Treepodia’s automated smart video platform.

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## The Solution

### Treepodia Smart Video Platform

Since June of 2009, electricshopping.com has been using Treepodia as its media gateway with a combination of Treepodia generated automated and full production videos, as well as the online store’s self-produced videos.

With Treepodia, electricshopping.com is now able to have videos created and uploaded for many products on their site quickly and inexpensively, using the eTailer’s existing product images, marketing texts, user reviews and merchandising rules.

## The Results

Since electricshopping.com first integrated Treepodia’s product videos on its site in June 2009, it has seen a huge jump in conversion rates for shoppers who viewed the product videos – an average of 75% more conversions, with increases upwards of 200% for some products.

“Treepodia’s automated product videos have helped us tremendously,” commented Levy. “We’re now able to provide great visual and educational content that helps our customers with their purchasing decisions and gives them confidence in us as a seller. In addition, the videos drive more traffic to our site through organic search, as Treepodia automatically uploads the videos to several video sharing sites like YouTube, Y! Video, Vimeo, and more.”

Thanks to the smart video platform’s built-in automated A/B testing capabilities and measurement tools, electricshopping.com is also able to determine which types of video perform best. In addition, the online retailer can accurately assess the direct benefit of having the videos on its site, including the exact increase in conversion rates per product.

As Levy said, “Because of the A/B testing and performance metrics Treepodia supplies, we can now see how many times someone looks at a particular product page, whether they viewed the video, and whether they ultimately made a purchase – and we definitely see a higher conversion rate amongst those visitors who watch the videos”.

