Case Study
Onlinegolf Drives Sales with Product Videos

Who?

Onlinegolf.co.uk

- Online since 1999
- Europe's number one online golf retailer
- Authorized supplier of the thousands of different golf products in stock

What?

2008: Added full production videos for individual items to product pages.

2010: Added automated product videos for entire catalog, as well as the Dynamic Video Sitemap.

Results:

- Average increase of 88% in conversion rate for people viewing a product video
- Entire product catalog is now indexed by Google Video, increasing organic search results and overall SEO

Background:

About Onlinegolf

Established in August 1999 in the UK, Onlinegolf is the largest internet-based golf company across all of Europe. Staffed by a team of avid golfers, the company is dedicated to delivering excellent products, great customer service, and the most competitive prices possible.

The site sells all types of golf equipment and accessories, from clubs to clothing, and everything in between. With thousands of SKUs, Onlinegolf is the unequivocal market leader in the niche of online retailing for golf.

According to Founder and Managing Director Lee Brown, the focus for developing the business has always been on satisfying the customer and building strategic partnerships with the company's vendors.

While Onlinegolf has chosen to run its core business in-house including marketing efforts, product delivery, customer service and general purchasing, it has chosen to look externally for innovative solutions that are beyond its range of expertise, particularly in terms of developing additional functionality for the website, in this case, online videos.

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The Need

As a long time internet retailer focused on customer service, Onlinegolf has always recognized the need to continually bring shoppers the most advanced tools to enhance their overall site experience (and thereby increase conversion rates).

That's why as both golf and marketing pros, Onlinegolf's management team understood that recreating the "real-life" shopping experience by effectively demonstrating each item via a product video was a guaranteed winning solution.

Once the decision was made to add videos to the site, they needed the right vendor, not only to create the videos, but to optimize these videos with measurable, performance-based results.

The Treepodia ecommerce video platform was the perfect solution.

The Solution

Treepodia Ecommerce Video Platform

Onlinegolf was one of the early integrators of the Treepodia platform, starting with full production videos of individual products back in 2008, and then moving to the automated technology of the ecommerce video platform in early 2010.

With the ecommerce video platform's automated technology, Treepodia was able to transform Onlinegolf's entire catalog into engaging, high converting videos on each product page, in just 24 hours. All that was required from Onlinegolf in terms of implementation was their data feed as well as the addition of a single, simple piece of code to the company's website.

Not only were videos automatically generated for all SKUs, but multiple video versions, with minor variations (such as script, music, or background) were created for each product. These various versions made it possible for the platform's built in A/B testing mechanism to measure the effectiveness of each video, by comparing results and automatically promoting the best performing version.

Once the videos were live onsite, Onlinegolf, a company with a distinct eye for effective SEO, decided to use Treepodia's Video Distribution and Dynamic Video Sitemap services as well.

The Results

Once videos were added to the site, Onlinegolf saw incredible, bottom-line results right from the beginning.

"Customers want to get a feel for what it is they're buying," said Brown. "That's where video comes into play. With Treepodia's video solution Onlinegolf has seen an increase in CVR of up to 88% for items featuring video."

In addition, in many cases, the automated videos have proven significantly more successful than full production videos. In fact, when A/B testing the results for an automated video versus a full production video, the full production video saw a 2.2% increase in conversion rate, while the automated video saw an 8.7% increase. That means the automated video outperformed the full production video by a full 295%!

The mere presence of videos onsite has also helped, as Onlinegolf has seen a substantial increase in conversion rates for products featuring video, whether or not the video was actually watched.

Furthermore, the Dynamic Video Sitemap proved dramatically effective in terms of SEO, indexing all of Onlinegolf's videos overnight. Beyond Google Video, this video indexing has also been beneficial in terms of overall organic search results, moving popular OnlineGolf products to the top of Google's search results.

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