



THE E-TAILING GROUP

HOW CONSUMERS SHOP WITH VIDEO – AND HOW TO SELL TO THEM





Housekeeping

- If you prefer to use your phone, select “Use Telephone.” Call in number:
 - Toll: 1-866-740-1260
 - Access Code: 2794800
 - Audio PIN: Shown after joining the meeting
- Questions will be answered in a brief Q&A session following the presentation.
- A link to the recorded webinar will be sent to you following today’s presentation.



Today's Presenters



- Lauren Freedman
President, the e-tailing group



- Russ Somers
Vice President Marketing, Invodo



About Invodo

- Video solution for business at Web scale
 - Content to cover the catalog
 - Technology to deliver and measure ROI
 - Expertise to optimize the results



Adoption of Video Drives Us to Learn More

- Video viewership has reached record numbers
- Retailers have integrated videos into shopping experiences
- Video consumption via mobile and social is gaining traction

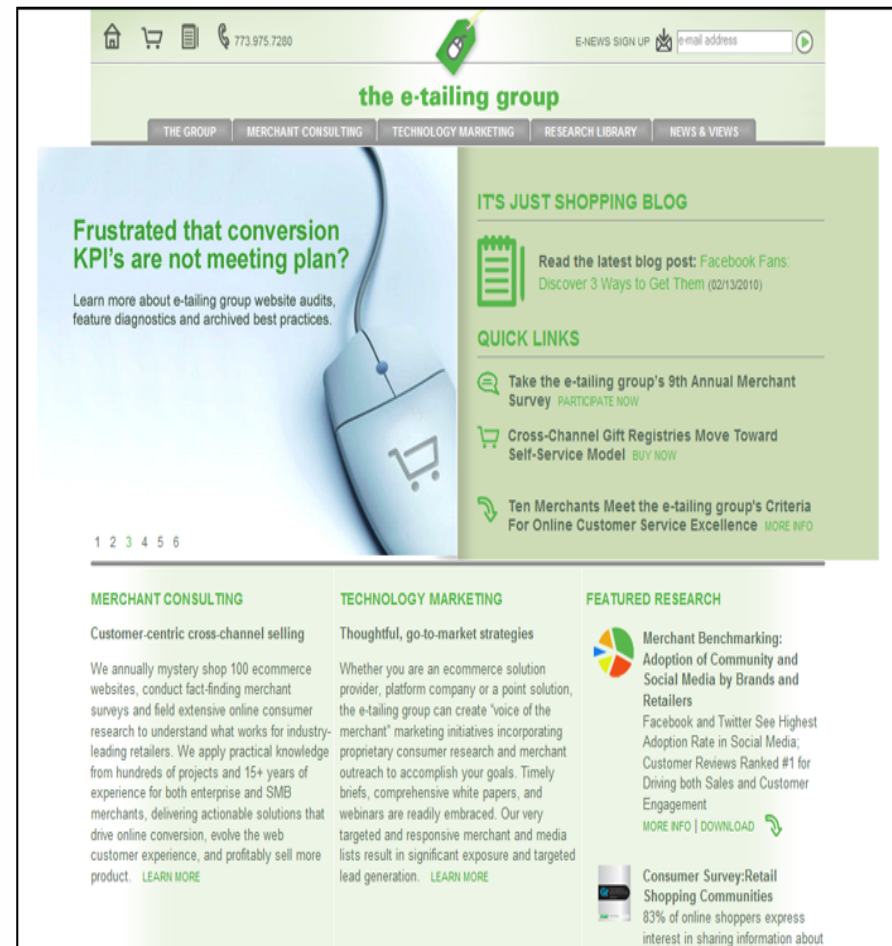
.....But

- We wanted to explore what really matters, where real impact is being made and why

The Voice of Cross-Channel Merchandising

Straight talk from “in-the-trenches”
online merchandising experts

- 16 years e-commerce **consulting**
- **Fortune 500 client projects** ranging from strategic planning, customer experience with an emphasis on merchandising to technology marketing and lead generation
- Extensive **cross-category expertise** with merchants **B2C** and **B2B**
- **Proprietary research studies** on mystery shopping, merchandising, mobile and consumer behavior
- **Author**, It's Just Shopping
- **50+** years traditional retail and catalog experience





I. SURVEY METHODOLOGY AND DEMOGRAPHICS

Survey Background

5 Survey Goals

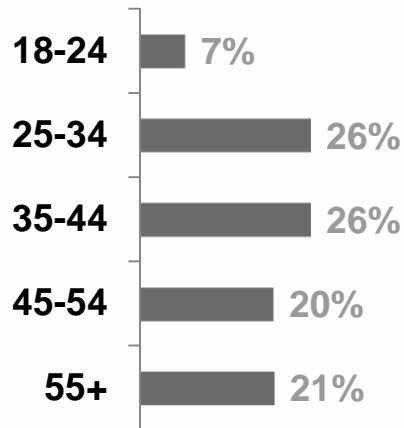
- Trend year/year video consumption (#'s, time spent, locations, categories, etc.)
- Evaluate the evolving role and usage of onsite and offsite video locations
- Explore product page consumption, perceived consumer value and desired elements
- Understand video's viewership across devices and channels along with consumer sharing sentiments
- Review consumption beyond the website

Survey Methodology

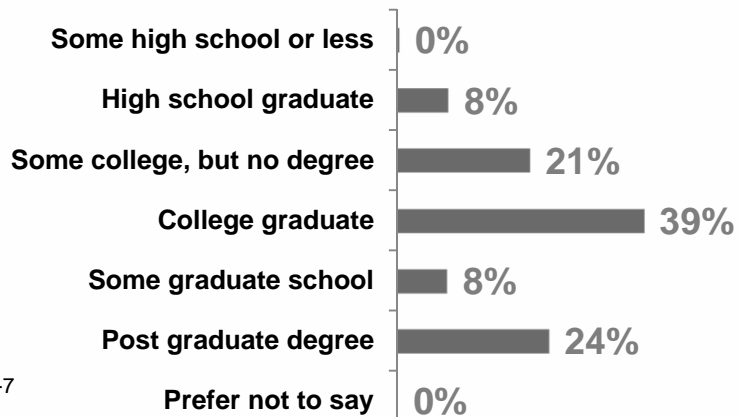
- 1073 consumers completed an online questionnaire in (December, 2012)
- 52% F/48% M
- Shopped online 4+ times in the past year and spent at least \$250
- 100% owned a smartphone/56% owned a tablet

The Demographics

In what age range do you fall?

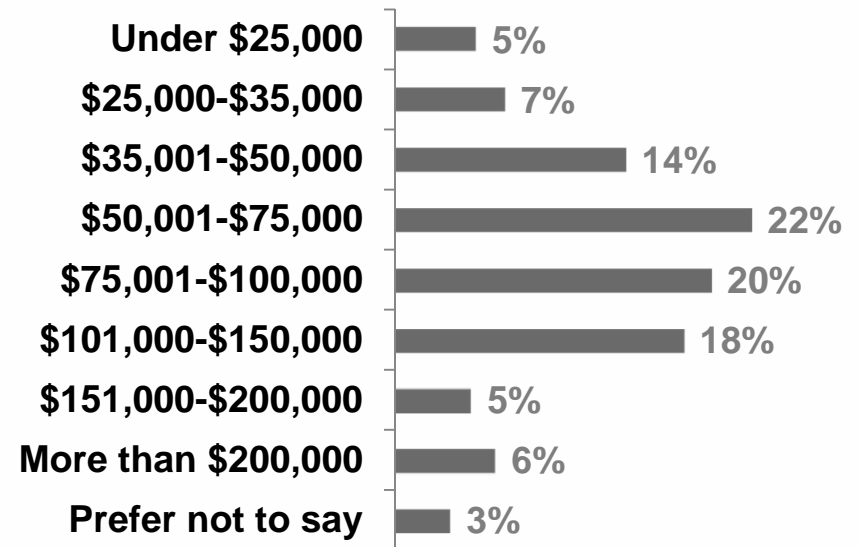


What is the highest level of education that you have completed to date?



Q4-7

Which of the following best represents your combined annual household income from all sources before taxes?



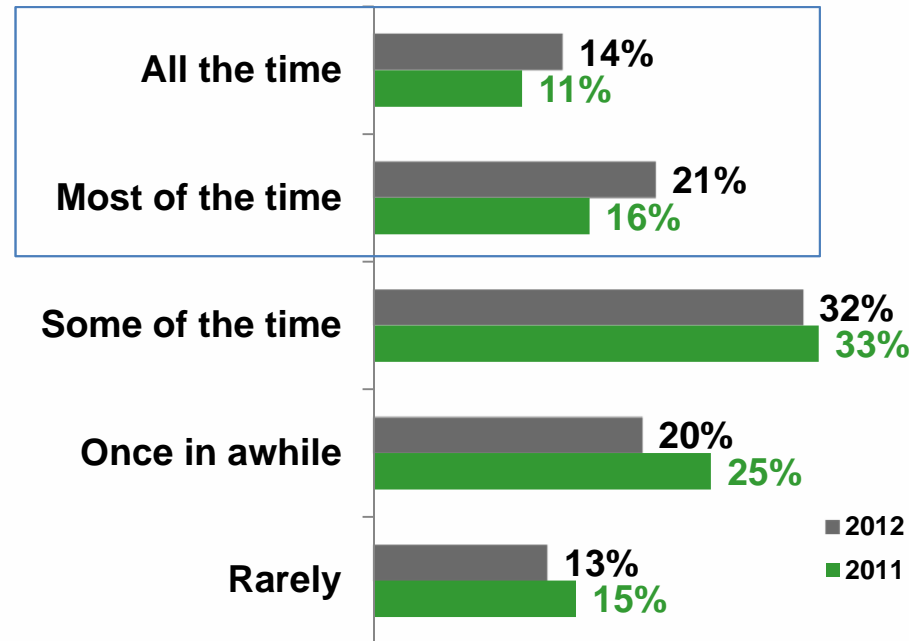


II. THE TRENDS TELL THE TALE



1 in 3 have increased time spent and watch video all/most of the time they are encountered

When you encounter product videos on retail or brand manufacturer sites, how often do you watch them?



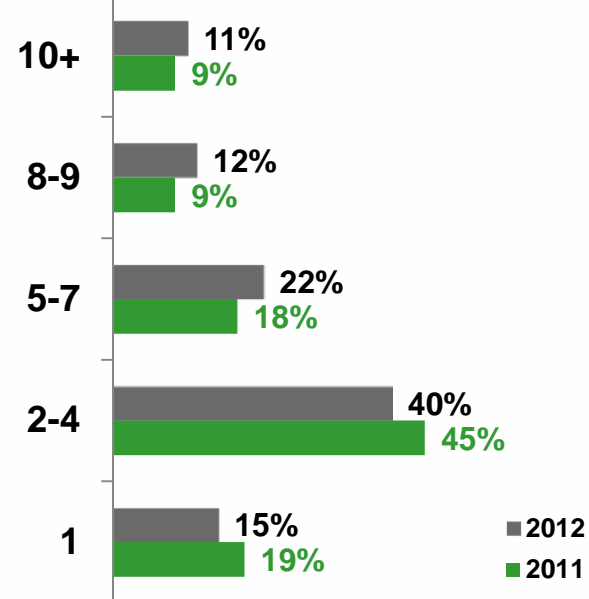
Answered: 2517
Never watched: 9.1%

Q2/Q1



Year-over-year slight increase in video consumption is seen

Over the past three months, how many product videos have you watched on retailer or brand manufacturer websites?

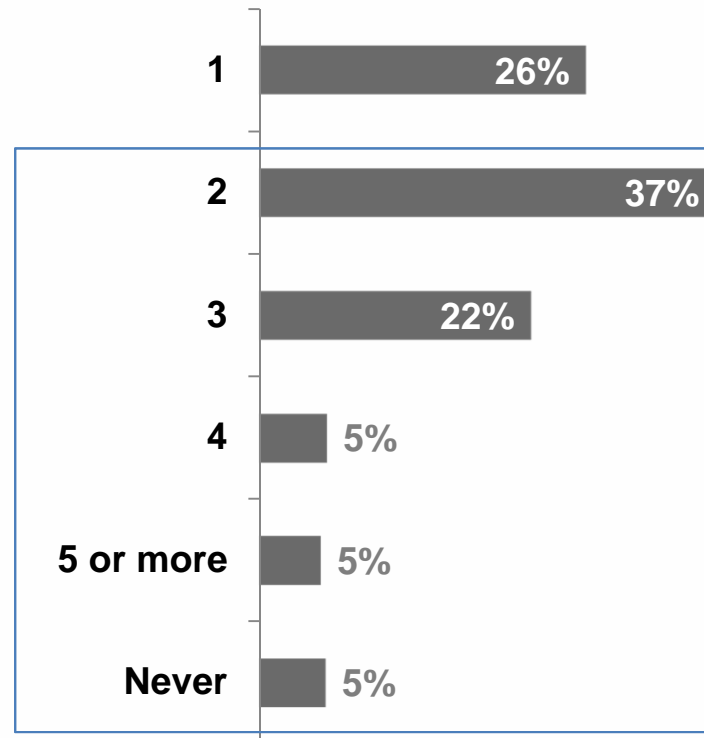


Q3/Q2



The majority (74%) watch videos on information-intensive products or categories more than once before purchasing

For information-intensive products or those categories where product education is important (TVs, computers, refrigerators, power tools, etc.), how many times would you typically view a product page video prior to making your final purchase?

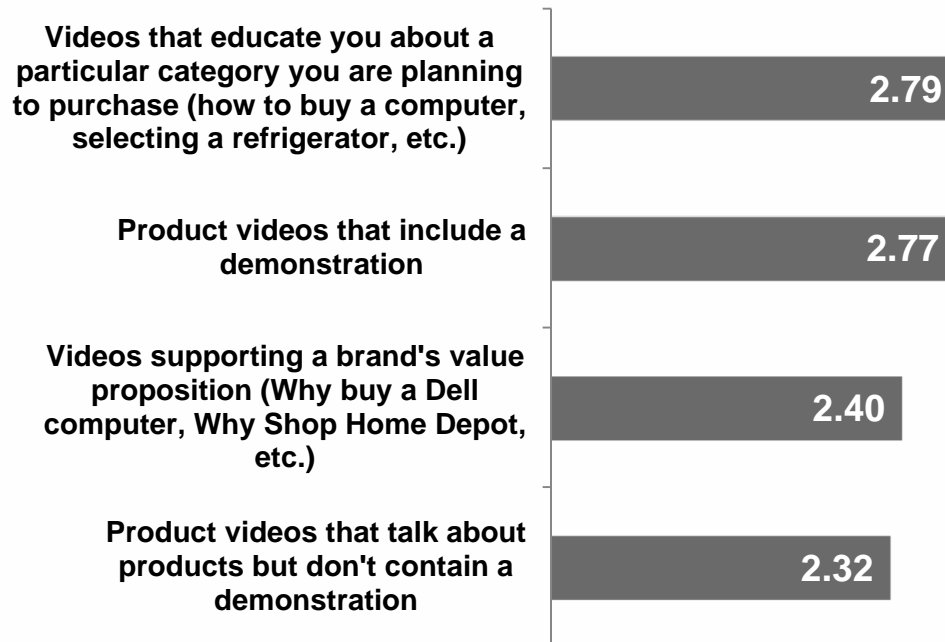


Q14



2-3 minutes on average is spent on product/category videos

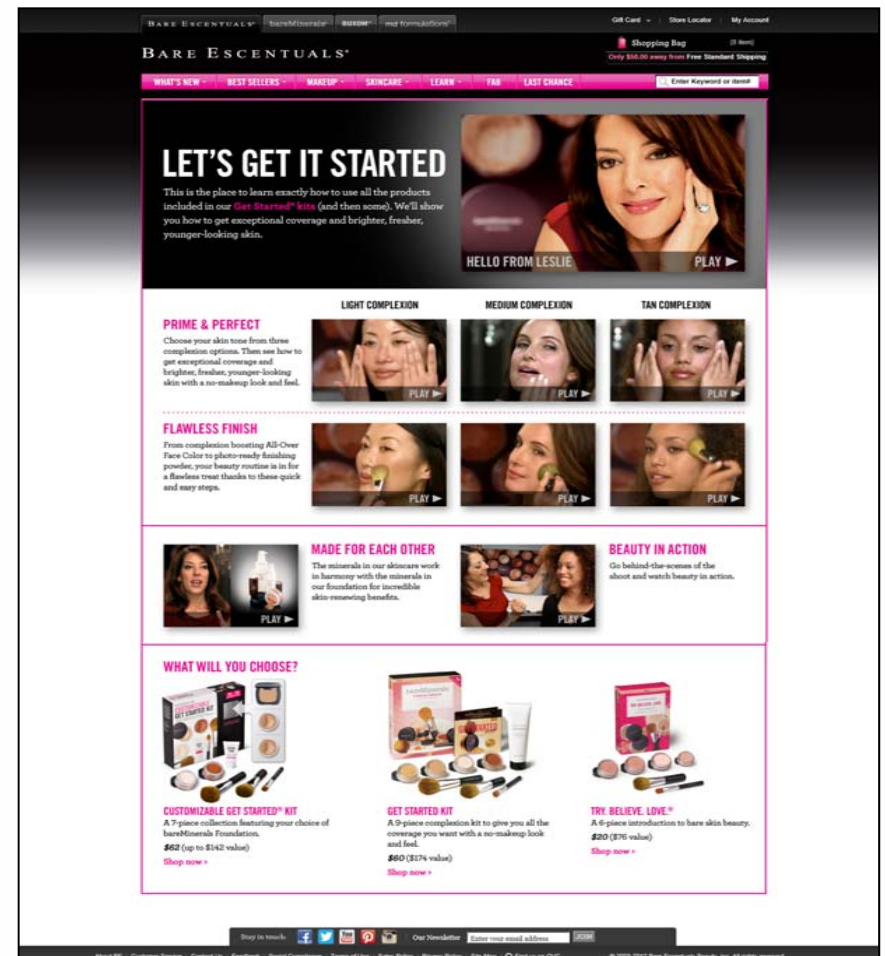
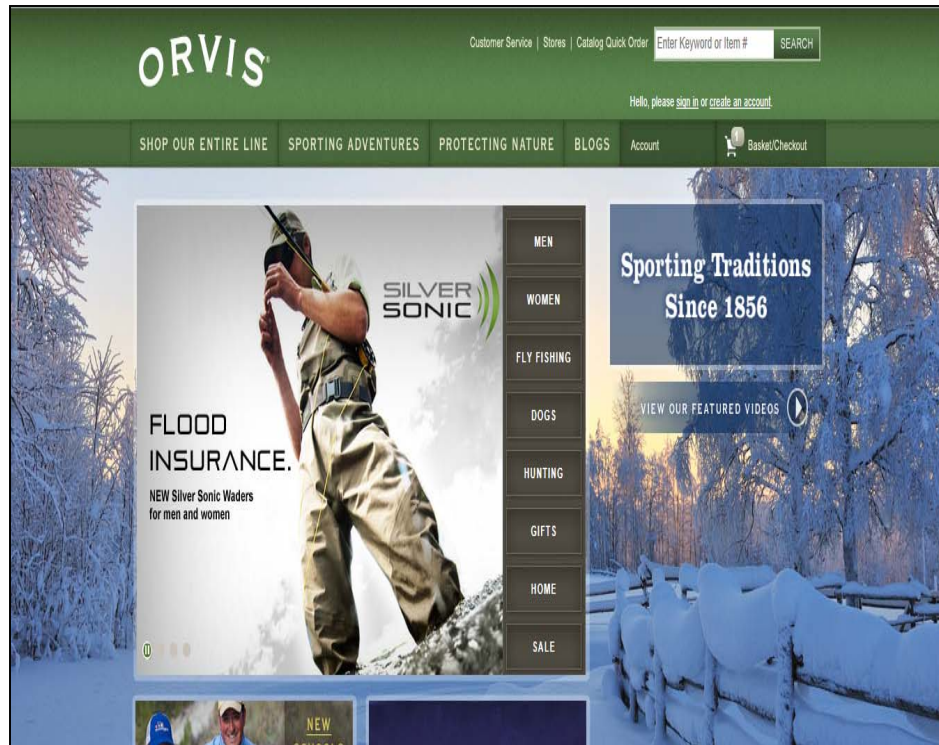
How much time do you typically spend watching the following types of videos on a retail or manufacturer website?



RATING AVERAGE LEGEND 6-POINT SCALE	
6	>10 minutes
5	6-10 minutes
4	3-5 minutes
3	2-3 minutes
2	1-2 minutes
1	< a minute

Q13

Video bolsters brands



Demonstrations deserve attention

GET IN THE ZONE
AutoZone
Find parts and accessories for your vehicle **GO**

My Vehicles
Add a Vehicle

Find a Store
Select a Store

My Cart
0

Replacement Parts **Accessories** **Tools & Equipment** **Fluids & Chemicals** **Performance** **Repair Help** **Hot Deals**

FREE \$15 GIFT CARD. For every \$100 spent on Ship To Home orders, you can receive a free \$15 gift card. [Find Out How](#)

SELECT A NEW CATEGORY


- Routine Maintenance
 - Air Cleaner Top - Performance
 - Air Filter
 - Air Filter Box
- Battery**
 - Battery Cable
 - Battery Vent Tube
 - Belt
 - Belt Tensioner
 - Breather Cap
 - Breather Filter
 - Cabin Air Filter
 - Coolant Filter

HOME > REPLACEMENT PARTS > ROUTINE MAINTENANCE > BATTERY > DURALAST PLATINUM/BATTERY

TELL US WHAT YOU DRIVE
WE'LL TELL YOU IF IT FITS
[SELECT YOUR VEHICLE](#)

LIVE HELP
CHAT NOW
WITH AN AGENT

Duralast Platinum/Battery
Part Number: 34-AGM
[CHECK THE FIT](#)
[CHECK AVAILABILITY AND PRICING INFORMATION](#)


ENLARGE IMAGE
[WATCH VIDEO](#)

RELATED ITEMS

Related Parts:

- Alternator
- Battery Cable
- Relay - Battery Charge
- Sensor - Battery Temperature

Related Products:


- Battery Acid Filler
- Battery Booster Cable
- Battery Booster /Jump Starter Pack

Hamilton Beach
Good Thinking

About Us | Contact Us | Sign In or create a New Account | Search: **Go!**
Press Room | Clearance | Cart | My Account | Wish List | Canada Mexico Commercial

PRODUCTS **GOOD THINKING®** **THOUGHTFUL GIFTS** **SEASONAL THINKING** **RECIPES FOOD & DRINK** **CUSTOMER SUPPORT**

Home / Kitchen Appliances / Breadmakers /


[View Additional Product Photos](#)
[View Demonstration](#)

HomeBaker™ 2 Lb. Breadmaker (29881)
PRICE: \$69.99 **MODEL: 29881**
[Like](#) 20 [Tweet](#) 0 [+1](#) 3
[Pin it](#) [Share](#) 19

BUY NOW
PRICE: \$69.99 [Add To Cart](#)
Quantity
AVAILABILITY: In Stock [Add To Wish List](#)

With the HomeBaker™ Bread Machine, preparing a variety of breads is simple: just add ingredients, select the cycle, and press start. After you make the first delicious batch, it won't be long before family and friends are asking for more.

PRODUCT FEATURES

- Makes homemade bread without preservatives or trans fats
- 12 cycles: basic, French, gluten-free, whole grain, quick bread, sweet, 1.5 lb. express, 2 lb. express, dough, jam, cake, and bake
- Includes whole-grain and gluten-free recipes courtesy of Bob's Red Mill Natural Foods
- Perfect for dough prep for rolls and pizza
- Light, medium & dark crust settings
- Delay timer lets you add ingredients and begin the baking process later

Video lets you know “how-to” for complex products

Welcome to AccuQuilt.com [Sign In](#) | [My Account](#) | [My Wishlist](#) | [Customer Service](#) | [Shopping Cart \(0\) Items](#)

@accuquilt
better cuts make better quilts

FREE SHIPPING
on online orders of \$99 or more. [See details.](#)

Enter search keyword

[GO! Shop](#) [Studio Shop](#) [Patterns](#) [AccuQuilt U](#) [Notions](#) [Deals](#) [Gift Cards](#)

Home / GO! Daisy

Images

GO! Daisy
Item 55327
★★★★★ 21 Review(s) | [Add Your Review](#)

Shipping Details
\$19.99

You will earn 20 Rewards Points for buying this product

Qty:

Share with your friends!
[Pinterest](#) [Facebook](#) [Twitter](#) [Email](#) [Like](#) 0

Quick Overview

Compatible with these fabric cutters:

Related Products

Check items to add to the cart or [select all](#)

GO! Funky Flowers
\$34.99
[Add to Wishlist](#)

GO! Tulip

WATCH VIDEO

GO! Daisy fabric cutting die
(shown at 50% actual size)
This die cuts four large petals, four small petals, and four centers.
Use with GO! fabric cutters and 6" x 6" cutting mat (55137)

free project plans online

GO! Baby

Click an image to zoom

CRAFTSMAN

CLUB
MEMBERS SAVE MORE
25% OFF ALL POWER LAWN & GARDEN AND OUTDOOR STORAGE THRU 2/28

SAVE 50% CLUB SAVER DAYS
MEMBER EXCLUSIVE DEALS 1/19 - 1/19

PUT THE POWER IN YOUR HANDS

POWERFUL 3.0 18.2V MAX LITHIUM-ION
Craftsman 3.0 18.2V MAX LITHIUM-ION 1/2" DRIVE DRILL/DRIVER

COMPACT NEXTEC 3.0V MAX LITHIUM-ION
Craftsman NEXTEC 3.0V MAX LITHIUM-ION 1/4" DRIVE DRILL/DRIVER

MODULAR NEXTEC 3.0V MAX LITHIUM-ION
Craftsman NEXTEC 3.0V MAX LITHIUM-ION 1/4" DRIVE DRILL/DRIVER

WIN YOUR WAY ENTER & WIN

CRAFTSMAN PROJECTS TIPS & CARE

FREE SHIPPING ON ORDERS OVER \$49

Video's multi-dimensional nature smartly explains a range of purchases

ShopNBC
Sign In/Register | Order Status | My Account | Email Sign-up | Help | Cart 0 items

Search by Item # or Keyword

On Air | On Today | Week in Review | Program Guide | Watch Us Live

JEWELRY | WATCHES | APPAREL & ACCESSORIES | BEAUTY | HOME & COLLECTIBLES | COMPUTERS & ELECTRONICS | HEALTH & FITNESS | CLEARANCE | macy's

LIVE FROM THE INVICTA WAREHOUSE
Enjoy 6 ValuePay® on virtually all watches | Special Financing available on Watches

Quick Links
Today's Top Value
On Air Today
Week in Review
Program Guide
Channel Finder
Watch Us Live

You have selected:
Beauty
Auto Delivery

Category
Skin Care
Sets & Kits
Tools & Accessories
Cosmetics
Tanning & Sun Care

auto delivery
NEVER RUN OUT OF YOUR FAVORITES!

PURCHASE YOUR FAVORITE PRODUCTS USING AUTO DELIVERY AND ENJOY:

- Automatic reorders guaranteed at original price.
- Convenient billing to your credit card.
- Your product is reserved and in-stock when you want it... so it's never 'sold out'.
- Fast, easy management of delivery schedules, payment information and more online at ShopNBC.com

CLICK ABOVE TO START VIDEO

blue nile. Education, Guidance, Diamonds and Fine Jewelry.™

DIAMONDS | ENGAGEMENT RINGS | WEDDING | JEWELRY | GIFTS | EDUCATION | SALE

Diamond and Jewelry Experts Available 24-7

Home | Education | Diamond Education

Diamond Education DIAMONDS

Choosing the right diamond
For most people, buying a diamond is a new experience, but that doesn't mean it should be intimidating. Understanding a diamond's quality characteristics is straightforward and simple.

Blue Nile's diamond education is designed to answer all your questions. It explains a diamond's characteristics, how these characteristics influence appearance, and which are more important than others. In just a few minutes you'll know everything you need to know to find your perfect diamond.

Request a Free Diamond Buying Guide

WATCH THE GUIDED TOUR:
Diamond Education: The Four C's
This short tutorial explains the Four C's: cut, color, clarity, and carat weight - the most important characteristics of buying a diamond.

SHAPE
As the name suggests, shape (round, princess, radiant, etc.) describes a diamond's form, primarily as viewed from above. All diamond shapes have different attributes, but one of the beauty of the individual shapes is a number of personal tastes.

CUT
The cut of a diamond determines its brilliance. Put simply, the better a diamond is cut, the more sparkle it will have.

COLOR
A diamond's color grade actually refers to the lack of color in the stone. Diamonds that are white, containing little or no color, receive higher quality grades than those with visible color.

CLARITY
Almost all diamonds have tiny imperfections. Diamonds with few or no imperfections receive the highest clarity grades.

CARAT WEIGHT
This is the term with which people are most familiar, but bear in mind that carat is specifically a measure of a diamond's weight.

CERTIFICATION
Unbiased diamond grading reports are offered with every Blue Nile diamond.

FAQ
Find answers to frequently asked questions about diamonds.

Tips
Read our tips and hints for finding the perfect diamond.

Quality
Our quality standards are among the highest of all jewelers. As the largest online diamond retailer, Blue Nile offers the largest collection of the world's finest cut diamonds. Pre-selected for exceptional quality, the cut, color, and clarity of our loose diamonds are evaluated based on a standardized grading scale. Also, each loose diamond is accompanied by a grading report from either GIA or AGS, independent diamond grading labs with the most stringent grading scales of all labs.

BLUE NILE DIAMOND STANDARDS

CUT	CLARITY	COLOR
EXCELLENT	FLAWLESS	D
VERY GOOD	INTERNAL FLAWLESS	E
GOOD	VERY, VERY SLIGHTLY INCLUDED	F
FAIR	SLIGHTLY INCLUDED	G
POOR	MODERATELY INCLUDED	H
	INCLUDED	I
	VERY HEAVILY INCLUDED	J
	HEAVILY INCLUDED	K
	VERY HEAVILY INCLUDED	L
	HEAVILY INCLUDED	M
	VERY HEAVILY INCLUDED	N
	HEAVILY INCLUDED	O
	VERY HEAVILY INCLUDED	P
	HEAVILY INCLUDED	Q
	VERY HEAVILY INCLUDED	R
	HEAVILY INCLUDED	S
	VERY HEAVILY INCLUDED	T
	HEAVILY INCLUDED	U
	VERY HEAVILY INCLUDED	V
	HEAVILY INCLUDED	W
	VERY HEAVILY INCLUDED	X
	HEAVILY INCLUDED	Y
	VERY HEAVILY INCLUDED	Z

NOT CARRIED AT BLUE NILE

BLUE NILE QUALITY

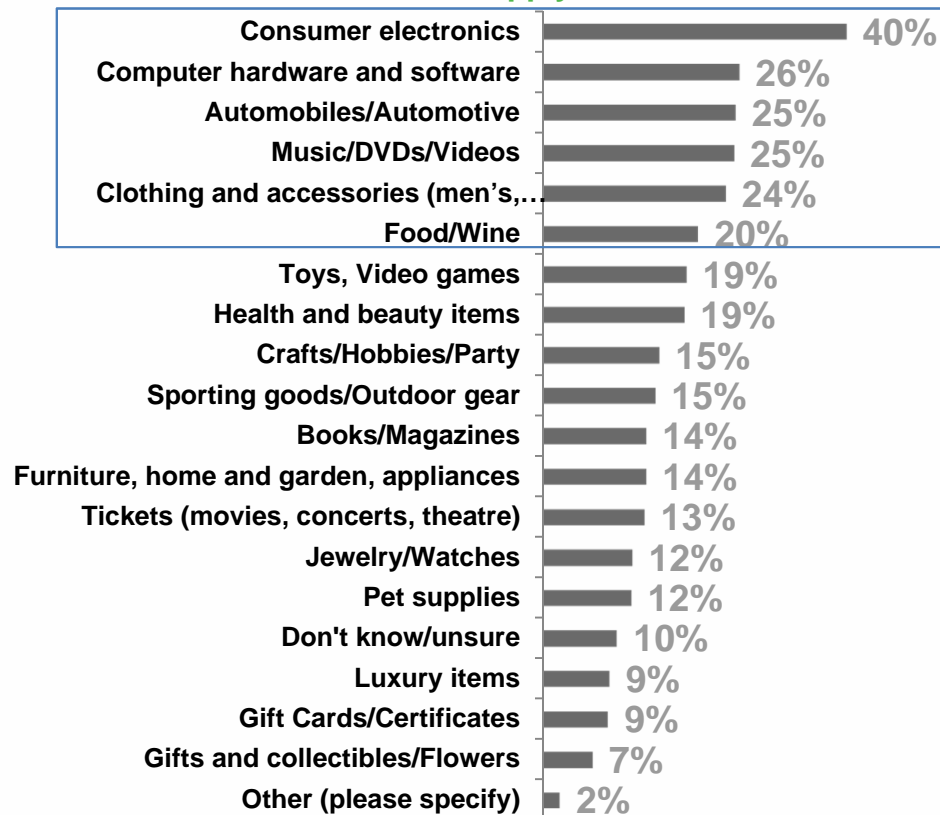
What? Ask Others Outfitters? Economy?
Visit our recently purchased page and see the engagement rings and diamonds other customers have recently chosen.

Costs
Read how to keep your diamond sparkling, and securely set in your ring.



Category consumption is seen across the board where technology, automotive and clothing dominate

In which of the following categories have you watched a product video online over the past 3 months? Check all that apply.



Q10



Coverage expectations start with technology but is expected in all noted categories at least some of the time

When thinking about a retailer's complete product assortment, to what degree do you expect to find product videos for each of the following categories?

Answer Options	Rating Average
Consumer Electronics/Technology	3.67
Autos	3.43
Sporting Goods	2.82
Toys	2.82
Health/Beauty	2.77
Furniture, home and garden, appliances	2.76
Apparel/Accessories	2.51

RATING AVERAGE LEGEND 5-POINT SCALE	
5	Majority (>75%)
4	Most (75-50%)
3	Sometimes (50-25%)
2	Limited (25-10%)
1	<10%

Q17

Video Thrives in Technology Arena

The screenshot shows the Verizon Wireless website with a red header. The navigation bar includes links for Residential, Business, and Wireless services, along with a search bar and links to Explore, Shop, My Verizon, and Support. Below the header, a breadcrumb trail shows the path: Devices > Plans > Features > Accessories > Review Cart. The main content area features the Motorola DROID 4, highlighting its 4G capabilities. A sidebar on the right offers interactive options like 360° Spin and Zoom, Alternate Views, Watch Video, Simulator, and Network. The pricing section shows a 2-year contract price of \$149.99, with an online discount of \$50.00, resulting in a price of \$99.99. Key features include increased protection and a 5-row slide-out QWERTY keyboard.

RESIDENTIAL BUSINESS WIRELESS Chicago, IL Español Store Locator Contact Us About Us Sign In / Register Cart

verizonwireless Explore Shop My Verizon Support Search

Devices Plans Features Accessories Review Cart

4G DROID 4 by MOTOROLA

★★★★★ Read Reviews (863) | Write a Review | Phones and Devices Contact A Sales Associate Chat Now Call Now

Interact with this Device

- 360° Spin and Zoom
- Alternate Views
- Watch Video
- Simulator
- Network

Key Features

- Increased Protection
- 5-Row Slide-Out QWERTY Keyboard

Pricing For 2-Year Contract

Full Retail Price	\$549.99
2-Year Contract	\$149.99
Online Discount	-\$50.00
PRICE with 2-Year contract	\$99.99

Free Shipping

Add an Accessory Bundle for \$71.97

Smartphone Monthly Line Access on Share Everything Plans: \$40
Early Termination Fee: \$350 (2yr contracts)

The screenshot shows the Barnes & Noble website with a green header. The navigation bar includes links for Books, NOOK Books, NOOK Textbooks, Newsstand, Terms, Kids, Toys & Games, Home & Gifts, Movies & TV, Music, Gift Cards, and Deals & Offers. Below the header, a breadcrumb trail shows the path: Buy NOOK > Books > Newsstand > Apps > Movies & TV > Accessories > Kids > NOOK Mobile Apps > Support. The main content area features the NOOK HD tablet, highlighting its 7-inch display and 16GB storage. A sidebar on the right offers interactive options like 360° Spin and Zoom, Alternate Views, Watch Video, Simulator, and Network. The pricing section shows a 2-year contract price of \$149.99, with an online discount of \$50.00, resulting in a price of \$99.99. Key features include increased protection and a 5-row slide-out QWERTY keyboard.

BARNES & NOBLE BN.com Educator Appreciation Days at B&N Stores

Search Over 30 Million Products All Products Search Shopping Bag (0 items) Spend \$25, Get FREE SHIPPING

Books NOOK Books NOOK Textbooks Newsstand Terms Kids Toys & Games Home & Gifts Movies & TV Music Gift Cards Deals & Offers

Buy NOOK Books Newsstand Apps Movies & TV Accessories Kids NOOK Mobile Apps Support

NOOK HD
by Barnes & Noble

★★★★★ (100) Add to List Buy \$199.00 \$199.00 \$199.00 \$199.00

NOOK \$199.00 BN.com price FREE SHIPPING details Usually ships within 24 hours - Same Day delivery in Manhattan Pick Up in Store Buy Now

Free \$20 B&N Gift Card when you use your MasterCard® card

Stunning display — lightest, highest resolution 7" HD tablet

- The best tablet for families
- Light, thin and super portable
- Over 3 million books to browse
- Tons of movies, magazines, apps & more
- No annoying ads
- Comes with free power adapter

Explore All Features

"NOOK HD is the one to get" -The New York Times

Videos

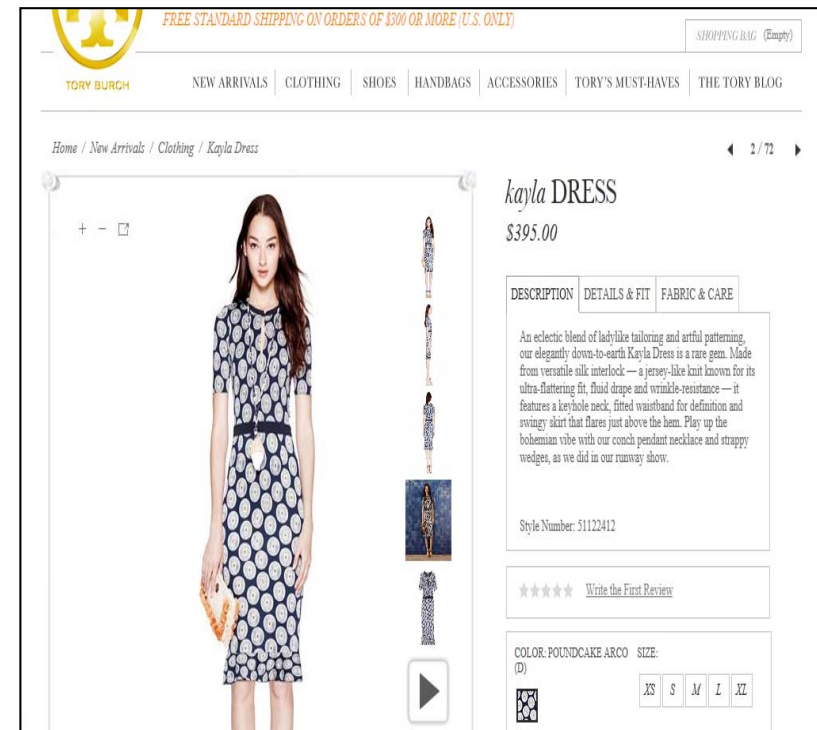
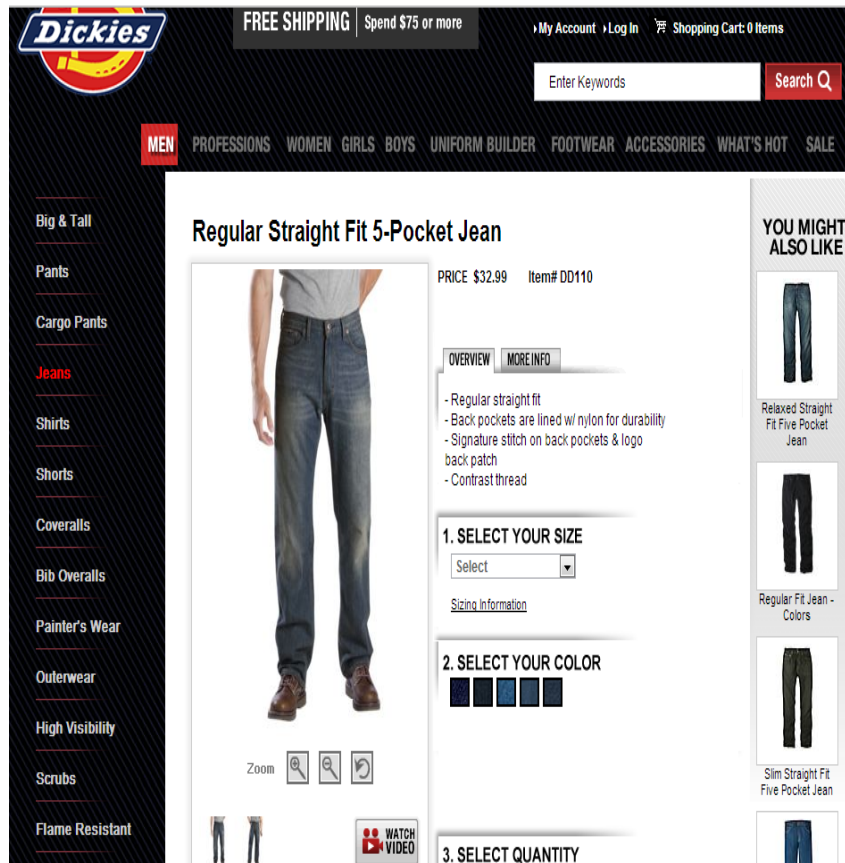
- HD Movies & TV Shows
- Tour NOOK HD
- NOOK HD 360° View

"Pictures and video looked stunning." - CNET 9/26/2012

"...An instant winner" - Mashable

"Superb display" - USA Today

Apparel Merchants Leverage Video to Augment the Shopping Experience



From B2B to B2C Shoppers are More Informed

GRAINGER
SINCE 1872

Sign In | Email Sign Up | New Customer? Register Now | Help
Catalog | Find a Branch | Cart Contains: (0) Items

PRODUCTS | RESOURCES | SERVICES | WORLDWIDE | REPAIR PARTS

Enter keyword or part number

Power Tools > Finishing Tools > Sander Grinders

BOSCH Large-Angle Grinder, 7 In, 15 A

☆☆☆☆☆ Write a Review | Read all Reviews | Read all Ask & Answer

Large-angle Grinder, Size (in.) 7, No Load RPM 8,500, Amps @ 120V 15, Cord 8 Ft., Spindle Thread Size (in.) 5/8-11, Features Large Angle Grinder, Vibration Control Side/Main Handles, With Soft-grip Handle, Tool Free, Power Coated Stator And Epoxy Coated Windings, Protection Against Dust And Debris, Tri-Control Switch, Lock-on/lock-off, Service Minder Brushes W/ Removable Brush Cover, Tool Weight (Lb.) 11.4, Handle Design Vibration Reducing Soft-Grip, Deadman Switch Type Additional Information

Grainger Item #	11A450
Price (ea.)	\$271.75
Brand	BOSCH
Mfr. Model #	1974-8D
UNSPSC #	27111905
Ship Qty. <input type="checkbox"/>	1
Sell Qty. (Will-Call) <input type="checkbox"/>	1
Ship Weight (lbs.)	14.1
Availability	Ready to Ship <input type="checkbox"/>
Catalog Page No.	N/A
Country of Origin	Germany

(Country of Origin is subject to change.)

Qty:

☐ Add Grainger TripleGuard® repair & replacement coverage ☐ for \$55.95 each.

Price shown may not reflect your price. Sign in or register.

When can I get it? Use your ZIP code to estimate availability.

Qty: ZIP code:

Customers Also Viewed

R/A Sander/Grinder, 7 in, 15A, 5/8-11
Brand: BOSCH
Grainger Item #: 1PKW1
Price: \$205.00
Qty:

Bench Grinder, 8 in, 3/4 HP, 115 V, 7 A
Brand: DAYTON
Grainger Item #: 2LKR9
Price: \$263.75
Qty:

Abrav Cut Whl, 14 in D, 0.109 in T, PK 4
Brand: DEWALT
Grainger Item #: STU10
Price: \$32.90
Qty:

National Business Furniture
Furniture that Works. People who Care.

LIFETIME GUARANTEE
SINCE 1975

Call Our Furniture Experts: **800-558-1010**
Web code: AQSLWL-16734

0 Items \$0.00

HOME | SHIPS TODAY | TOP RATED | SALE | GSA & GOVERNMENT | FREE CATALOG | DESIGN SERVICES | CUSTOMER SERVICE

Recommended Items

Home > Office Desks > Computer Desk with CPU Storage

Computer Desk with CPU Storage

\$359

Item No: 13403

Availability: This item Ships Today!

Delivery Information

☆☆☆☆☆ Be the first to write a review

Share this product:

Watch video

Zoom More Views Free color samples

Available Colors View Larger Swatches

Finish

Huntington Cherry Traditional L-Desk with Left Return
As low as \$1,795

PRODUCT SNAPSHOT:

- Dimensions: 59-1/2" W x 29-1/2" D x 29-1/4" H
- Weight: 173 lbs.
- Lifetime Guarantee
- Classic Cherry finish laminate resists scratches and stains
- Slide-out shelves and brass-finished hardware
- More Information >

Brand: Sauder Office Furniture
View Entire Heritage Hill Collection
More Views
Matching Items
Professional Assembly Available

Color/Finish: Classic Cherry

Quantity:



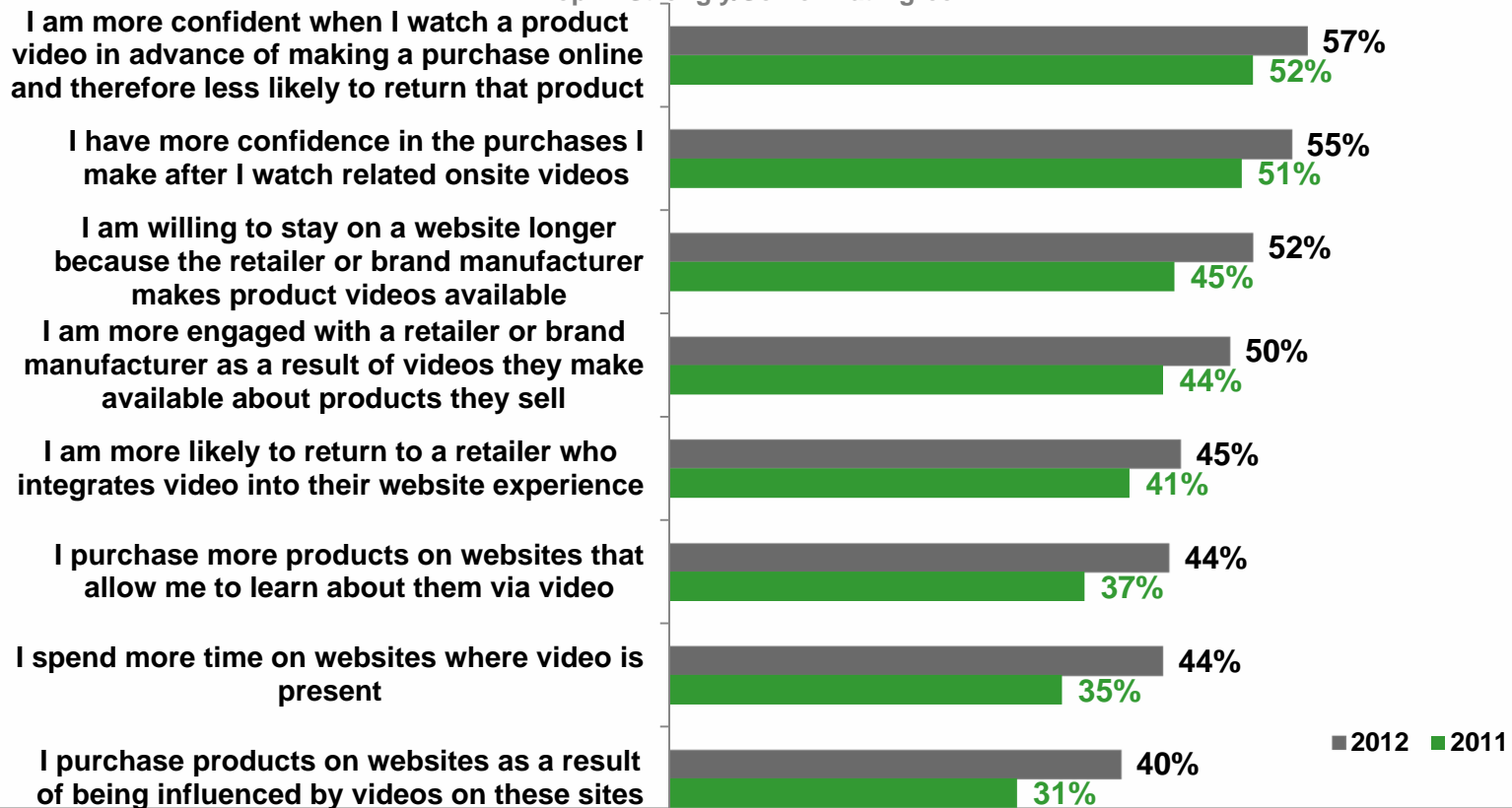
III. THE PRODUCT PAGE PREVAILS



Consumer confidence, engagement and purchase likelihood all trend up significantly year-over-year

Please note your level of agreement or disagreement with the following statements relative to videos being shown on retailer or brand manufacturer websites.

Top-2: Strongly/Somewhat Agree

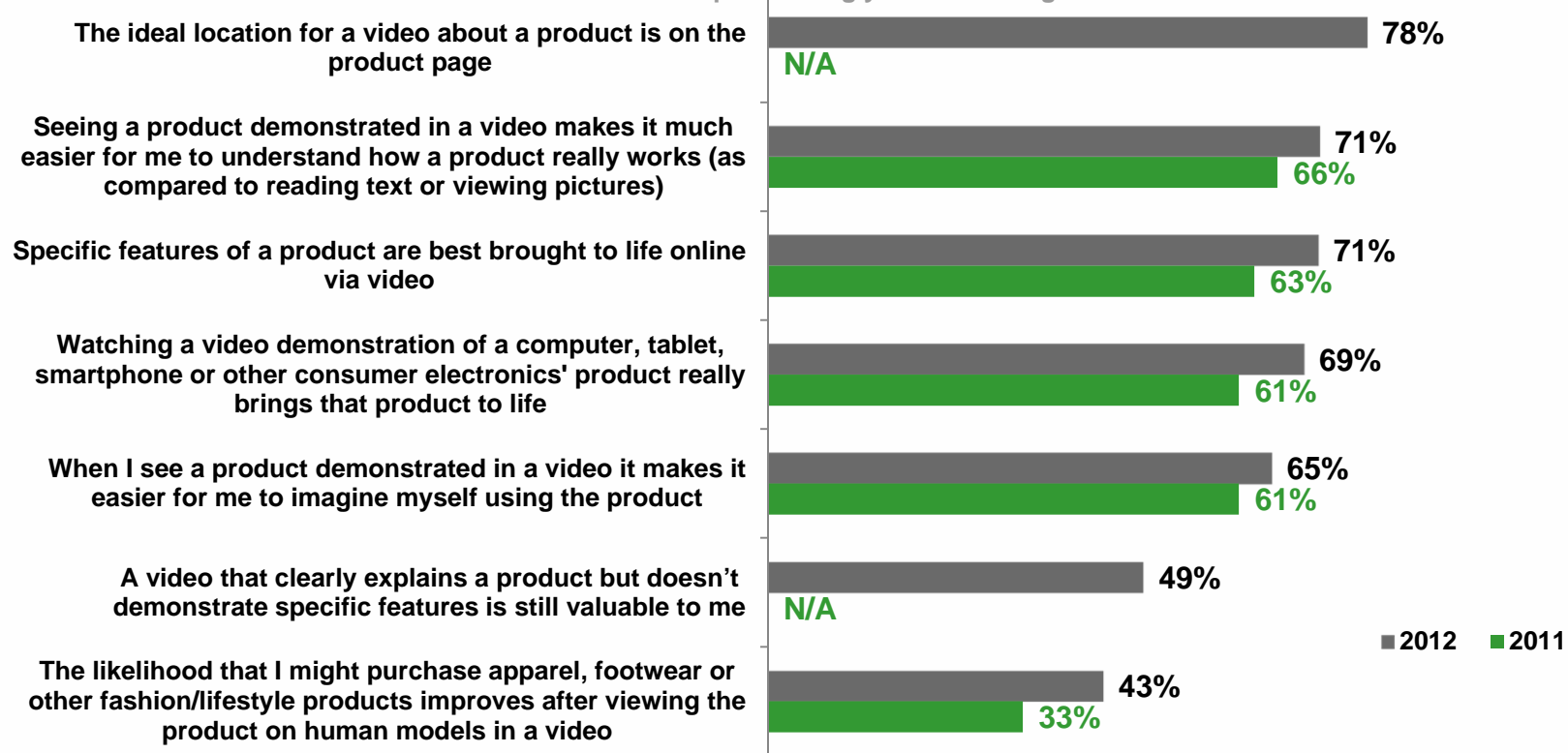




Video's ability to deliver product knowledge and bring products to life grow year/year

Making decisions about products can be complicated, so we'd like to understand your feelings about video's role in aiding product selections. Note level of agreement/disagreement with the following statements.

Top 2:- Strongly/Somewhat Agree



Video within Search Differentiates

Office DEPOT. FREE THRU STORE PICKUP • FREE Delivery on \$50+ orders • **0 item(s): \$0.00** Delivery Pick-Up View Cart Checkout

christopher lowell desk Search

Welcome, Guest Log in | Register Browsing 60601 Change Zip Order Tracking

Office Supplies Paper Ink & Toner Breakroom Cleaning Technology Furniture Our Services My Account

Home > Search > christopher lowell desk

Your search for "christopher lowell desk" found 5 result(s).

furniture collections SHOP NOW

Narrow By

- Office Supplies
- Furniture

Price

- \$50 and below
- \$100 - \$500

Availability

- Sold Online
- Sold in Stores

Furniture Color

- Antique White
- Antique Black


Number Of Drawers

COMPARE 0000 Compare up to 4 items: Grid List

Sort By: Best Match Items per page: 12

Showing 1-5 of 5 Results


Video



Compare


Christopher Lowell Shore Mini Solutions Computer Desk With Hutch, 63 1/4"H x 47 1/2"W x 23 1/2"D, Antique Black

Video




Compare

Christopher Lowell Shore Mini Solutions Computer Desk With Hutch, 63 1/4"H x 47 1/2"W x 23 1/2"D, Antique Black



Compare

Christopher Lowell Emporium 31-Day Bill Organizer, Medium Cherry Item # 153280



Compare

Christopher Lowell IL Verona Magazine Tote, Black Item # 435540

Accessories
Footwear
Collections
Activity
Custom

WINTER-PROOF RUNNING JACKET TO HIT YOUR PERSONAL BEST.
SHOP MEN'S STORMY TRAIL JACKET

1-9 OF 193 « 1 2 3 4 ... 22 » VIEW | Sort By ...


NARROW ITEMS BY

CATEGORY View All >

- TRICLIMATE®
- INSULATED
- SKIING/SNOWBOARDING
- SOFT SHELLS/WINDWEAR
- TECHNICAL SHELLS
- FLEECE
- RAINWEAR
- RUNNING/TRAINING
- LIFESTYLE
- VESTS
- EXTENDED SIZES

SUGGESTED PICKS View All >

BEST SELLER VIDEO




MEN'S APEX BIONIC JACKET

\$129.00 - \$169.00

Compare

BEST SELLER VIDEO




MEN'S DENALI JACKET

\$179.00 - \$199.00

Compare

BEST SELLER VIDEO

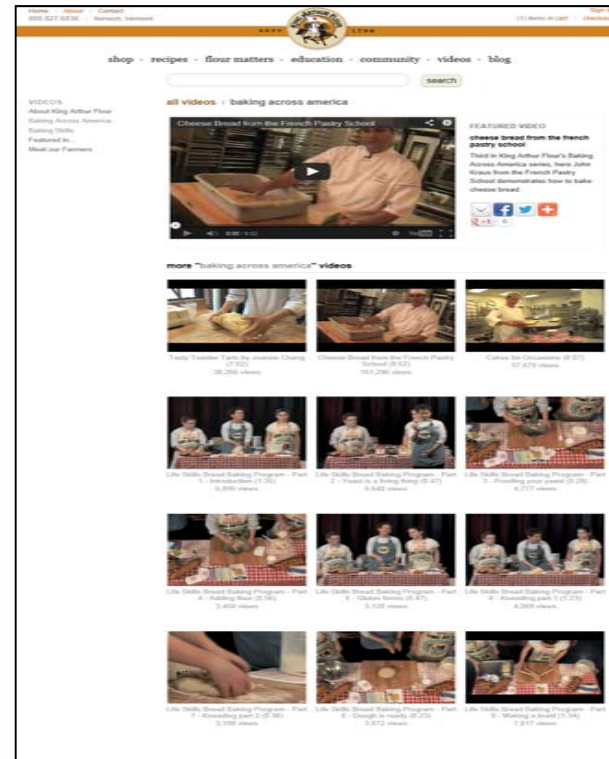
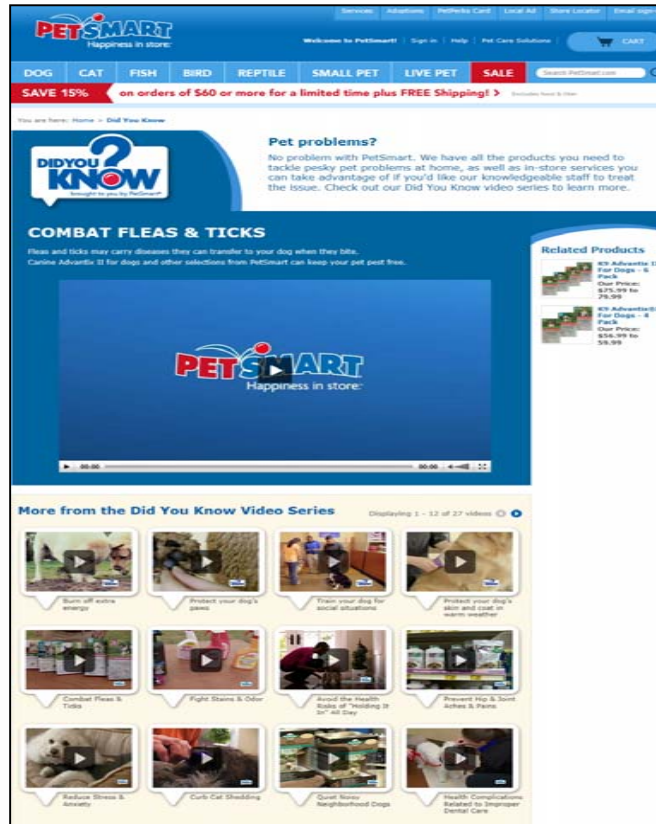


MEN'S DENALI HOODIE

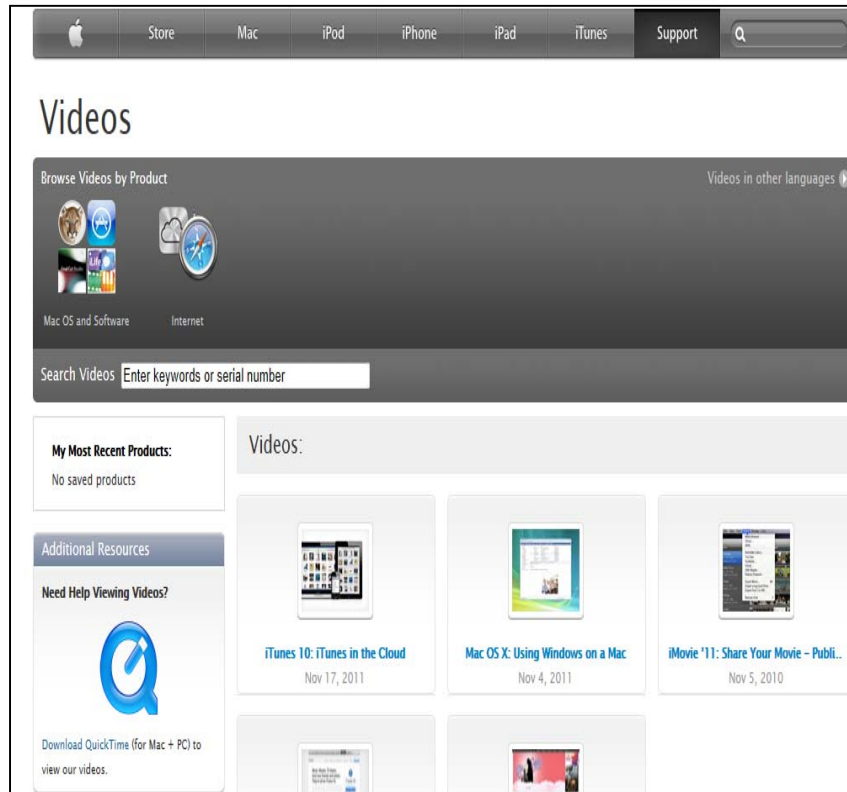
\$199.00 - \$219.00

Compare

Video Galleries Direct Shoppers



Video enhances Customer Service





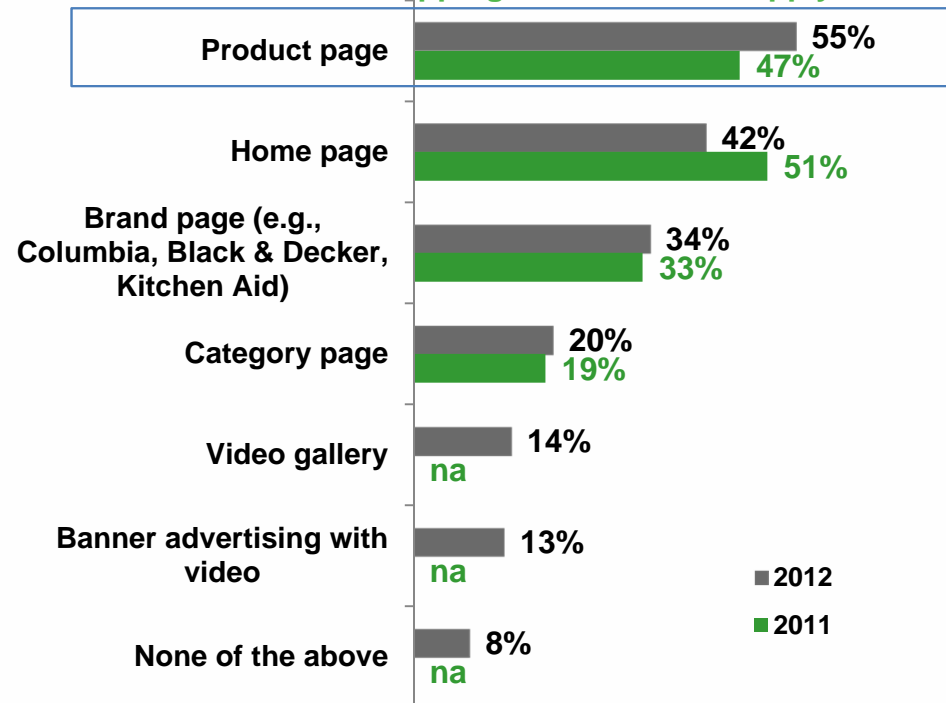
.....but

THE PRODUCT PAGE RULES



Product page consumption escalates

From which of the following onsite web pages have you watched a product video in the past 3 months when shopping? Check all that apply.



Q11/Q6

EG RESEARCH REINFORCES FINDINGS

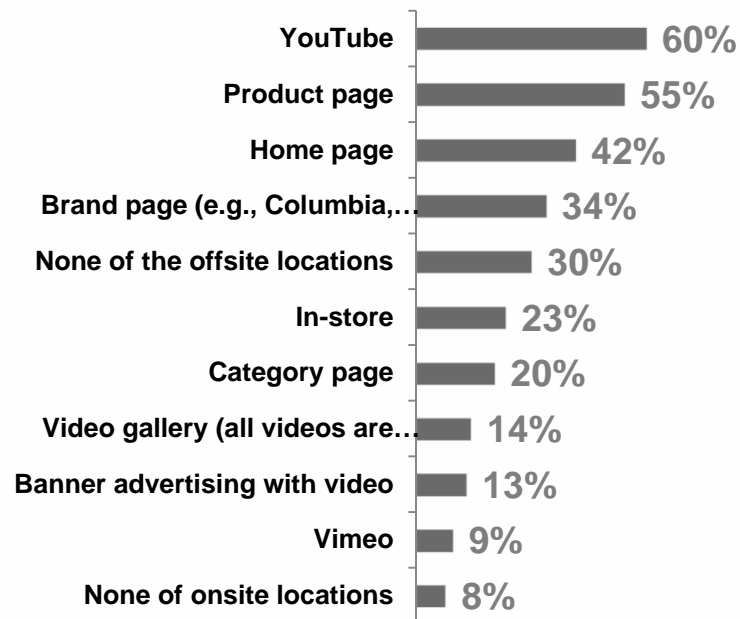
FEATURE	2012	2011
	% Penetration	% Penetration
Guides/How-To	67%	74%
Text/PDF	88%*	95%*
Video	70%*	59%*
Videos/Audio	85%	83%
Shoppable Video	5%*	8%*
Video Location		
Home Page	18%*	19%*
Category Page	40%*	36%*
Brand Boutique	49%*	47%*
Product Page	79%*	69%*
Video Gallery	41%*	43%*
Other (Sub-Category Page, Blog)	58%*	66%*

2012 e-tailing group Mystery Shopping Survey
*subset of 100 merchants



YouTube and the product page see comparable video viewership confirming that page's value in consumer's mind

From which of the following onsite web pages have you watched a product video in the past 3 months when shopping? Check all that apply.



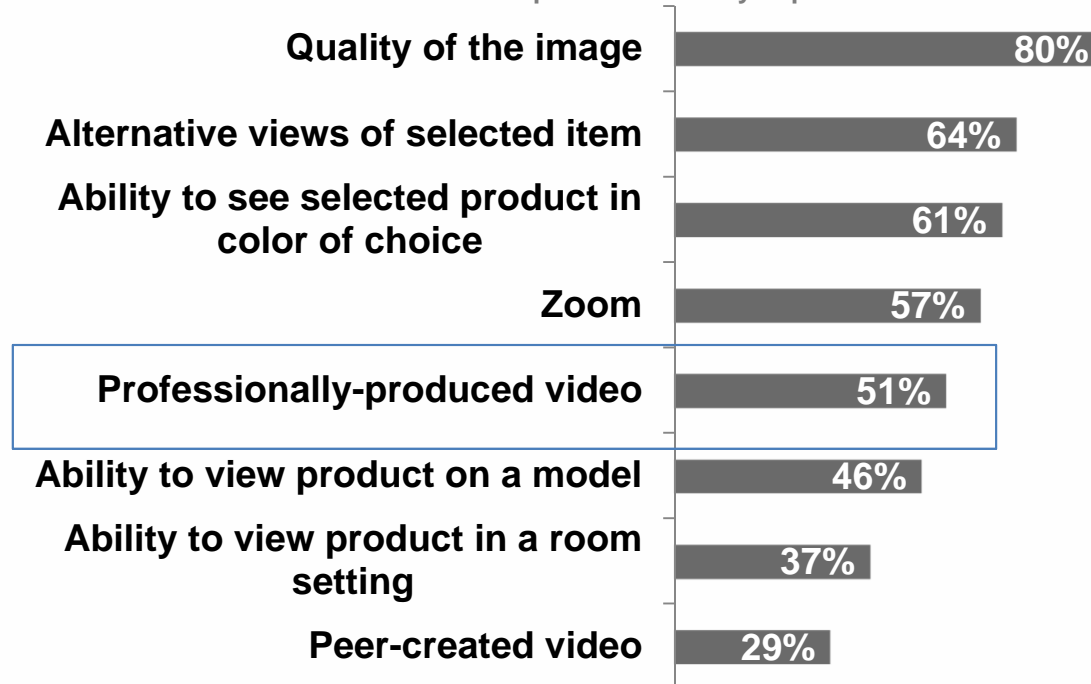
Q11-Q12



Beyond universal standards (image quality, alternative views, color change, zoom) professionally produced video is critical/very important for 1 in 2 shoppers

When viewing a merchant's product page online, how important is the following image-related information when selecting and ultimately purchasing a product?

Top-2: Critical/Very Important



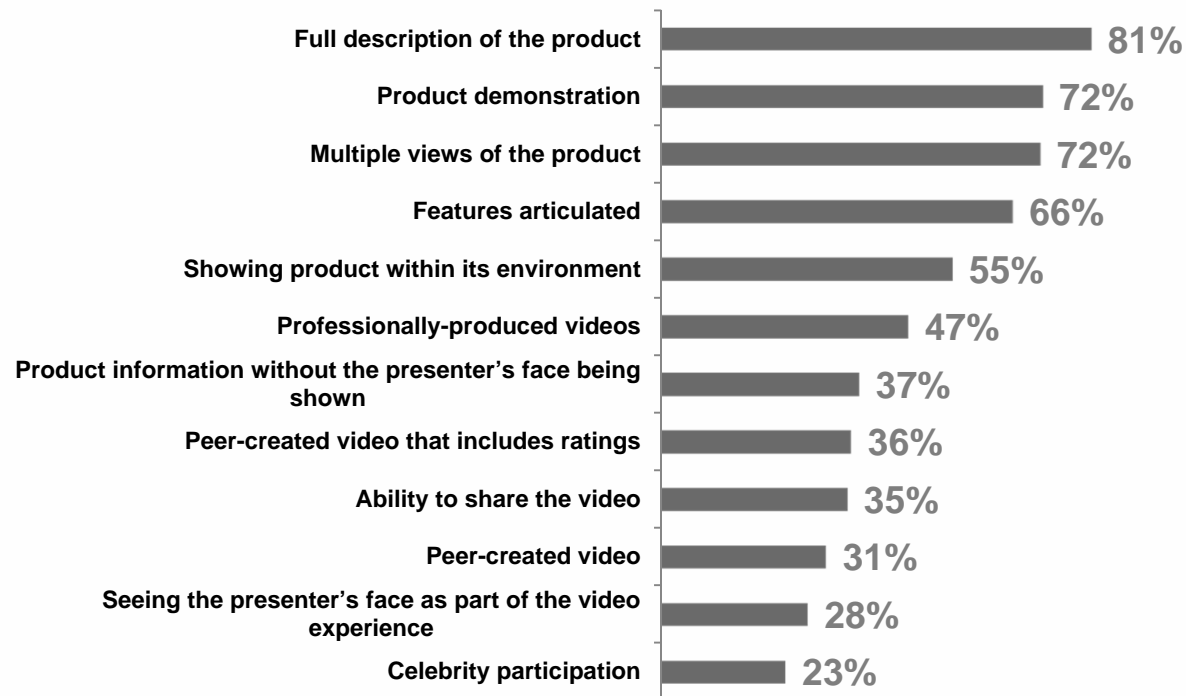
Q22



Complete product details including description, multiple views and articulated features are very important along with the all-important demonstration (ideally within its environment)

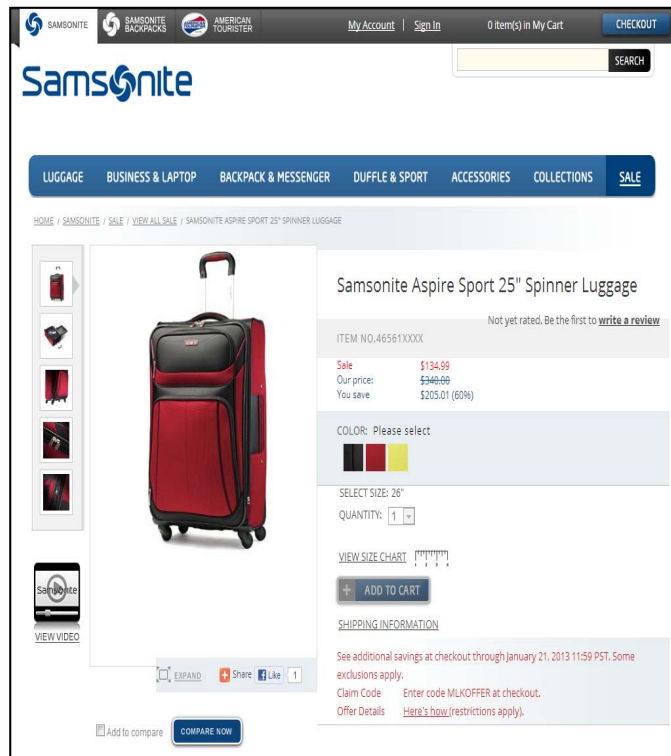
When thinking about a video that you might find on the product page of a retailer's website, how important is each of these elements when selecting and ultimately purchasing that product?

Top-2: Critical/Very Important



Q23

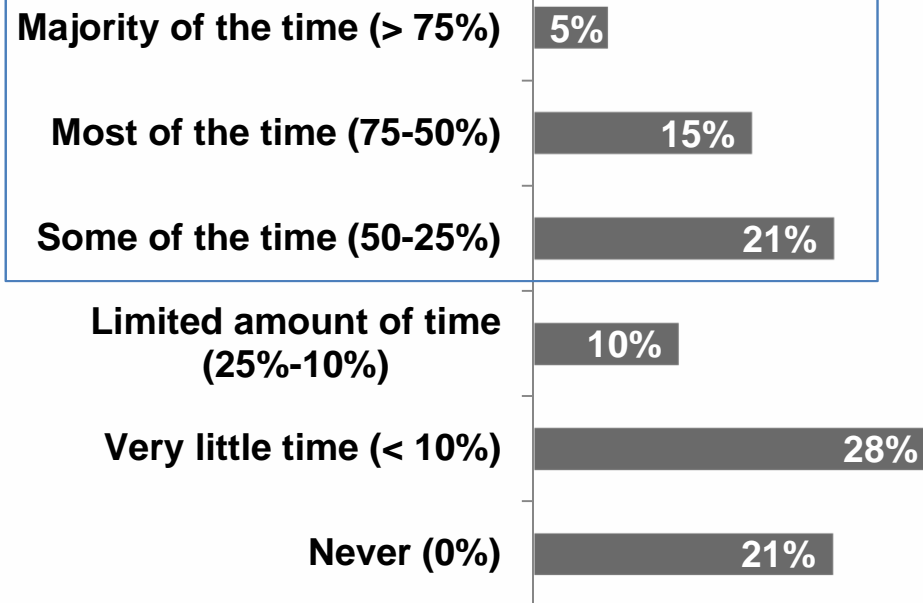
Product feature explanations and usage details aide selection process





Half of shoppers watch videos with another person 1 in 5 do it most of the time

How often do you watch videos on retailer websites with another person?

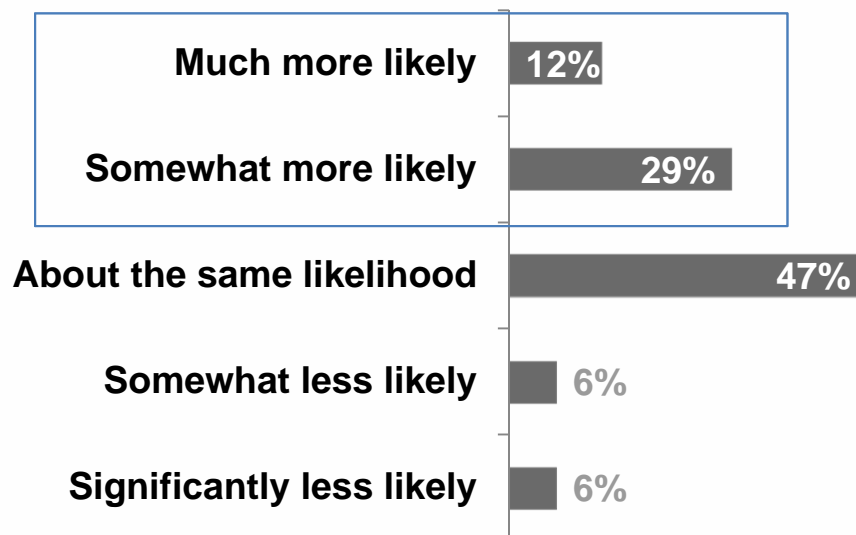


Q15



41% of shoppers are more likely to share video found (vs. photos or written text) on a retailer's product page

How likely would you be to share video (versus photos or written text) that you might find on the product page of a retailer's website?



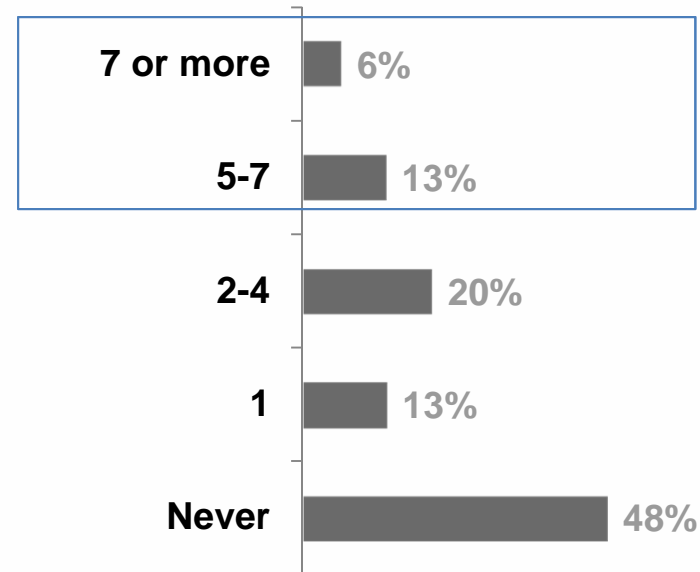
Q19



Over 1 in 2 (52%) have shared a product video over the last 3 months

1 in 5 have shared 5+ times

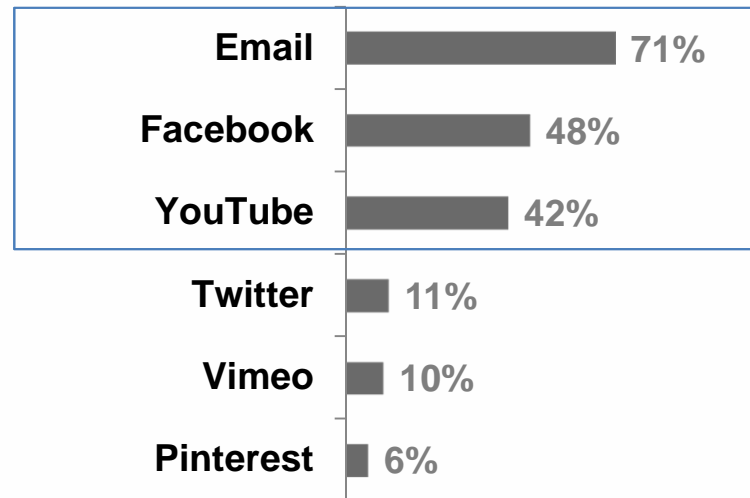
How many times have you shared a product video over the past 3 months?





Sharing standards include email, Facebook and YouTube

Via what means did you share product video?
Check all that apply.



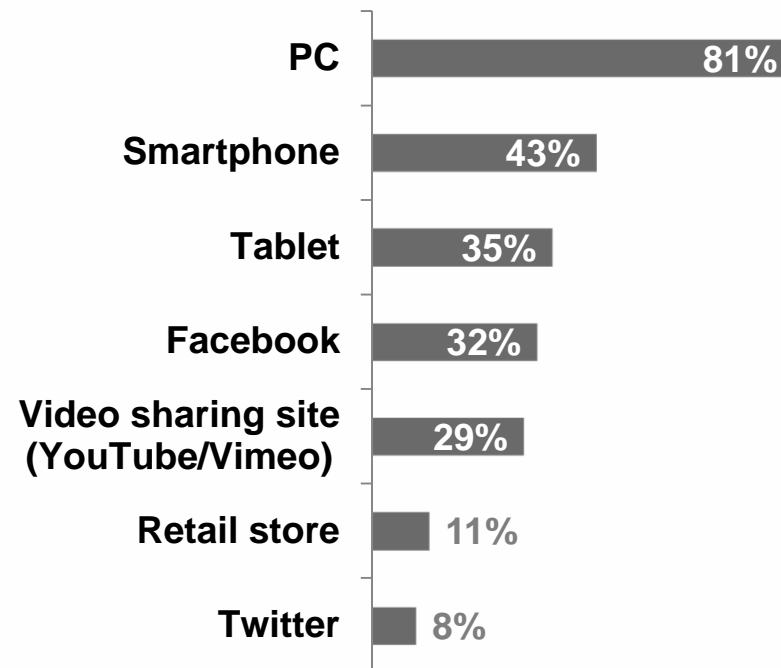


IV. MOBILE AND SOCIAL DYNAMICS



PC reigns regarding video viewership though mobile including smartphones (43%) and tablets (35%) follow its lead

In what locations or on what devices have you watched a product video over the past 3 months?
Check all that apply.

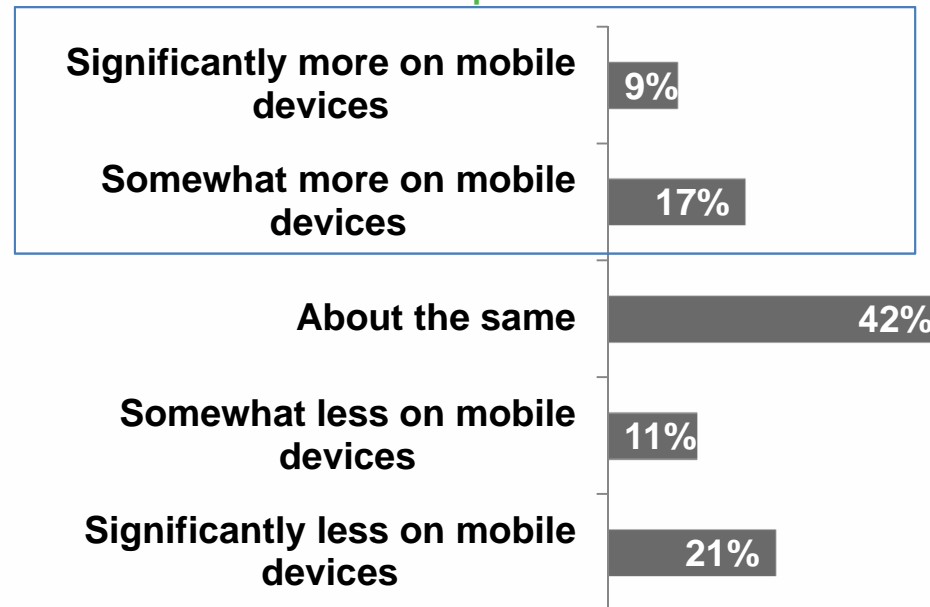


Q9



1 in 4 shoppers are consuming more video via mobile devices

Which of the following best describes your consumption of videos via mobile devices versus desktops or laptops over the past 3 months?

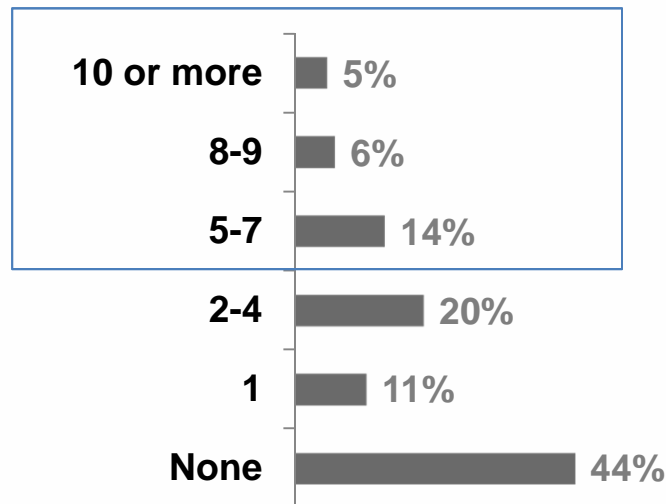


Q24



1 in 2 shoppers have watched at least 1 video on their smartphones while 1 in 4 have watched 5 or more over the past 3 months

Over the past 3 months, how many product videos have you watched via a smartphone?



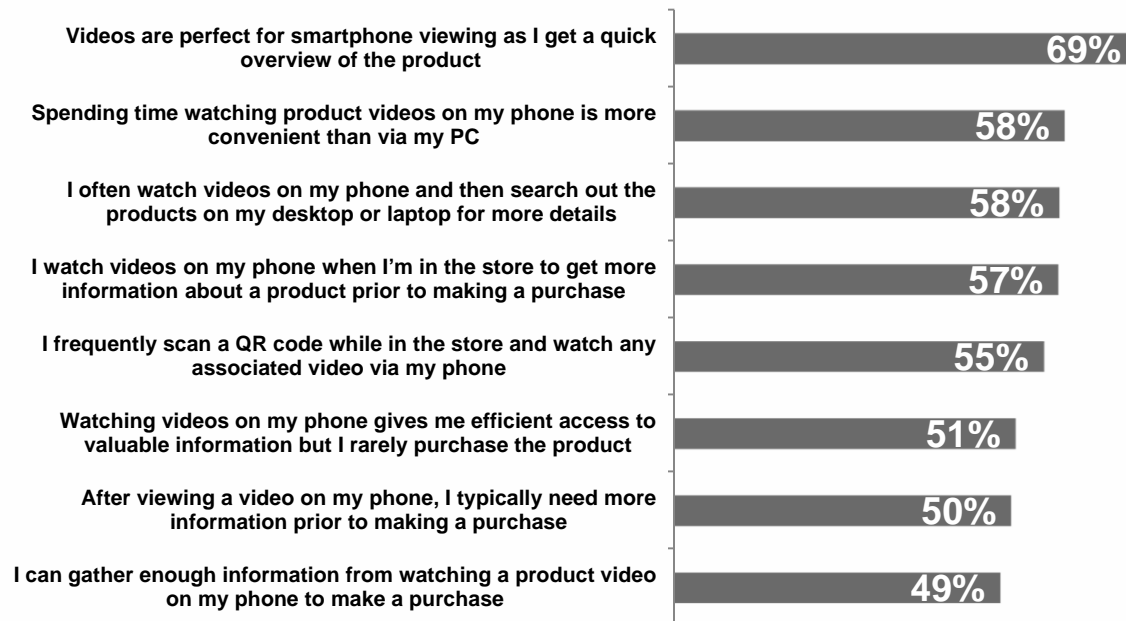
Q25



Smartphone video viewership provides a quick, valuable product overview; Associated convenience means in-store viewing, multi-channel looks where subsequent behavior varies

Please share your agreement or disagreement with the following statements regarding watching videos on your smartphone.

Top-2: Strongly/Somewhat Agree

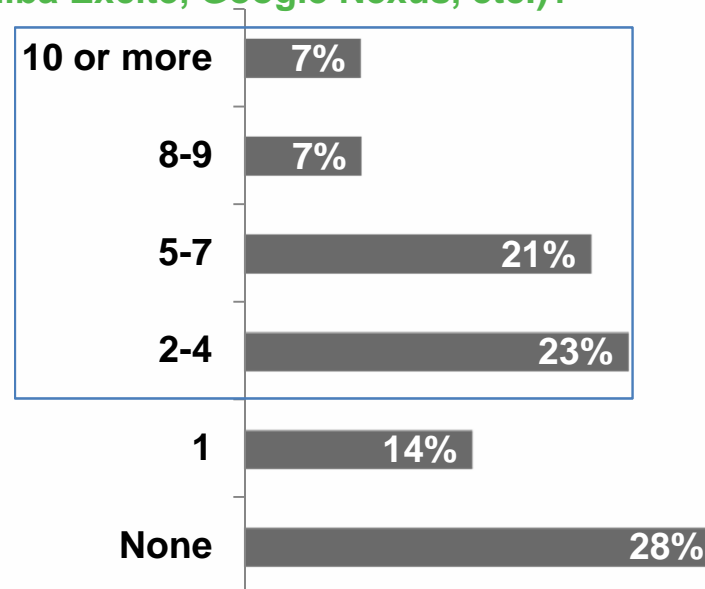


Q26



58% have watched 2 or more videos via their tablets

Over the past 3 months, how many product videos have you watched via a tablet device (iPad, Samsung Galaxy, Toshiba Excite, Google Nexus, etc.)?



Universe: 720 tablet owners

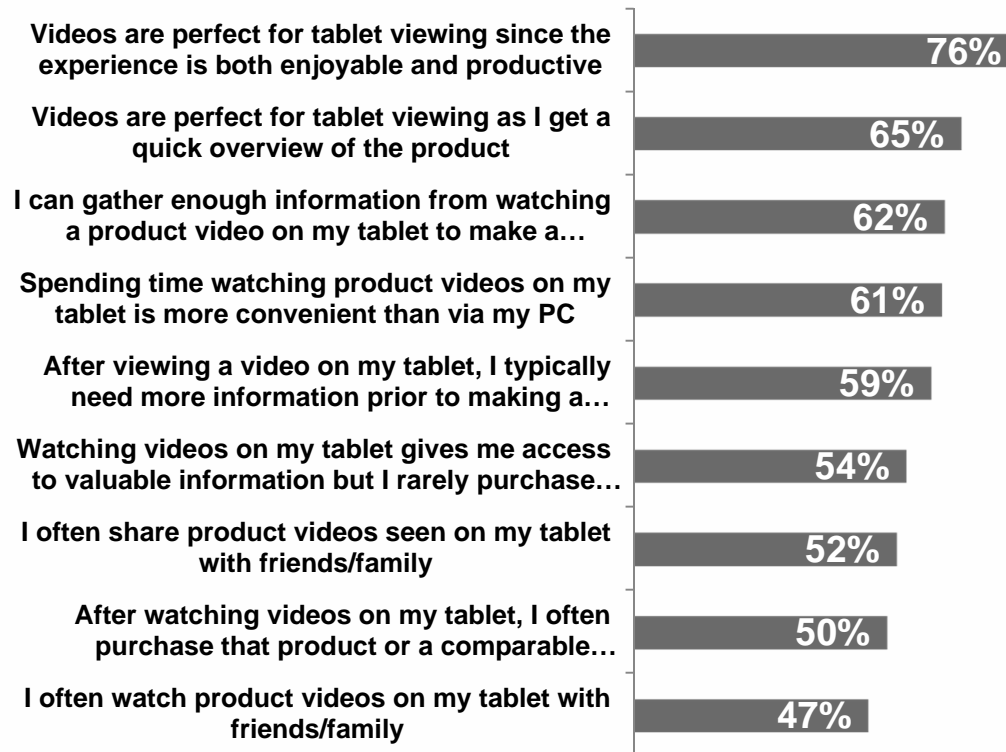
Q27



Tablet user experience is positive and productive

Please share your agreement or disagreement with the following statements regarding watching videos on your tablet.

Top-2: Strongly/Somewhat Agree



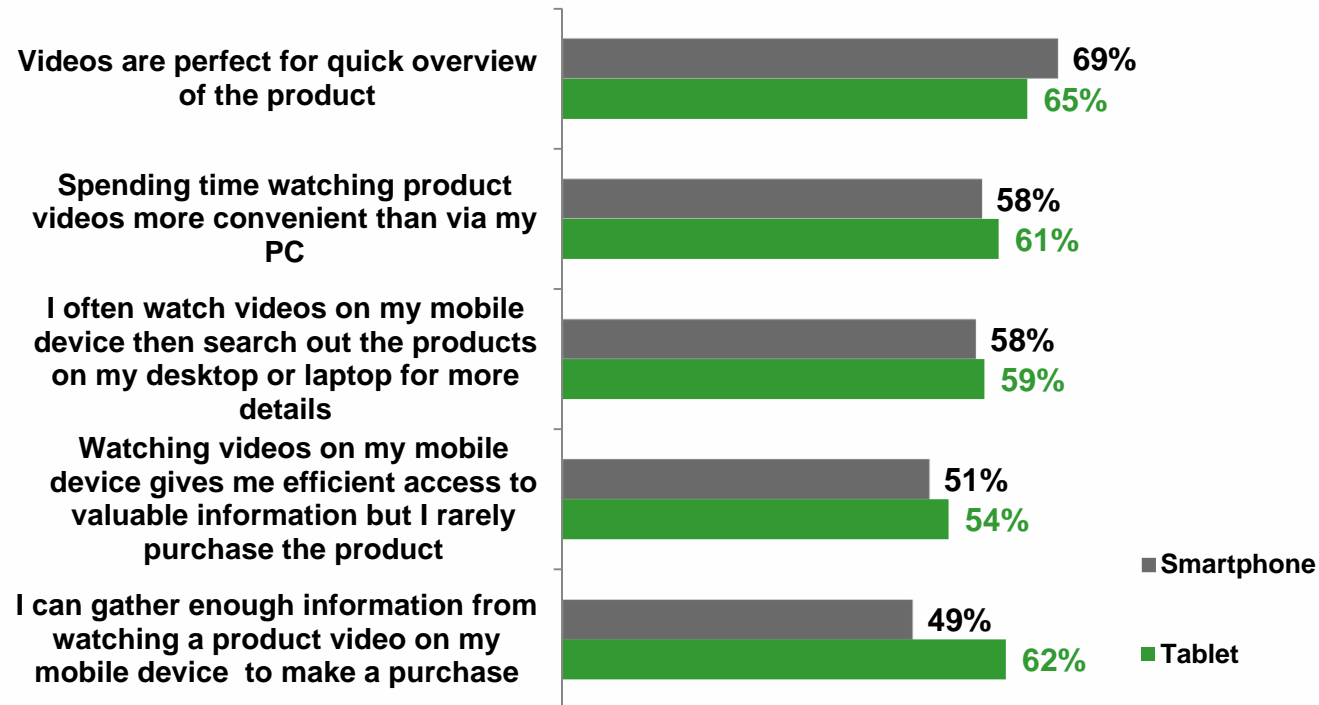
Tablet Universe: 516

Q28

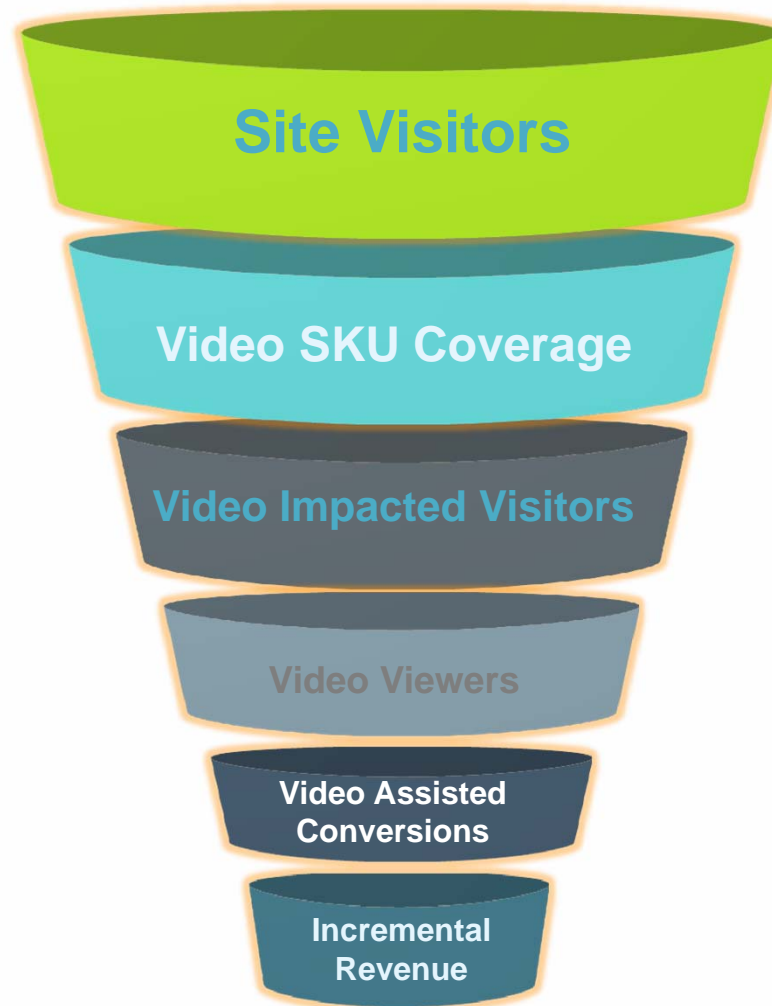


Similar tablet/smartphone sentiments are seen except that tablet viewers are more poised to purchase

Please share your agreement or disagreement with the following statements regarding watching videos on your mobile device.



VIDEO AS A REVENUE-GENERATING PROGRAM



ROI - PROGRAMMATIC MEASUREMENT



A

**Product Page
No Video**

**Control Group
Conversion Rate**

2.0%

B

**Product Page
With Video CTA**



**Viewer
Conversion
Rate**

12%

**Non-Viewer
Conversion
Rate**

2.0%

Total Experiment Conversion Rate: 3.0%

WHAT IS "RETURN ON PRODUCTION?"

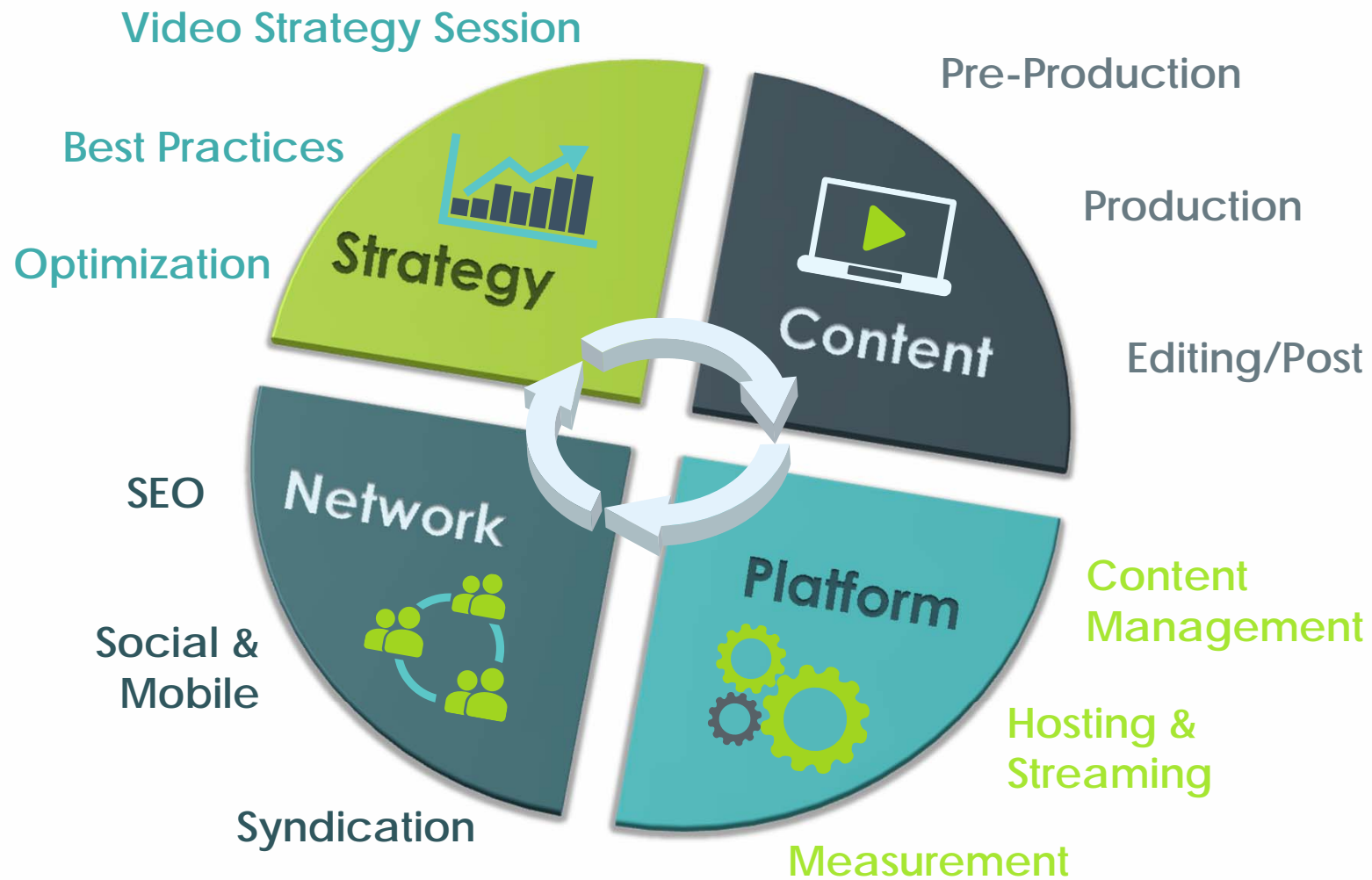


*Coined by Creighton Yost, Senior Global Program Manager for video at Dell

FOUR SEPARATE ARENAS



INVODO: EXPERTISE IN FOUR ARENAS





Q&A



THANK YOU

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