

Case Study

Premiere Game Tables

More than Fun and Games - Increased Sales Are on the Table with Online Videos

Who?

- Online since 2009
- One-stop-shop for creating the ultimate game room with pool, foosball, ping pong, air hockey and poker tables (as well as dart boards and other accessories) for all budgets
- Guaranteed lowest prices, hassle-free returns

What?

Implemented the Treepodia ecommerce video platform and Dynamic Video Sitemap in August 2010, covering over 1,400 products

Results:

- Conversion rates have increased more than 3X (from 1.2% to 4%) per product when video is watched
- First page Google results for almost every long-tail (i.e. high converting) product specific search term

Background:

About Premiere Game Tables

Online since 2009, Premiere Game Tables has quickly become a leading destination for those looking to create the ultimate game room.

With an extensive offering of all types of gaming tables – including pool, foosball, ping pong, air hockey and poker as well as a wide variety of dart boards and gaming accessories – Premiere Game Tables supplies the perfect game room furnishings for all budgets.

Plus, with factory direct discounts from all their manufacturers, Premiere Game Tables is able to guarantee the lowest prices on all their products.

Committed to the highest level of customer service, Premiere Game Tables employs a knowledgeable sales staff dedicated to assisting customers even after the initial purchase has been made.

Add Treepodia to your product pages.
See results immediately.

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treepodia



The Need

The need for Premiere Game Tables was two-fold.

As an online-only business they understood that people need to see what they're buying. The site always offered shoppers an extensive photo gallery of each product, but there was no denying the added dimensions of video would further enhance product display, serving as an effective tool to help customers make a purchasing decision.

In addition, as online marketing experts, Premiere Game Tables' managers were well aware of the ever-increasing value of video in terms of SEO.

With the addition of Treepodia's automated videos Premiere Game Tables has seen a dramatic increase in conversion rates, going from 1.2% to 4% when the product video has been viewed.

The Solution

Treepodia Ecommerce Video Platform and Dynamic Video Sitemap

After coming across Treepodia on another ecommerce site and comparing it to other video solutions on the market, Kirk Mathews, President of Premiere Game Tables, decided that this was the right video solution for his company's needs.

"The turn-key aspect of creating high-quality videos for our entire product catalog so quickly, with existing images and content was particularly attractive," commented Mathews. "Also their ability to host data and continually update the videos was a major selling point."

With those factors in mind, in August 2010, Premiere Game Tables implemented both the Treepodia smart video platform and soon after the Dynamic Video Sitemap, covering their entire product catalog of over 1,400 products.

The Results

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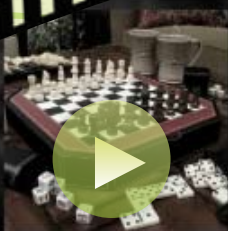
Besides more than tripling their conversion rates with the ecommerce video platform, the addition of the Dynamic Video Sitemap has proven extremely effective in driving more SEO traffic to the site.

According to Mathews, "As soon as the XML video sitemap was created, Google was already indexing our videos. With almost every long-tail product-specific search term being indexed by Google, we're now showing up on the first page with our highest converting search terms."

With these results, Premiere Game Tables is looking to add the Treepodia solution to their other Premiere branded websites Premiere Mobility Scooters and Premiere Adirondack Chairs.

In Mathew's words, "Treepodia has met all of our expectations. It's a good service, intriguing and effective. I'd recommend it."

Shop Now



Premiere Game Tables
Your Online Source For Fun!