Treepodia Case Study
EyeBuyDirect

Presenting a New Way to Interact and Engage Customers through Personalized Videos for Emails

50,000
Personal videos

2.4x
Conversion increase

2.0x
Click-through rate

The client

- EyeBuyDirect
- Founded in 2005
- Number one online retailer for eyewear with hundreds of unique and high quality products offered at affordable prices.

Background

Founded in 2005, EyeBuyDirect's belief was that purchasing eyewear is not a luxury — but a necessity — and that everyone is entitled to suitable and affordable eyewear.

"We are an online retailer for eyewear in general, prescription sunglasses and glasses," explains Rotem Hadas, Loyalty & Acquisitions Marketing Manager at EyeBuyDirect.

With business focused exclusively online, EyeBuyDirect is able to keep costs affordable, especially since the company designs and manufactures its own brands.

"We have great quality frames and lenses. We have a few hundred styles and about 1000 SKUs on site. The design and production are handled here in-house," explains Hadas.

The Campaign

EyeBuyDirect began its partnership with Treepodia in 2008 with product page videos, and most recently expanded to **loyalty videos** in October 2014. The company chose **personalized video emails** for new customers. The goal was to personally acknowledge **first-time buyers** by rewarding them with a discount on a future purchase, by utilizing **big data** and a set of smart algorithms to offer each shopper with a **personalized effective proposal.**

Columbia
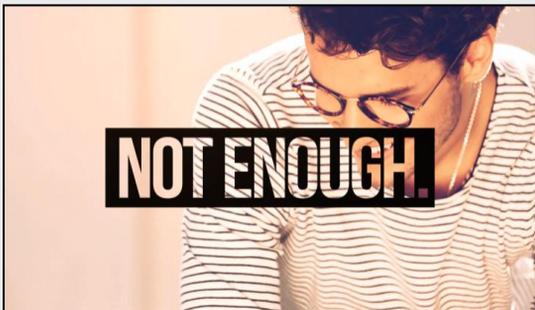Matte/Tortoise
Eyeglasses for
Women

Starting $29

"The **need** for vision correction is a real and widespread need and our goal is to sell eyewear at an **affordable price**. Our website speaks for itself regarding the prices"

Rotem Hadas
Loyalty & Acquisitions Marketing Manager
at EyeBuyDirect.

HI DAN!

HI BRANDY!

NOT ENOUGH.

NOT ENOUGH.

*"The videos interacted well with our **brand**, giving it a more vivid look. Treepodia used our **creative** that we shot and designed in-house so it goes very well with our brand positioning of being a **fashion forward** and **style oriented** company."*

Eye Buy
DIRECT

~ Corvallis ~

-15%*

GET THIS FRAME   START BROWSING

*15% OFF ENTIRE ORDER | VALID UNTIL 15/09/2015 | NO COUPON REQUIRED!

Eye Buy
DIRECT

~ Thin Line ~

-15%*

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The Need

"At the end of the day we take this complex process and turn it into an easy and fun way to shop."

This mindset is what led them to **personalized videos** in general and specifically loyalty videos to continue to speak to their customers in a way that is personal and engaging and to stay **well-branded** and **user-friendly** in the competitive world of E-commerce.

Expectations

According to Hadas, when EyeBuyDirect implemented loyalty video for emails, she had anticipated a slight increase in conversion rates, but the results exceeded her expectations

"I was expecting around a 2% conversion rate on click and the results were actually 2.8% .
This means that people clicked on the video and in order to click on the video, they would

The Results

The results were analyzed based on **50,000 personalized videos** that were sent via email to EyeBuyDirect's clients.

When comparing the **open and click-through rates** results of emails with Treepodia to the results of generic emails, emails with Treepodia received twice the number of open rates and more than twice the number of click-through rates.

have had to watch the video, so that's an indicator of success," says Hadas. "**With the open, click-through and conversion rates we had very nice results. This shows that engagement was very high**."

The Future

Treepodia's loyalty videos designed for recent purchasers benefited EyeBuyDirect, and the company is looking for additional scenarios to further increase interaction with more customers.

"The videos interacted well with our brand, giving it a more vivid look. Treepodia used our creative that we shot and designed in-house so it goes very well with our brand positioning of being a fashion forward and style oriented company."

Loyalty videos not only increased conversion rates and brand exposure for EyeBuyDirect, but the personal aspect of the loyalty videos offered a new channel for the company to interact with and engage customers. This is an extension of the personal and individual process of buying eyewear online.

But the biggest impact was on the conversion rate that increased by **2.4x** in comparison to generic emails, thanks to the powerful effect of personalized video

"**We wanted to experiment with this new channel and we were positively surprised with the results**."