

## Case Study

# EyeBuyDirect Sees Clear Increase in Conversion Rates with Product Videos



## Who?

### EyeBuyDirect.com

- The number one retailer of eyeglasses online.
- Over 800 product SKUs.

## Challenge:

Needed to quickly and cost-effectively create compelling product videos for their entire catalog with limited resources.

## What?

Implemented the Treepodia smart video platform.

## Results:

- Increased overall conversion rates by 30%.
- Increased customer engagement by 50%.

## Background:

### About EyeBuyDirect

EyeBuyDirect is the leading online retailer of prescription eyeglass lenses and frames. The company maintains a complete commitment to customer satisfaction, and offers more than 800 products - ranging from designer sunglasses to rimless frames and reading glasses - all at competitive prices, with the mission that “everyone has a chance to see the world with a clear vision.”

To further serve customers and enhance the shopping experience, the site features an interactive demo that helps shoppers choose the pair of glasses that best suits their face, as well as tips to help them choose which frames look best on different face shapes and skin colors.

Promising the industry’s best quality and service, EyeBuyDirect offers delivery to the customer’s doorstep with a 100% satisfaction guarantee.



Add Treepodia to your product pages.  
See results immediately.

## The Need

Recognizing that customers prefer to interact with a product before purchasing, EyeBuyDirect is always on the lookout for new technologies that will offer customers a personalized experience and help ease the purchasing process.

Knowing that video has proven to be the most popular way to demonstrate an online store's products to potential customers, as it allows shoppers to see items of interest in action, EyeBuyDirect realized that adding product videos was the next step in developing their business and achieving higher customer satisfaction.

As EyeBuyDirect's marketing manager Matan Armoni said at the time, "In a few years, no one will understand how we ever sold without video. Video is simply essential to the sales process."

With that in mind, EyeBuyDirect's goal was to find a vendor not only capable of covering the company's 800 plus product pages with videos, but also of showing measurable results that could constantly be improved upon, based on performance.

That's why, with an eye on quality and results, EyeBuyDirect chose to implement the Treepodia smart video platform.

Within the same process as automated video generation, Treepodia created multiple video versions for each product so that comparisons could be done to further improve impact

## The Solution

### Treepodia Smart Video Platform

In just three short steps, using Treepodia's Image Reviving Technology, EyeBuyDirect was able to cover their entire product catalog with high converting videos. First Treepodia uploaded EyeBuyDirect's data feed to its platform, then EyeBuyDirect added a simple piece of code to its site, and within 24 hours, the entire product catalog came to life with an engaging video on each product page.

Within the same process as automated video generation, Treepodia created multiple video versions for each product so that comparisons could be done to further improve impact.

For example, even the slightest change in a video's elements, such as music style, voice over, or script text was shown to dramatically impact conversion rates.

As such, with the platform's built-in A/B testing mechanism, EyeBuyDirect can now continuously measure each video's effectiveness, compare versions and improve bottom-line results, by automatically promoting the highest performing version.

Treepodia's service also includes full video streaming, which alleviates any potential strain on the retailer's IT infrastructure.

## The Results

Since implementation, EyeBuyDirect has seen a dramatic increase in conversion rates for products with video, as well as a dramatic increase in shoppers' engagement.

More specifically, when comparing two versions of a particular product video showing a model wearing glasses while reading a magazine, the version without text subtitles produced a conversion rate of 2.0%, while the version showing subtitles to the effect of "Designer Fashion" and "Best Seller" produced a 9.2% conversion rate. As such, the higher performing version was automatically promoted by the Treepodia system, which means that the version containing subtitles is now shown to site visitors more frequently, though A/B testing still continues.

Overall, according to EyeBuyDirect founder and CEO Roy Hessel, the online retailer has experienced a 30% increase in product page conversion rates since launching with Treepodia, and is very happy with results they continue to see with the smart video platform.