Case Study

Profibag.de Traditional German Leather Goods Store

Sees 50% Increase in Conversion Rates with Product Videos

Who?

Profibag.de

• A prestigious leather goods store, first established in 1890

• Online since 2001

• Focuses on tasteful products, impeccable service and value for money

What?

Implemented the Treepodia smart video platform in October 2009

Results:

Increased conversion rates by 50%

Background:

About Profibag.de

Profibag is a German retailer of high quality leather goods, first established in 1890. With the ambitious motto "Your good taste is our standard," Profibag is particularly focused on good service and value for money.

Selling purses, wallets, travel bags and accessories, Profibag was one of the first traditional, small European enterprises to adapt to modern trade and go online in 2001. A complete re-launch of the Profibag.de site is planned for 2010 – the 120th anniversary of the shop.

treepodia

Add Treepodia to your product pages. See results immediately.

info@treepodia.com   www.treepodia.com   www.profibag.de

The Need

As a customer focused, forward looking enterprise Profibag is always looking for ways to improve the shoppers' experience, which they recognize as one of the best ways to increase customer loyalty and ultimately conversion rates.

That's why Peter Röhner, General Manager of Profibag, decided to add videos to the company's website.

"Videos are a known tool for engaging customers, helping them make a purchasing decision, and ultimately work to increase conversion rates," commented Röhner.

After researching the online video space, Profibag decided to go with Treepodia for all the site's video needs.

The Solution

Treepodia Smart Video Platform

With a large product catalog to cover and a limited budget, the cost-effective Treepodia smart video platform was selected as the perfect solution for Profibag.

With a simple data feed from Profibag providing existing marketing information such as product images, texts, and user reviews, Treepodia was able to automatically generate multiple video versions per product for items in the online retailer's catalog.

This makes the Treepodia system both simple to implement as well as affordable, especially since payment is based on a cost per view model with ROI guaranteed.

In addition to multiple video versions, the Treepodia smart video platform also includes an automatic A/B testing module that constantly compares the different video versions per product, testing them against each other, ultimately promoting the highest performing video for maximum efficiency, and optimal conversion rates.

With a large product catalog to cover and a limited budget, the cost-effective Treepodia smart video platform was selected as the perfect solution for Profibag

The Results

According to Tal Rubenczyk, CEO of Treepodia, "One-dimensional product information is no longer sufficient for today's online merchandisers. Customers want and expect more. Simply put, videos are the future of e-commerce." And the numbers prove it.

Since implementing the Treepodia smart video platform, Profibag has seen an increase of 50% in conversion rates for products with video.

Röhner is confident that the positive trend will continue. "Videos are playing an important role in modernizing our business. With the Treepodia smart video platform, our store will be ready for another 120 years of business."