

Case Study

ToolKing.com Boosts Conversions Up to 60% with Treepodia Ecommerce Video Platform

Who?

ToolKing.com

- International reputation as a trusted tools provider, ranking in Internet Retailer's "Top 500".
- Launched online storefront in 2001 - now offers 40,000 products, including power tools, hand tools, and welding supplies.

What?

Implemented the Treepodia Smart Video Platform and Dynamic Video Sitemap.

Results:

- Increased conversions 50-60% for products with videos
- Increase in revenues derived from videos generated 25X ROI

Background:

About Tool King

ToolKing.com is committed to delivering the best selection of products and services at the lowest possible prices to its valued customers. Internationally renowned as a tool resource, ToolKing.com is a favorite among Internet shoppers, ranking in Internet Retailer's "Top 50 Best of the Web" several years in a row.

Located in the foothills of Colorado just west of Denver, the brick and mortar Tool King store is staffed with employees who are woodworkers, craftsmen and contractors themselves, and who help consumers make educated decisions on their tool purchases.

The company launched its online storefront in 2001. ToolKing.com is recognized as a Top 500 Retailer and is the Top 28th fastest growing e-commerce company, according to Internet Retailer.

Add Treepodia to your product pages.
See results immediately.

info@treepodia.com

www.treepodia.com

www.toolking.com

treepodia

PURCHASE ANY
M18 FUEL
DRIVEN TO OUTPERFORM.™

RECEIVE A FREE
M18 BATTERY

5.1.12 - 7.31.12 • CLICK FOR DETAILS



The Need

Shopping online for tools and hardware supplies is made vastly easier through product videos - power tools can be expensive, and shoppers want to make sure they're getting the right tool for the job. ToolKing.com is known as a customer-friendly online resource for tools, and the company recognized that product videos could make the shopping experience even more engaging and productive.

However, the ToolKing.com team knew that developing videos was no easy task. "Product videos can help an online business in so many ways, like improving conversions," said Jeff Plante, ToolKing.com's online marketing manager. "But they are time-intensive and expensive to create. We didn't have the staff available to devote to video development, and we weren't sure how to use videos most effectively."

Given the demands on staff time, ToolKing.com decided that it needed outside help in creating videos, optimizing how they're displayed, and measuring their effectiveness.

The Solution

Treepodia Smart Video Platform and Dynamic Video Sitemap

ToolKing.com chose Treepodia's video platform, which uses existing product images and descriptions to create product videos instantly and measure their performance. ToolKing.com is also using Treepodia's Dynamic Video Sitemap, which ensures the videos are indexed by search engines so the product pages get an added SEO boost.

Soon after Tool King began using the solution, Treepodia offered the company guidance on increasing video views and conversions. As part of its offering, Treepodia creates different versions of each product video and conducts A/B testing to compare click-through rates and conversions, choosing the videos that perform the best with shoppers. Elements like added voice-overs, background music, and text overlays can contribute to higher KPIs.

As a result of the initial tests, Treepodia suggested that ToolKing.com add a play button to the first image of each video to encourage more shoppers to click on them and watch. This simple enhancement resulted in slightly more video views, but not quite as many as Tool King expected. Next, Treepodia suggested adding a music template to the videos, which generated even more views and a successively higher conversion rate, which steadily increased over the next three months.

"Treepodia was proactive in helping us identify where the videos could be enhanced to generate even more results, and their recommendations were spot-on in helping us get the performance we desired," said Plante.

The Results

Once the play icon and background music were added, ToolKing.com realized a 50-60% conversion rate increase for products featuring videos. In addition, ToolKing captured a 25X return on investment; that is, the increase in revenues stemming from the videos accounted for 25X their video investment.

"We expected that product videos would help us improve the customer experience on our site, but we were amazed at just how much difference they made - especially once Treepodia stepped in to give them an added boost," Plante said. "Treepodia's platform is now a critical part of our e-commerce business. The ability to quickly create thousands of videos, and test different video options and see the impact of added features, delivered substantial ROI benefits almost immediately. And by giving our customers a better feel for the products they're interested in, the videos give shoppers more confidence in making a purchase."

"Once the play icon and background music were added, ToolKing.com realized a 50-60% conversion rate increase for products featuring videos."

