

Case Study

SilverShake.com

Retailer Enjoys the Golden Touch with Treepodia

Silver Jewelry

Enjoys the Golden Touch with

Who?

SilverShake.com

- Online since 2001
- Over 10,000 individual gemstone silver jewelry designs
- One of the largest selections of high quality, yet affordable silver jewelry online

What?

Implemented the Treepodia ecommerce video platform in May 2010 automatically generating over 10,000 product videos, as well as the Video Distributor auto-syndication service and the Dynamic Video Sitemap service

Results:

- Experienced a 108% increase in CVR for products with video

Background:

About Silverhake.com

Established in 2001 with the goal of providing online customers a safe and pleasurable shopping service, while offering a vast range of quality jewelry products at unbeatable prices, SilverShake.com is a true pioneer in the world of online sterling silver gemstone jewelry.

So far the online retailer has been successful in achieving that goal. With over 10,000 individual designs available, SilverShake.com carries one of the most extensive online selections of high quality, yet affordable unadorned sterling silver and .925 gemstone silver jewelry.

Based in Thailand, a top 10 exporter of gems and jewelry, SilverShake.com has been able to live up to its motto of "Pricing Reality" by cutting out the middlemen generally associated with East to West retail, and shipping its fashionable wares directly to clients at affordable prices. A 30-day return policy and a highly responsive support service add to the online retailer's commitment to quality, and an overall positive customer experience.



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SilverShake.com



The Need

To Kfir Gershonowitz, Marketing Director of SilverShake Corporation, the need to add product videos to the SilverShake.com website was clear.

“There were three main considerations,” commented Gershonowitz. “First of all we’re looking to provide our customers with the best possible user-experience. As an online shop, it is very important to show the customers what they’re buying, so they feel safe and secure in their purchase. Video is the perfect way to demonstrate any product from afar.”

The other two considerations, according to Kfir, had to do with the proven results widely attributed to online videos - an increase in conversion rates (CVR) and an increase in product/site visibility.

With these goals in mind, Treepodia offered the perfect solution.

The Solution

Treepodia Ecommerce Video Platform, Video Distributor Service, and Dynamic Video Sitemap

In May 2010, SilverShake.com implemented the Treepodia ecommerce video platform automatically generating over 10,000 product videos.

Multiple video versions were created for each product in order to conduct effective A/B testing of each video’s performance, and ultimately maximize ROI, by showing the highest converting video per product (based on the A/B testing results) more frequently.

In addition to the ecommerce video platform, SilverShake.com also added the Video Distributor auto-syndication service and the Dynamic Video Sitemap.

The Results

Thanks to the Treepodia ecommerce video platform SilverShake.com saw an immediate increase in CVR for products with video.

In Q4 2010 alone, products without video saw a 1.16% CVR while products with video saw a 2.42% CVR, which translates to an astonishing 108% increase in CVR for products with video.

The Video Distributor service has also been effective, creating awareness of SilverShake’s offering across the web by automatically publishing all of the retailer’s videos to popular video sharing sites like YouTube and Metacafe, including direct links to the correct product pages.

The Dynamic Video Sitemap, meanwhile has ensured that SilverShake’s product videos are continually indexed by Google, an extremely effective boost to the online retailer’s SEO.

According to Gershonowitz, the overall experience working with Treepodia has been a positive one. “We are extremely impressed by the results we’ve seen working with Treepodia. Across the board the Treepodia platform delivers what we want most - a high level of customer satisfaction and an increase in sales.”

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