

# Nine Easy Steps to Online Video Success

## The Adobe Scene7 Online Video Guide

Online video is shaping up to be one of the most important tools in the online commerce arsenal.

Consumers clearly enjoy them: About 70% of global online users watch video, according to a Nielsen report released in August 2010. Today, more and more online retailers are turning to video to educate, delight, entertain—and convert—their shoppers. From fashion merchandising to product demos, videos can boost conversion rates. Customers deploying the Adobe Scene7 video solution have reported more than **2X sales increases, 30% lift in conversion and 19% higher average order value** among shoppers who view videos.

Our work with customers who have implemented the Scene7 eVideo solution have afforded us a valuable perch from which to observe, understand and learn what works well in this exciting medium. We are pleased to present you this exclusive compilation of best practices in online video gleaned from our work with clients all over the world.

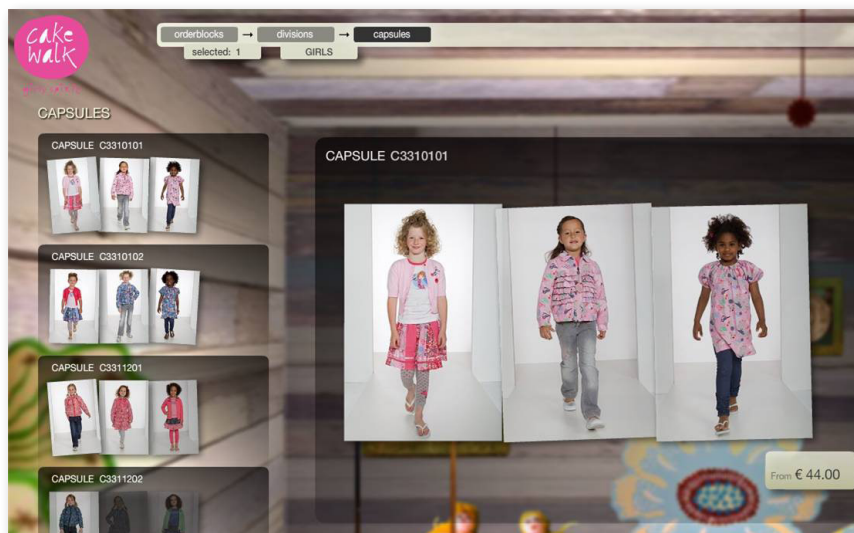
For those ready to deploy video online, this guide can serve as a template for the implementation game plan. Others already deploying video will find useful tips to fine-tune their execution. We uncover everything from how to produce cost-effective videos to choosing the right product to feature in a video.

We hope this guide will lead you to greater success in your ecommerce business.

### 1. Choose your featured products wisely

Since video production can be costly, many companies find success starting off with a small batch of videos. But which products are you going to showcase? Here's a rule of thumb:

- Choose popular products to ramp up your video views. As you build on the momentum, you can introduce your engaged base to other product videos.
- Complex products lend themselves well to demos, especially those with features that are difficult to translate into words.
- Avoid ancillary or commoditized products; instead, focus on flagship, high-margin items.



Waalwear Kids' use of hundreds of online videos engages customers, driving sales and business expansion.

## 2. Streamline production

Many merchants place too much emphasis on executing polished, scripted videos with high production value, hoping for a deliverable that mimics a TV commercial. However, to reduce time and cost, it is best to focus on streamlining the video production process.

Some tips to achieving this:

- Streamline video production as you would a manufacturing process:
  - Schedule image and video shoot at the same time, using the same set;
  - Develop a storyboard template that can be re-used for all products (same flow, same set, same soundtrack, etc);
  - Use minimal script – tap your product experts (sales, merchandisers, buyers, “haul” consumers) for expertise and authenticity;
  - Rely on a lean crew and equipment:
    - One static camera for wide shot of talent, product, set
    - One camera operated by cameraman for product close-up
- To reduce costs, tap into co-op advertising funds established by the manufacturers

The screenshot shows the SKIS.com website interface. At the top, there's a navigation bar with links for 'Ski Shop', 'Race Shop', 'Snowboard Shop', 'Women's Apparel', 'Men's Apparel', 'Kid's Apparel', 'Packages', and 'Brands'. A search bar is located below the navigation. The main content area features a product page for 'K2 T:Nine Burnin Luv Womens Skis with ERS 11.0 TC Bindings 2010'. The product image shows a woman in ski gear holding a pair of skis. Below the image is a video player with a play button. To the right of the video, there's a 'Select Size' table with columns for Size, Price, and Qty. The table lists four sizes: 149cm, 156cm, 163cm, and 163cm, all with a price of \$787.49. Below the table, there's a 'Create a package and SAVE!' section with a 'Women's Expert Ski Packages...' link. To the right of the product page, there's a 'Sale Price' section showing '\$787.49' and a 'Retail: \$1,125 (30% off)'. Below that, there's a 'Sizing Charts' section with a 'Size Chart | Skis' link. Further down, there's a 'Your Selection(s)' section with an 'Add To Cart' button. At the bottom of the product page, there's a 'Review By: Julie Kehoe' section with a 'Skill Level: Expert' rating. Below the review, there's a list of product specifications: Age: 21, Height: 5'5", Weight: 120 lbs, Skier/Snowboarder: Skier, Years of Riding Experience: 19, Years of Shop Experience: 2, Type of Riding I Do Most: Groomed Runs, Racing, Ex-racer. At the bottom of the page, there's a 'Share' button and a 'Send This Page To A Friend' link.

Focus on streamlining the video production process. Summit Sports captured 1400 product review videos in just three days.

## 3. Keep it short

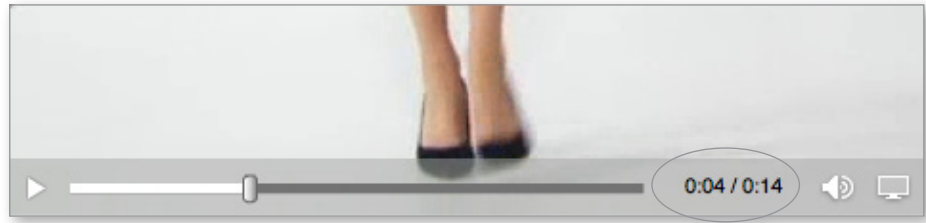
Studies show that users tend to drop off after viewing 10 to 60 seconds of video<sup>1</sup>. Specifically:

- 20% of viewers drop-off after 10 seconds of video;
- 44% of viewers drop-off after 60 seconds of video.

1 Source: Visible Measures

Therefore, try to keep the video's duration short and sweet to get consumers to the end of the video and convert. Some timing guidelines:

- Keep video length to 30 seconds or shorter if possible;
- Up to 5 minutes of video with chapter navigation can be justified for complex products.



Keep your audience engaged; don't let your videos drone on.

#### 4. Put the spotlight on the product

Unlike entertainment media where the actor is the star, the star of an ecommerce video is the product!

Since you only have at most 30 seconds to engage with a consumer, make sure to spend that time wisely.

Highlight the features that are going to help your audience make a buying decision.



Give more airtime to your products, less face time to your presenter.

#### 5. Make your videos visible

Once you're ready to deploy video, make it easy for customers to find that video throughout their purchase path. Here's how:

- Highlight video in your search results.
- On product detail pages, feature video prominently above the fold and make it easy for customers to find them. When managing a large library of videos, consolidate them into central gallery or .tv microsite.

Make your videos easy to find. Notice all the different ways eBags organizes its videos, making it easy for users to find them.

## 6. Optimize the video player

When your customers view your videos, make sure the player is optimized:

- Adding a button or call-to-action text on the video player (e.g., "Play", "Click to play", "Click to view") increases view-through rates.
- Increasing the size of the video player increases view-through rates.



The Adobe Scene eVideo solution offers a variety of viewer sizes including the ability to launch full-screen. As well, Scene7 video players feature optional on-screen "Play" button.

## 7. Make your videos count

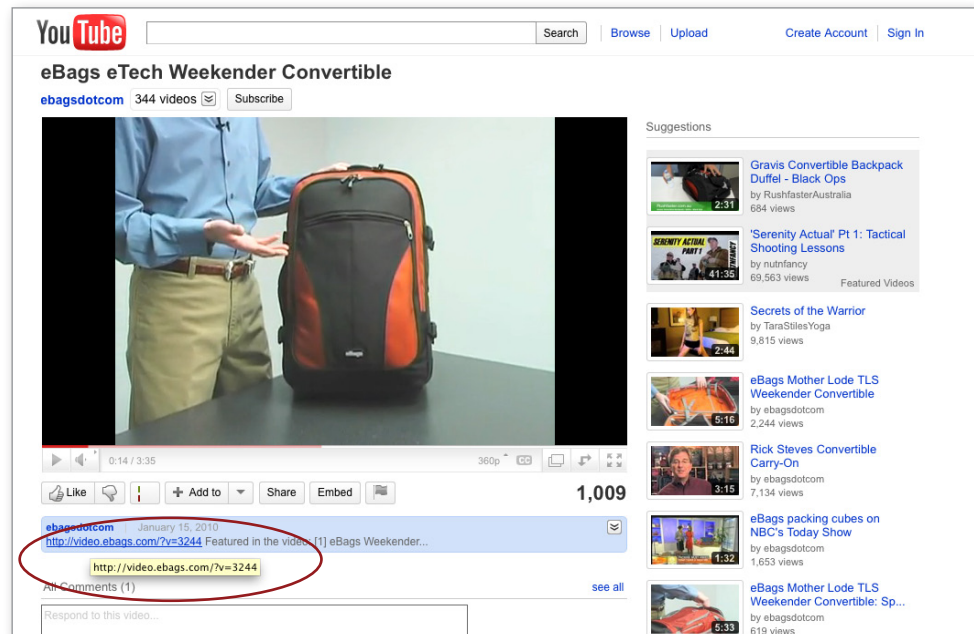
Now that you have invested in video, make sure people can find them.

A page with video is 50 times more likely to show up on the first Google search engine results page!<sup>2</sup>

However, the majority of retailers have no video on Google.

To increase your video's discoverability:

- Submit video sitemap to the search engines to raise visibility and drive traffic;
- Syndicate your video to popular sharing sites (YouTube, Facebook) with link back to your site.



Take a few steps to make your videos discoverable.

<sup>2</sup> Source: Video and Image Optimization, Jupiter Research, Nov 2008

## 8. Make video accessible to consumers on the go

Consumers are on the go and increasingly rely on their mobile devices for everything—including validating their offline purchase decisions.

Therefore, retailers have to enable easy access to video for consumers, wherever they are, with an experience that is optimized for the small screen.

A survey of more than 400 online retailers found that:

- 81% of them plan to add rich visual features to mobile;
- Among the features online retailers consider most effective in mobile are: zoom & pan, alternative images and video.<sup>3</sup>



Let users access your videos wherever they are, on any device.

<sup>3</sup> Source: Adobe Scene7 Mobile Commerce Survey: Are You Dialed in?, August 2010.

## 9. Choose a video platform designed with retailers in mind

There are plenty of video publishing solutions in the market of which many are loaded with features that may not have value to retailers.

A retail-focused video platform will be easy to use, with features that seek to drive conversions. Some features to look for include:

- Ease of integration allowing users to add code/URL to product page templates to auto-match video to the right product;
- Easy-to-use editor for creating interactive shopping experiences, such as click-to-buy, directly within the video;
- Ability to deliver video to all customer touch points—web, mobile, social, in-store kiosks, etc.;
- An integrated solution for mixed media, enabling the creation of high-impact visual product tours that combine video with photography and other images.

The image shows a screenshot of a jewelry website. The top navigation bar includes 'INTERNATIONAL SHIPPING', 'MY ACCOUNT', 'STORE HOURS', and 'CONTACT US'. The main header features the 'TJ' logo and the text 'FLOATING DIAMONDS CAPTIVATING TENSION SETTINGS'. Below this, the product name 'Ladies Bypass Titanium Diamond Ring' is displayed, along with a breadcrumb trail 'Home » Ladies Titanium Engagement Rings'. The product is by 'EDWARD MIRELL' and is titled 'JOLIE LADIES TITANIUM & DIAMOND ENGAGEMENT RING'. The item number is 'R606A-D'. A video player is embedded on the page, showing a close-up of the ring on a hand. The video player has a 'ZOOM & MORE' button and a 'TJ Video' logo. The video title is 'Ladies Bypass Titanium Diamond Ring by EDWARD MIRELL' and the duration is 3:0.

Don't let fancy bells & whistles dictate your choice when deciding on a video platform; choose one that addresses your needs as a retailer.

## About Adobe Scene7 eVideos

The Adobe Scene7 eVideo solution empowers any business user to upload, edit, manage and publish high-quality, interactive video experiences to multiple screens including desktops, mobile devices and tablets without IT support. Unlike generic online video platforms, Scene7 eVideo caters to the needs of online retailers with:

- An easy-to-use editor for creating interactive shopping experiences directly within the video
- The industry's only integrated solution for mixed media, enabling creation of high-impact visual product tours that combine video with images
- Flexible video templates to dynamically update pricing, product information, promotions and enable targeting of content within the video

## About Adobe Scene7

The Adobe Scene7 cross media platform is the industry-leading solution for delivering dynamic content to any channel – web, email, print and mobile. With Scene7, businesses can improve the entire selling and marketing cycle from attracting customers, to guiding them to the right products and services, to successfully converting them into loyal buyers. Scene7 is performance optimized to dynamically generate and deliver unlimited variations from master imagery – shortening time to market and drastically reducing costs. Solutions for managing, enhancing and delivering dynamic media include Scene7 Publishing System, Media Portal, Dynamic Imaging, Dynamic Banners, eCatalogs, eVideos, Visual Configurators, Web-to-Print, Web & Social, Email & Print, and Mobile & Multi-Screen. Leading companies using Adobe Scene7 solutions include QVC, Harrods, Macy's, Office Depot, Polo Ralph Lauren, La-Z-Boy, Blockbuster, VF Corporation and Levi Strauss & Co. For more information about the Adobe Scene7 cross media platform, visit [www.scene7.com](http://www.scene7.com).

## About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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