

How True Classic switched from Vimeo to Videowise to optimize conversion rates

A man with a beard and short dark hair, wearing a green polo shirt and grey jeans, is sitting on a brown leather tufted sofa. He is looking off to the side with a thoughtful expression. The background is a rustic interior with wood-paneled walls and a staircase with a black metal railing.

TRUE CLASSIC



TRUE CLASSIC

LOCATION

United States

INDUSTRY

Apparel

WEBSITE

trueclassictees.com

ABOUT TRUE CLASSIC

True Classic is a direct-to-consumer men's wear brand founded in 2019 by Ryan Bartlett. True Classic emerged from a simple idea to create well-fitting, accessible t-shirts for everyday men. Joined by partners Nick and Matt in 2019, the brand launched its inaugural crew neck t-shirt collection, setting the stage for an impactful journey.

In the subsequent years, True Classic achieved remarkable milestones, reaching profitability and hitting the \$100 million mark within two years of its inception. The brand's global presence expanded to 192 countries in 2022, emphasizing its dedication to providing the perfect fit for men worldwide.

Beyond t-shirts, True Classic ventured into activewear and men's bottoms in 2022, showcasing its commitment to superior comfort and style. With five retail locations opened in 2023, the brand fostered tangible connections with its community.

Looking ahead, True Classic's founders, Ryan Bartlett, Nick Ventura, and Matthew Winnick, remain driven to make a lasting impact through innovative initiatives to empower individuals and create positive change in the world.

THE CHALLENGE

In the over-crowded fashion industry landscape, True Classic confronted challenges that demanded innovative solutions.

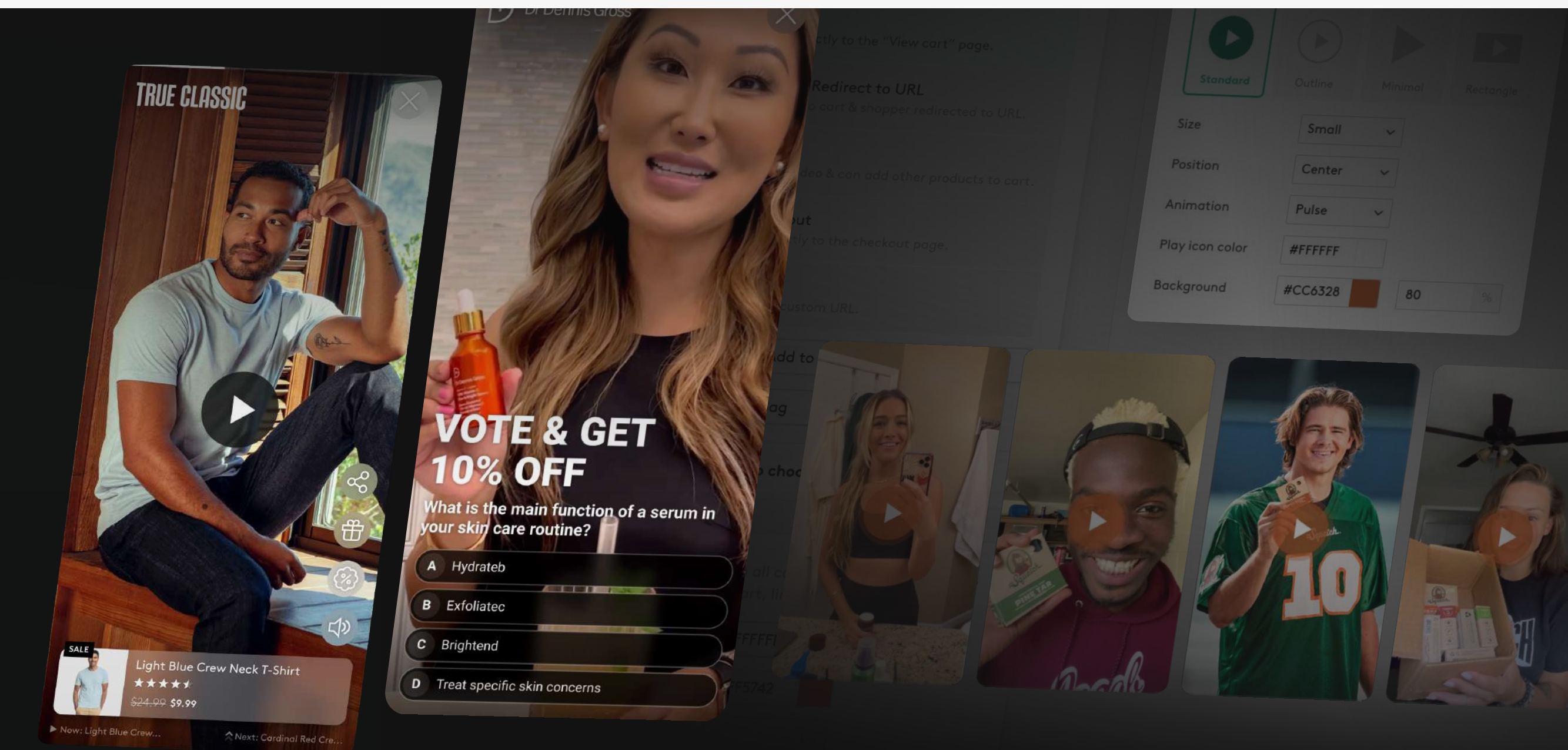
1. **Video embedding at scale.** Utilizing platforms like Tolstoy and Vimeo for video distribution encountered hurdles regarding scaling. Thus, the brand required a more centralized and efficient approach to distribute video across its 700+ pages site.
2. **Vimeo's high costs.** As most brands are used to, True Classic started using Vimeo for to embed video on their site but due to their high monthly traffic they needed a more cost-efficient video solution.
3. **Protecting site speed.** True Classic is forever in search of the best performance, and they were using 2 videos apps on every product page. They needed a new video solution that will make their PDPs even faster.



THE SOLUTION

Recognizing the immense potential of video content, True Classic sought to utilize video as a powerful tool to engage and retain its audience, resulting in a dynamic shift in its video infrastructure.

1. **Video embedding at scale, on over 700 pages.** True Classic used Videowise's proprietary technology to save hundreds of work hours and embed video stories at scale, on over 700 product pages (PDPs). Notably, each product page has its distinct video content, ensuring the brand's messaging remains tailored and resonant for every product offering.
2. **A video platform built for Shopify.** Unlike Vimeo that only offers interactions at enterprise costs, Videowise offers shoppable videos and video interactions at a fraction of the cost, all while being fully interaction with TrueClassic's Shopify store.
3. **Better page-speed.** Videowise's uses asynchronous small-sized .JS scripts of just 37kb, lazy loaded video widgets, compressed assets and adaptive bitrate streaming video for fast streaming regardless of internet connection or device.



THE RESULTS

13% Conversion

Conversion rate of shoppers that engaged with video, in 2023.

\$500k+

From orders placed by shoppers that engaged with video, in 2023.

True Classic's audience is not merely viewing videos but actively immersing themselves, with an impressive 2.7 videos watched per visitor and an astounding 70% completion rate. The average watch time per viewer is 1 minute and 21 seconds – indicating the captivating content that holds viewers' attention.

Furthermore, this engagement translates into significant conversion rates. The analytics reveal that these engaged shoppers convert at an average rate of 13%, in 2023.



BEN YAHALOM

President of TrueClassic

**Videowise is the best
video platform we've ever seen.**

Simple onboarding, great UI/UX, solid functionality,
and an awesome partner to work with. We tested it
on our site and it boosted our CVR.

We highly recommend trying it out in your store.

TRUE CLASSIC



DETAILED BREAKDOWN ANALYSIS

INCREASED CVR WITH SHORT-FORM VIDEO ON PRODUCT DETAIL PAGES

True Classic tests everything, and after extensive A/B testing they concluded that short-form video stories on their Product detail pages (PDPs), positioned strategically under their “Add to cart” button has resulted in an increased conversion rate for their overall site.

True Classic used a mix of short-form UGC & professional video production to clearly show their product’s value proposition.


TRUE CLASSIC

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SALE



The Staple 6-Pack

\$149.94 ~~\$99.94~~

NEW ARRIVALS


OUR STORY

REWARDS

SALE

FIND MY FIT

🇧🇪 🔍 👤 🛒




Charcoal Heather Gray Polo

185,00 lei RON

★★★★☆ 7,451 Reviews

Available in 16 colors



Size: Small

S

M

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XL


2XL

👤 Find Your Fit


📏 Size Chart

1


→ ADD TO CART




3 Reasons You Need This




Perfect Fit & Feel





Versatile Polo



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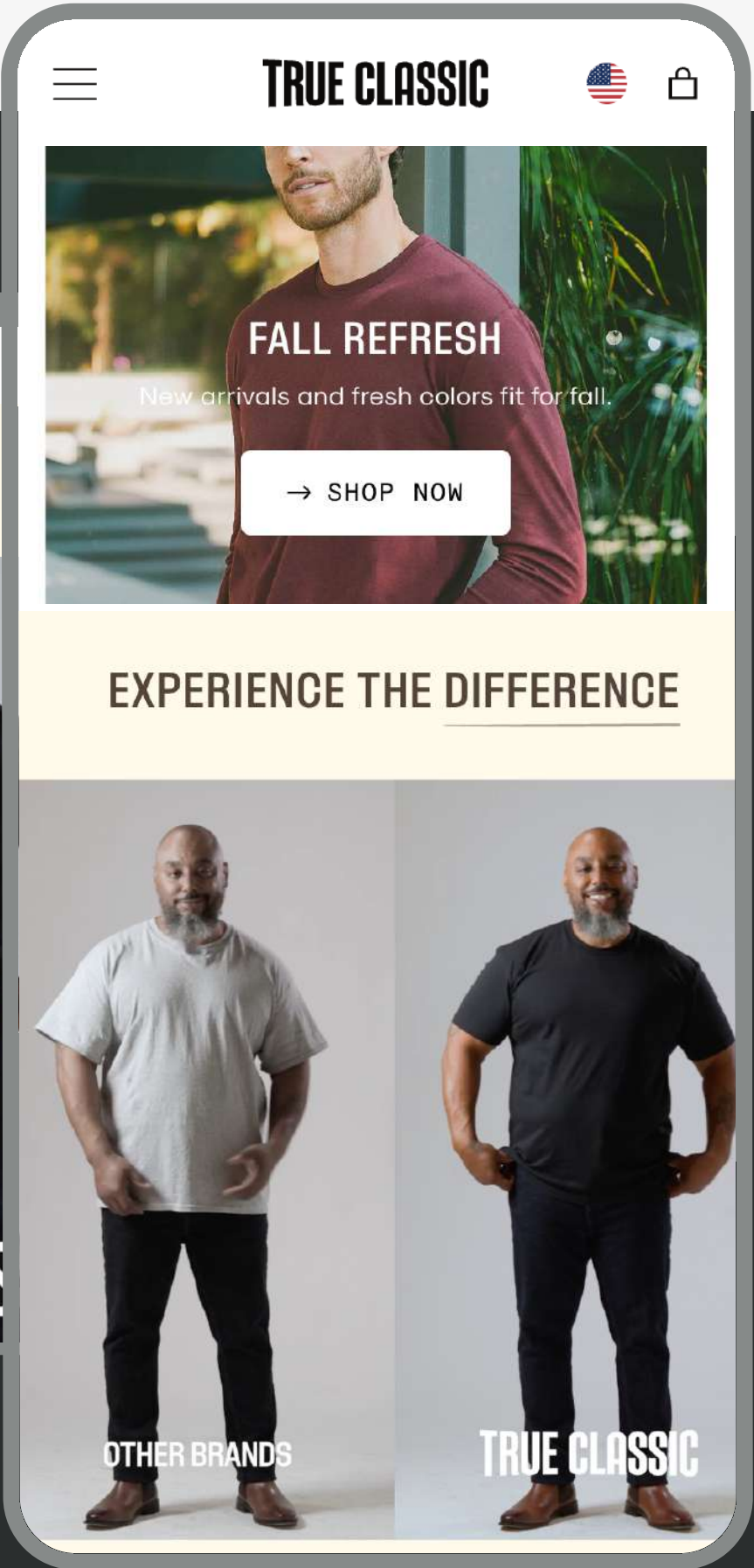
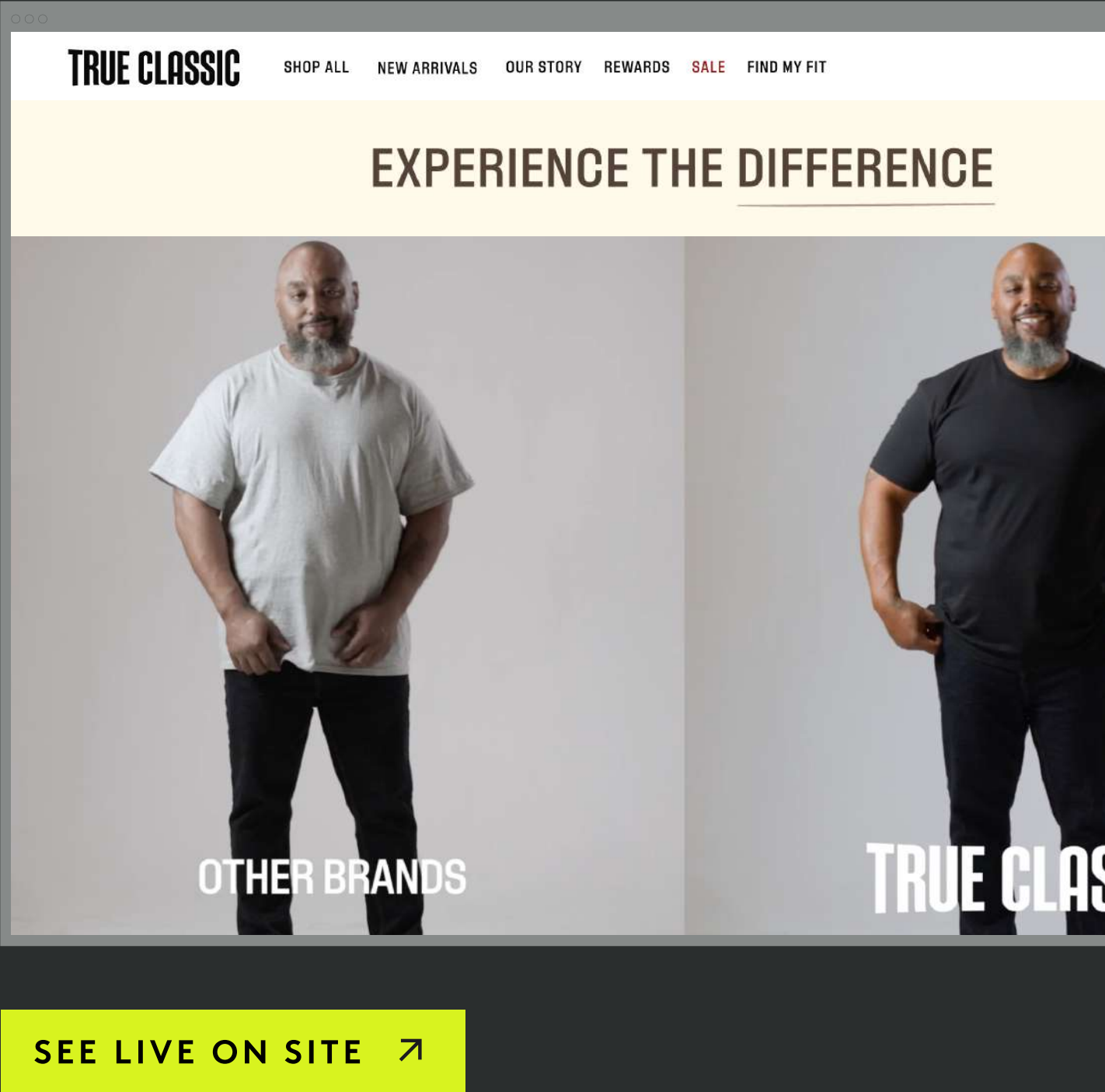
SEE LIVE ON SITE ↗

VIDEOWISE + TRUE CLASSIC

HIGHLY OPTIMIZED, AUTOPLAY VIDEO BACKGROUNDS

True Classic used Videowise’s video background widget on their homepage, right bellow the hero section, and on 700+ product detail pages. This video has autoplay turned on, without sounds, to clearly show a direct comparison between True Classic t-shirts and a regular t-shirt.

True Classic initially used Vimeo for this but switched to Videowise for a better page-speed load time and because Videowise allows separate videos to be used on mobile that properly crop the video and are lower in size for better performance.

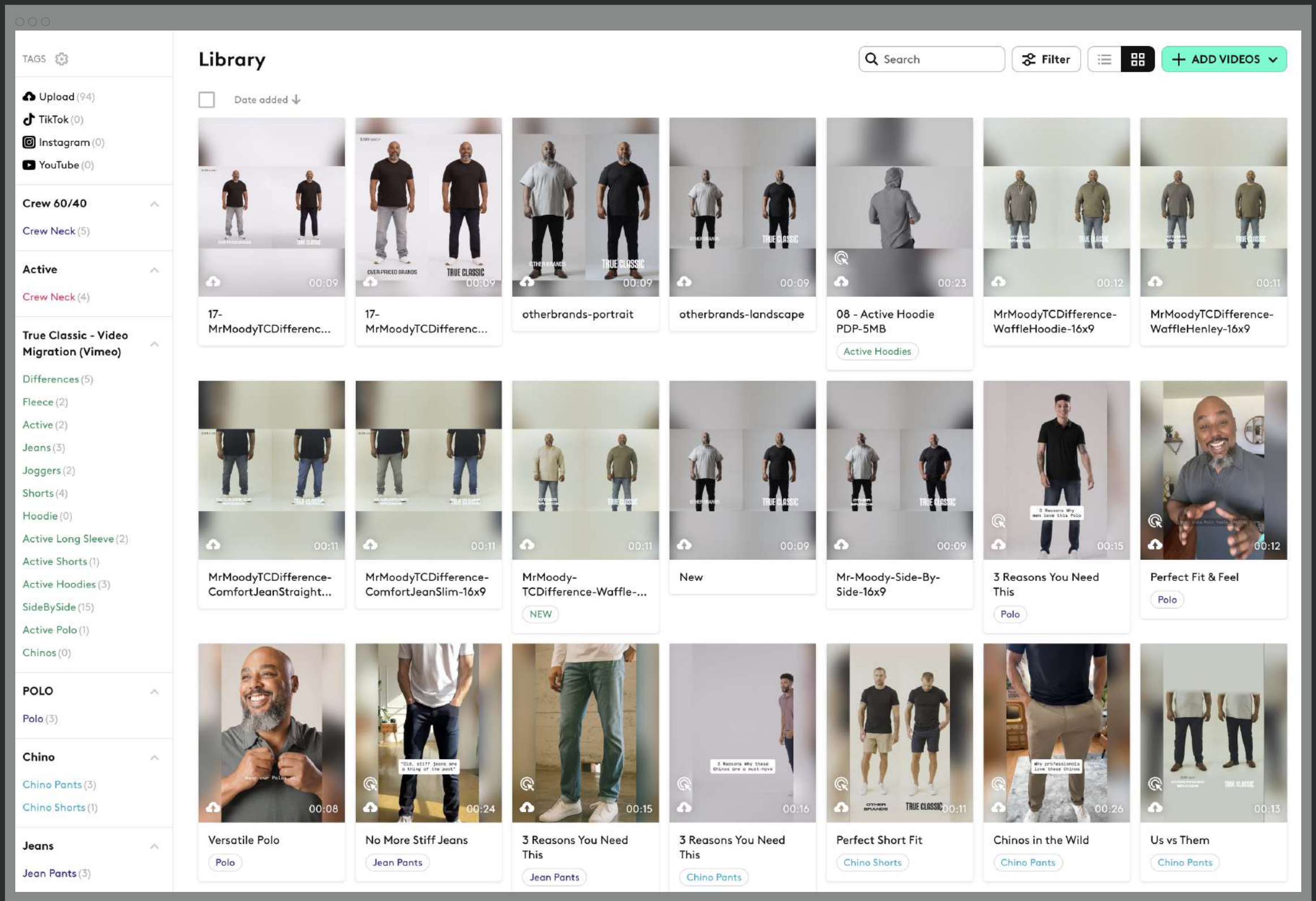


ONE VIDEO CMS, TO RULE THEM ALL

By meticulously categorizing videos in Videowise using tags and categories, TrueClassic ensures streamlined accessibility and efficient management.

As True Classic continues to scale its video content, quickly retrieving, updating, and utilizing videos becomes essential to their operation.

Videowise offers brands an all-in-one video platform to have all their video content from TikTok, Instagram or YouTube, in one place, organized by tags and folders with advanced filtering based on video analytics.



VIDEO THAT PROTECTS PAGE SPEED

At Videowise, we prioritize page speed above all, understanding its critical role for our brands and retailers.

Using our proprietary in-house technology and no external Javascript libraries, our video platform offers unlimited customization & versatility, while being designed specifically for the eCommerce audience.

Videowise has lean, optimized, and lazy-loaded scripts. Our first script weighs just 37kb, significantly smaller than traditional video platforms such as Vimeo or YouTube. Page speed remains constant, no matter the number of video widgets embedded on a page.

Videowise uses multiple global CDN providers for maximum video uptime & fast delivery worldwide. Video streaming is powered by HLS video technology & adaptive bitrate streaming for a smooth user experience regardless of internet connection or device.

We build partnerships with our clients. Our technical engineers collaborate closely with each brand, ensuring that their content-rich pages maintain swift browsing speeds to deliver seamless online shopping experiences.





ECOMMERCE VIDEO PLATFORM

Powering the video infrastructure for brands and retailers to increase shopper engagement and uplift conversion rates.

BOOK A DEMO



14-DAY
FREE TRIAL



30-DAY
MONEY-BACK



STRATEGY &
ONBOARDING



ASSISTED
IMPLEMENTATION

Dr Dennis Gross

VOTE & GET
10% OFF

What is the main function of a serum in your skin care routine?

A Hydrateb

B

Exfoliatec

C Brightend

D Treat specific skin concerns

Dr Dennis Gross SKINCARE

Take Peel Quiz #1 At-Home Peel Skincare Skin Concern Free Virtual Consult Learn More

Q

Spa & Pro

Shop Now

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OUR PROMISE

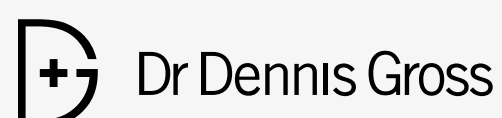
Whoever you are, wherever you are on your journey, Dr Dennis Gross has the skincare expertise to deliver proven products and treatment success with the education and support you expect. You can learn more through [our story](#) or [book a complimentary consultation](#).

Hello from our founder!

TAKE THE QUIZ

USED BY 1,000+ WORLDWIDE BRANDS

TRUE CLASSIC



MAXINE LACEBY
absolute
collagen

CROSSROPE



CROSSNET

GRAVITY