

CUSTOMER STORY

Business

Sports & Outdoor

mike's bikes

How Mike's Bikes geared up customer engagement through Videoly.



Highlights



Thousands of videos added automatically

1 700+

relevant videos



Significant improvement in customer engagement

33.5%

increase in exit rates*

12.4%

decrease in bounce rates*

*For product pages with videos

Videoly works automatically. Videos just appear on our product listings, giving the customer a better experience. It all happens without me having to think about it.



Eric Lusan
Chief Marketing Officer,
Mike's Bikes

Boost your customer engagement

ABOUT

Mike's Bikes & Videoly



Mike's Bikes

Founded in 2004, Mike's Bikes is the largest independent bike retailer in the US. With twelve stores across California and a host of customer excellence awards, Mike's Bikes' total focus on cycling means they embody their mission – to get more people on bikes.

Videoly

One solution, thousands of videos. The market-leading video management technology for online retailers, enabling automatically embedded, hand-picked product videos to connect seamlessly to online stores. Nobody else makes getting product videos this easy.

CHALLENGE

How to get more product more efficiently?

Mike's Bikes knew product videos are a must-have for e-commerce. The rich product information, the high customer engagement rates, and the increased ability to keep customers on-site are just a few of the benefits that come with great video content.

For sporting goods in general, and particularly for a specialized market like cycling, there's simply no replacement for product video. It's the best way for online customers to see how a product moves and get a clear understanding of technical features.

The problem for Mike's Bikes?

How could a small team add thousands of videos, embed them directly to product pages, and make sure there were no broken links and that everything was up-to-date? Staying on top of all this could mean a significant amount of person-hours each week.

What Mike's Bikes needed was a one-stop solution. One that would take care of everything automatically.



With thousands of products on our site, it was getting hard to manage. Now we have more products with videos, and more products with multiple videos. Before installing Videoly, it took a lot of manual work just to associate one video with one product.

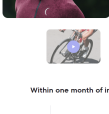


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SOLUTION

One system, thousands of product videos – no dev work required

Within one month of installing Videoly, over 1 700 product videos were added to Mike's Bikes online store. All without any manual work whatsoever.



Within one month of installing Videoly

1 782

Videos added

1 385

Products covered by video

17 865

Video views

Boost your customer engagement

Get started

There was a whole untapped market of third-party videos – professional bike reviewers or other product videos that aren't produced by the vendors themselves. Videoly ensures we procure all of that content.



Eric Lusan
Chief Marketing Officer,
Mike's Bikes

What Videoly brings



Finding the videos



Content curation



Technical embedding



No broken links



Insightful analytics

SOLUTION

Seamless integration with Shopify



Another thing we really liked about Videoly is that we can continue to use Shopify, the system that we know. With Videoly, we can still utilize the Shopify backend, we don't have to go over to another platform. Videoly is a very streamlined integration that works perfectly for our experience.



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Chief Marketing Officer,
Mike's Bikes

RESULTS

Videos keep customers clicking add-to-cart

+415%

ATC conversions on desktop

+403%

ATC conversions on mobile



Since installing Videoly, Mike's Bikes has seen a significant boost to ATC conversions (when comparing visitors who watched a video to those that didn't). On desktop, conversion to shopping cart was 403% higher for those who watched a video, and on mobile the increase was 415%. These figures underline the essential role videos play in justifying consumers' purchasing decisions.

RESULTS

The biggest benefits



Automated and effortless

Simple to install, plug and play solution; fully automated; zero manual work required from Mike's Bikes.



Enrich pages

Replicates the in-store experience online by giving customers enriched information and the ability to see how products look in action.



Increase conversions

Boosts to time spent on site, video views, and mobile and desktop conversions.

Let's create a success story together

RESULTS

Automatically embedded videos increase customer engagement

Customer engagement for Mike's Bikes site has improved significantly since installing Videoly. Product pages with Videoly's video player have a 33.5% lower exit rate compared to pages without. And the same goes for bounce rate – pages with product videos saw a 12.34% reduction.

It seems customers have enjoyed the chance to learn about products in comprehensive detail as over 40% of viewers watched more than 50% of a video's length.

What's most impressive for me is that many of our products have two or three rich content videos. And I didn't even have to think about getting them. It just happened behind the scenes thanks to Videoly.



Eric Lusan
Chief Marketing Officer,
Mike's Bikes