

Liveclicker's VideoCommerce Platform Enables Abt Electronics to Optimize Its Video Program to Significantly Increase Orders, Order Value and Revenue

Goals:

- Replicate the in-store experience online
- Offer videos that keep customers engaged and entertained
- Drive revenue from videos

Challenges:

- No mechanism to analyze videos' impact on customer behavior prompted a trial and error system
- Difficulty distributing a significant number of videos across all target platforms

"In the beginning, it was trial and error as to which videos would be most engaging to the consumer. Now, with the knowledge that VideoCommerce delivers, we increase our orders, AOV and revenue tremendously year-over-year."

- Robert Lambert, Online Marketing Manager, Abt Electronics

About Abt Electronics

Abt Electronics carries tens of thousands of products in a variety of categories, including appliances/custom kitchens, gourmet cooking, home comfort (HVAC, power generators and sump pumps), TV and A/V, computers, watches, fitness and more.

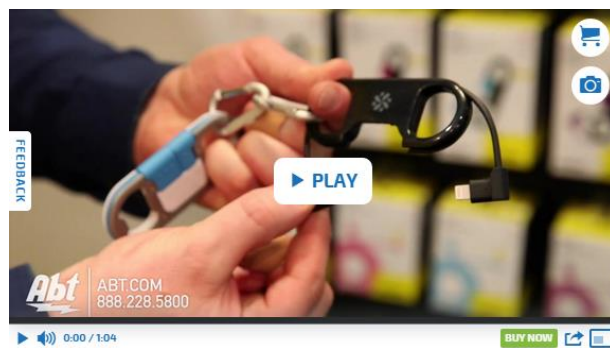
Despite being an independent retailer among an industry of big-box stores, **Abt** has continued to build a loyal customer base and has impressively grown by double-digit percentages every year for the past 78 years. **Abt** credits its success to staying true to the family values and dedication to customer service on which it was founded.

In addition to its 100,000 square-foot showroom, **Abt** has gained a nationwide presence through its e-commerce site **Abt.com**, which was launched in 1997. Similar to the in-store shopping experience, **Abt.com** provides consumers with unparalleled customer service, shopping ease and quality product offerings.

As part of its desire to provide top-notch customer service and drive customer engagement online, **Abt** offers a large variety of videos, including those highlighting product features, how-to videos and buying guides. With a plethora of video content, it was seeking a way to easily make these videos accessible to customers, not only through **Abt.com** but also through sites like YouTube and Twitter.

Abt started working with Liveclicker and its VideoCommerce solution four years ago, to enable the company to easily publish and distribute its videos online.

"For customers shopping online, it's helpful to have a visual representation of how the product works, what it looks like and the features that a customer may skip over if they were reading the features instead," said Robert Lambert, online marketing manager. "Giving consumers a lifelike feel for the product through video gives them more confidence in purchasing the product."



With VideoCommerce, **Abt** is able to easily publish now more than 1,200 videos across its desired platforms with just the click of a button. Beyond this functionality, VideoCommerce has enabled **Abt** to understand its videos' effect on customer behavior and sales – key knowledge it had been seeking.

Analytics Bolster Success of Abt's Video Program

Through VideoCommerce's powerful analytics, **Abt** has been able to learn several critical things about its videos so it could put those learnings into practice and make its video program more impactful. "We have learned that there needs to be a balance of the types of videos we want to push out through VideoCommerce. We want the customer to be engaged and enjoy the video, but we also want it to contain all the information that they will need to purchase a product," stated Lambert. VideoCommerce has helped the company strike the right balance between length and content.

When **Abt** started its video program, many of its videos were thirty seconds long. By analyzing the statistics captured by VideoCommerce, along with listening to customer feedback, **Abt** realized that customers would watch slightly longer videos, as long as the content was meaningful.

How-to videos and product walk-throughs have proven to be most successful in terms of replicating the in-store experience and engaging customers.

Lambert continued, "VideoCommerce lets us track exactly what the customer has watched and directly purchased because of that view of the video. We have learned that a customer who is viewing product overview videos will watch a few to compare and make a purchase. A customer that is watching a how-to video is more likely not looking to make a purchase right away, but more to be aware of certain products and what you can do with them. How-to videos also help to alleviate calls from frustrated customers post-purchase."

The insight that VideoCommerce delivers to **Abt** helps the company understand the consumer buying process and see which videos are most engaging to the viewer. It also helps **Abt** determine which videos it should be producing more of to drive the consumer to purchase.

"In the beginning, it was trial and error as to which videos would be most engaging to the consumer. Now, with the knowledge that VideoCommerce delivers, we increase our orders, AOV and revenue tremendously year-over-year," commented Lambert.

Results comparing 2013 to 2014:

- Average video plays increased 187 percent
- Orders increased 144 percent, and order dollar value was augmented 205 percent
- Average order value was bolstered 25 percent
- Revenue per video play increased 81 percent

