

Brookstone increases plays and proves the value of video with Liveclicker's powerful video analytics

Goals:

- Prove the value of video and justify an investment in video commerce technology
- Increase overall video plays and make video more prominent on the website
- Track video conversion and engagement analytics to use as a basis for production of new videos

Challenges:

- Needed to identify a video partner that could provide powerful video analytics and easily implement video onsite and in other marketing channels
- Unable to track video conversion and engagement
- Ineffective onsite video implementation

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Brookstone®

About Brookstone

Brookstone is a nationwide specialty retailer offering an assortment of consumer products that are functional in purpose, distinctive in quality and design and not widely available from other retailers. The retailer currently operates more than 300 retail stores throughout the United States and Puerto Rico, and opens 10 to 15 new stores each year. Originally a catalog company, **Brookstone** today operates a multifaceted direct-marketing business that includes catalogs, e-mail and affiliate marketing, and an online site offering hundreds more products than are available in their retail and airport stores. **Brookstone** is #180 on the Internet Retailer Top 500 list and has annual web sales that top \$95MM.



Proving the value of video

Brookstone is widely known for its fun, interactive in-store shopping experiences that allow shoppers to try out their unique products right in the store. In-store, shoppers are encouraged to try out products for a true hands-on shopping experience. With this kind of retail culture, it is no surprise the retailer chose to embrace online video. "Video is the next best thing to trying out our products in store," said Seth Brady, Brookstone's Director of User Experience and Conversion. "We are an experience company, so it makes sense that video should be a big a big part of our online store."

Although Brookstone had scarce internal resources, the company had made an effort to produce over 200 product videos with most of them residing on product pages and its YouTube Channel. To take the next step and make a more substantial investment in online video, Brookstone needed to prove the value of video to its executive team. This was a formidable challenge because Brookstone was only able to access basic video play rates through its existing video analytics provider, but after some intense data analysis, the retailer was able to show that during the 2011 holiday season, products that featured video converted, on average, 53% higher than products that did not feature video.

That data alone allowed the retailer to justify a continued investment in the video program. The next step was to invest in technology that would allow continued advances in video production while optimizing the performance of video further. "We chose to work with Liveclicker because their technology and service was exactly what we needed in order to take our video program to the next level," said Mr. Brady. "Liveclicker was not only able to help us increase video views on our product pages through their easy implementation and video distribution, but they were also able to provide us with video metrics that not only showed a return on our investment in video, but also allowed us to optimize our videos for greater success."

Product Page Optimization

One of Brookstone's biggest challenges was making video more prominent its product pages. Pre-Liveclicker, the retailer's video call-to-actions on its product pages were below the hero image in the very left of the image carousel. With the help of Liveclicker, Brookstone implemented a new product page design which featured 3 new video call-to-actions:

- A new video tab at the top of the hero image which allows shoppers to toggle in between product videos and images.
- A play icon on the hero image itself which encouraged shoppers to play the video before looking at product images.
- A "See Video" call to action featured in the far right of the image carousel.

Before



After

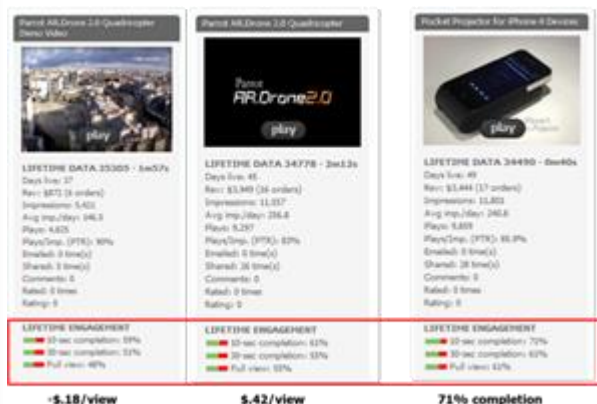


Brookstone also started adding play icons to its products with videos inside the product thumbnails in search results. These changes, combined with adding more than one video to products, wider video distribution, and the implementation of a Liveclicker Video SEO Gallery allowed for **Brookstone** to double its previous video plays and increase its conversion rate by 13% on products that previously didn't have video. For one product video in particular, the Parrot AR. Drone, **Brookstone** was able to increase its play-through rate by 300% through the new product page layout.

The power of analytics

Brookstone was initially limited in optimizing its videos because it was using a web analytics platform to track video performance. Play rate was the only easy metric for **Brookstone** to track. Once **Brookstone** partnered with Liveclicker, they were able to easily access both conversion and engagement metrics on videos. With these added analytics, **Brookstone** was able to see which types of videos were converting the best as well as which videos were most engaging.

Armed with new information, **Brookstone** determined that videos in the new layout under 1 minute in length had an average engagement rate of 70% which was much higher than its longer form videos. **Brookstone** then used this data to make change its production process to create more engaging videos for its shoppers. "Play-rate alone is a meaningless metric to us," said Mr. Brady. "Having access to all of this other data is what was invaluable to our team. Being able to see things like fall-out rate, 10-second engagement, conversion rate, and site benchmarks help to better inform our production process which in turn helps us create better performing videos."



In the future, **Brookstone** is looking to expand even further into video optimization and distribution. The retailer plans to grow its mobile video program through the use of Liveclicker's video QR codes in-store and to start using A/B testing to test different videos types and thumbnails and experiment with new formats of video such as "how tos" and 360 view videos. "Liveclicker has given us a more robust platform to expand our overall video efforts, tailor our content to best meet our customers' needs, and perhaps most importantly to accelerate our efforts to use video to deliver an enhanced **Brookstone** mobile experience," said Mr. Brady.

Results

- Proved the value of video and achieved demonstrable ROI through Liveclicker's robust conversion and engagement analytics, including a 13% lift in conversion rates for products not previously featuring video.
- Increased prominence of video on-site and doubled previous video plays through Liveclicker's unique product page layout and easy video distribution.
- Successfully adjusted video production techniques based on Liveclicker video engagement analytics to create better performing videos.

"By implementing Liveclicker's unique product page layout, Brookstone was able to double its previous video plays and increase its conversion rate by 13% on products that previously didn't have video."



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