

Contact us

560 S Winchester Blvd
Suite 500
San Jose CA 95128

 www.liveclicker.com

 408.335.6202

 sales@liveclicker.com

 video-commerce.org

 @liveclicker

"Liveclicker provides us with a way to generate more revenue from video without having to produce more video."

*– Jimmy Healey,
Product
Marketing
Manager*

OnlineShoes.

Onlineshoes drives 45% increase in conversion rates with the Liveclicker Video Commerce Platform

Goals:

- Drive product level conversion
- Increase SEO value
- Increment site traffic
- Provide a differentiated shopping experience

Challenges:

- Video was unproven
- Needed help with video commerce best practices

About Onlineshoes

Onlineshoes.com (IR Rank #148) is the nation's first online shoe retailer. Profitable since 2000, it's also the only privately held Internet business among its competitors and continues to enjoy revenue growth in the high double digits year-over-year. Dan Gerler is the Founder and CEO of Onlineshoes.com and a self-made entrepreneur. He understood early on that the growth of web video represented a unique opportunity for e-commerce merchants to differentiate and meet the changing needs of today's consumer.

In 2008, **Onlineshoes.com** began producing video for the web. At first, videos were basic. Single-take headshots filmed at a simple in-house set featured existing staff that highlighted the features and benefits of footwear for sale. Cameras were consumer quality. Because Onlineshoes.com had access to limited video production, video strategy, and technical video resources, the company knew a partner would be needed in order to capitalize on the video opportunity.

After researching many of the available technology options for powering **Onlineshoes.com**'s fledgling video commerce program, the company decided to partner with Liveclicker.

"Liveclicker is the market leader. No other company we evaluated possessed the same level of knowledge about video implementation or could offer the level of technology that would make video work for us," says Peter Leech, CMO at **Onlineshoes.com**.

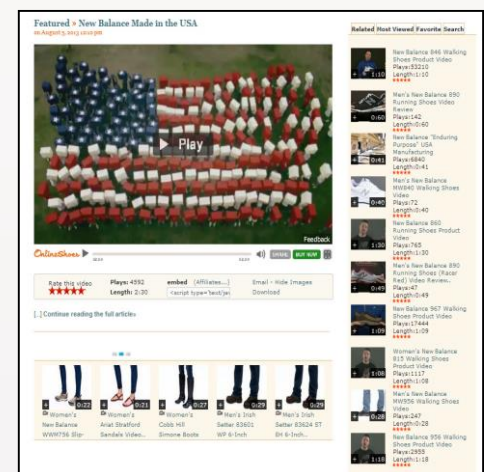


Onlineshoes.com realized one of the biggest untapped opportunities for video lay in the medium's potential for syndication and re-use. "Video is the web's most shared media, but we needed a way to make video syndication productive for us by driving traffic from syndicated video to our product pages," says Leech.

To tap into the potential of video syndication, **Onlineshoes.com** implemented Liveclicker's Video SEO technology on Onlineshoes.tv. This special retail video destination allowed the retailer to exploit the potential of video SEO without making modifications to product pages. Combined with Liveclicker's interactive video shopping capabilities, the video SEO site resulted in over 750,000 incremental customer touches in 2009 alone.

As the video program grew, Onlineshoes.com came to rely more on Liveclicker's built-in e-commerce video analytics. Because Liveclicker is already pre-integrated with many of the web's leading e-commerce technology vendors, **Onlineshoes.com** was able to extend video beyond product pages and SEO to its email and affiliate channel. "Video everywhere is our strategy," says Jimmy Healey, Product Marketing Manager at **Onlineshoes.com**. "Liveclicker provided the capability to extend video to all our online marketing channels, giving us complete visibility into video performance across the entire company."

Onlineshoes.com continued to optimize its video program further by relying on Liveclicker's built-in video optimization tools. Nine different product page video callouts were tested using Liveclicker until a winner was chosen. Because Liveclicker automated the deployment of video to product pages without need to involve internal Today, **Onlineshoes.com** is relying on Liveclicker's Automated Video Optimization technology to make each video asset work harder. "Liveclicker provides us with a way to generate more revenue from video without having to produce more video, helping us scale cost-effectively," says Healey. So far **Onlineshoes.com** has driven 45% higher conversion rates (average) across products featuring video powered by Liveclicker. Year to year, monthly video views increased 359% while the value of video SEO continues to grow.



Results

- 45% higher conversion rates for product pages running Liveclicker
- 359% increase in YoY video plays
- 750,000 incremental customer touches through Liveclicker video SEO
- Extended video beyond product pages and SEO to email and affiliate channels

