

Bewegtbild im eCommerce – erste Erfahrungen

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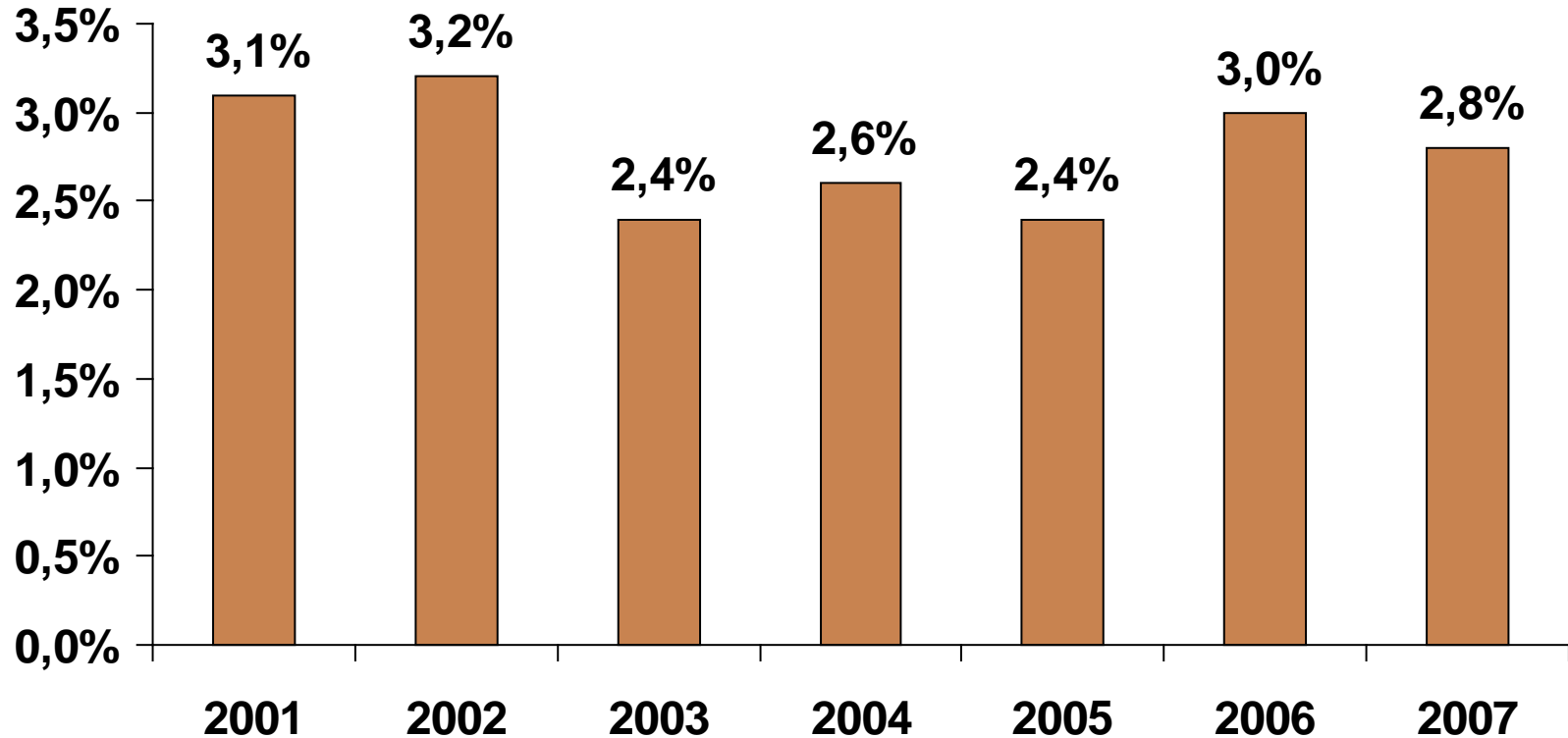


Motivation



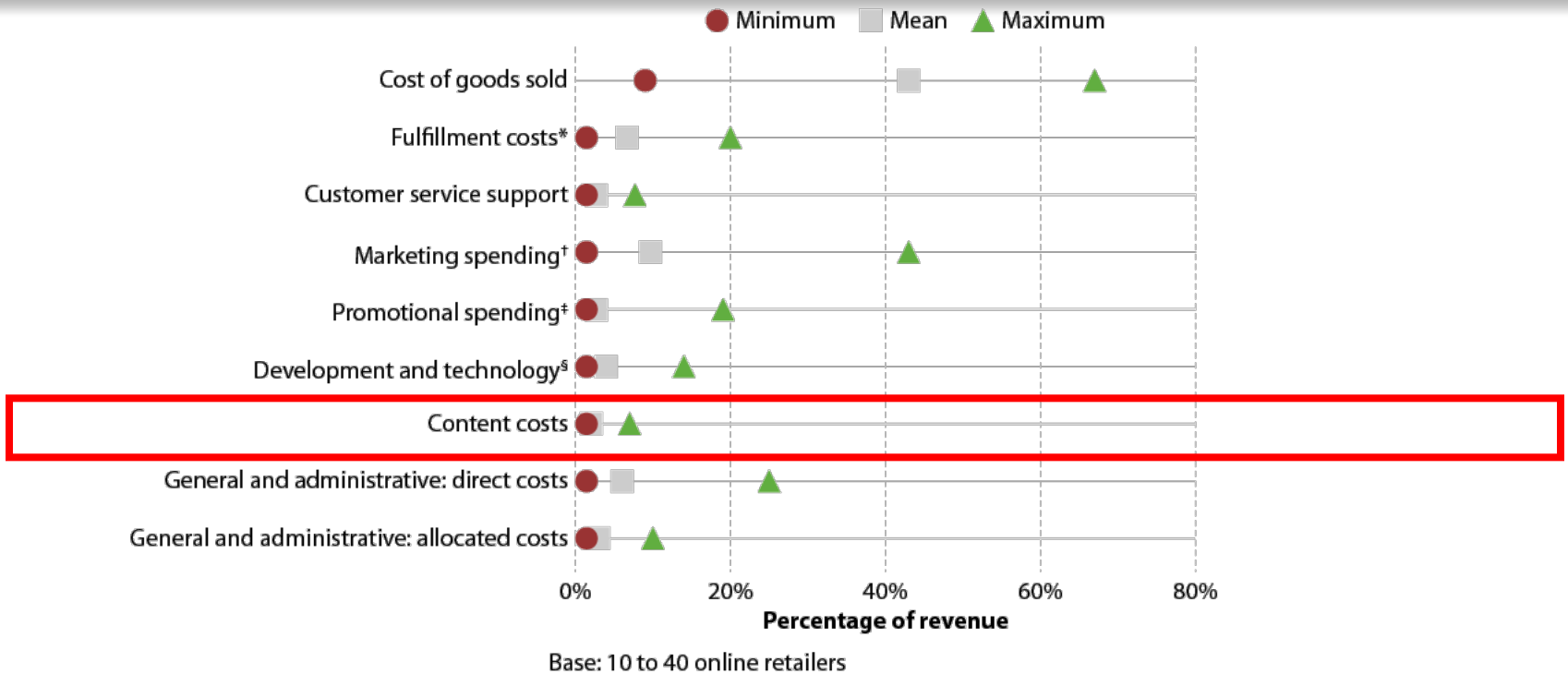
Conversion rates still plague web retailers

Average Conversion Rate of Web Retailers (Orders/Sessions)



Source: State of Retailing Online

Ironically, content is low on the totem pole



Source: "The State of Retailing Online 2008," a Shop.org study conducted by Forrester Research

*Fulfillment costs include pick and pack, inventory management, warehousing, handling, credit card processing fees paid to third parties, and return processing/restocking costs.

†Marketing costs include staff, overhead, service providers, media buys, creative fees, CRM, database expenses, market research, and affiliate commissions.

‡Promotional spending includes free shipping expenses.

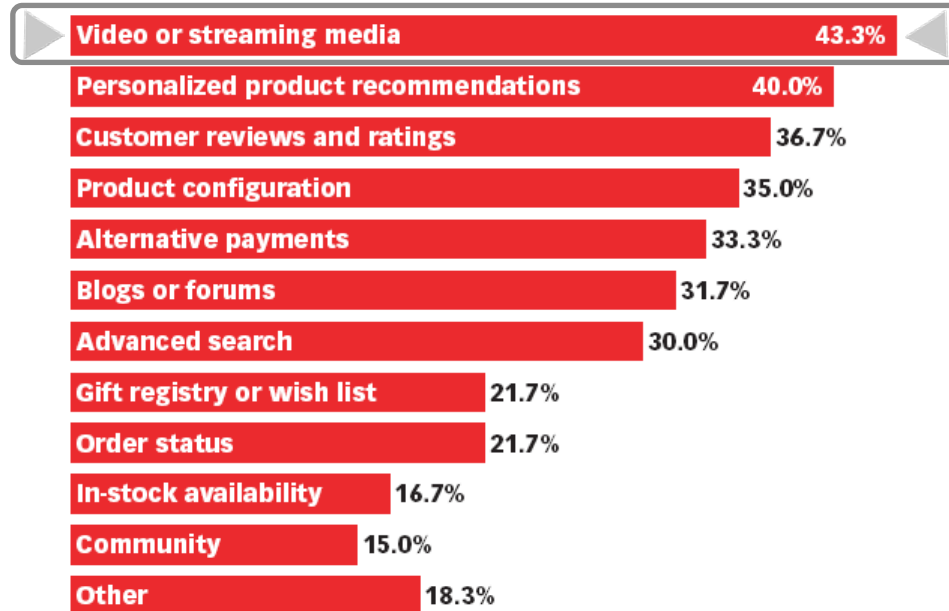
§Development and technology includes costs for hardware, software, staff and outsourcing for the design and interface development/improvements, hosting and server facilities, and technical development for all initial, new, and ongoing site functionality.

Source: October 2008 "The State Of Retailing Online 2008: Profitability, Economy, And Multichannel Report"

**Ein Bild sagt mehr als tausend Worte – wieviel ist
dann ein Bewegtbild Wert?**

Videos und Streaming Media ist die Top Priorität für US Händler:

Advanced Site Features and Functions that US Online Retailers Plan to Add This Year, October 2008 (% of respondents)



Source: *Internet Retailer*, "Website Design, Content and Rich Media" conducted by Knowledge Marketing, January 2009

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www.eMarketer.com

Source: Video Usage in E-Commerce – The Best Is Yet to Come, eMarketer, January 2009

Beispiele



The screenshot shows the Medion website's product page for a gaming notebook. The page layout includes a top navigation bar with categories like 'SHOWROOM', 'TESTURTEILE', 'SERVICE', 'MARKETING', 'UNTERNEHMEN', and 'INTERNATIONAL'. Below this is a search bar and a secondary navigation bar with categories like 'PC-Systeme', 'Notebooks', 'Navigationssysteme', 'Digital Imaging', 'Home Entertainment', and 'Telekommunikation'. The main content area features a large image of the notebook with the text 'HIGH PERFORMANCE für Gamer & Videobearbeitung'. To the left of the image is a sidebar with navigation options for different screen sizes (10", 11"-14", 15"-16", 17"-19") and other categories like 'Gamer Notebooks' and 'Notebookzubehör'. Below the image, there is a detailed product description for the 'MEDION® AKOYA® X7810 - 43 cm / 17" Gaming-Notebook', including specifications like 'Original Windows Vista® Home Premium', 'Intel® Core™ 2 Extreme Prozessor X7800 (2,6 GHz)', '3 GB RAM', '320 GB HDD', 'GeForce® 8700M GT Grafik', and 'High Definition Audio'. The price is listed as € 999,00 (reduced from € 1.499,00). To the right of the product image, there are several utility boxes: 'MEDIION empfiehlt' (recommending Windows Vista Ultimate), 'Warenkorb' (shopping cart) showing 0 items, 'Merkzettel' (favorites) showing 0 items, 'Mein MEDIIONshop' (login/register section), and 'Newsletter' (subscription section).

- Moderierte Videos für viele Produkte verfügbar
- Integriert in Produkt-Detail-Seite
- Video in einem Format zugänglich

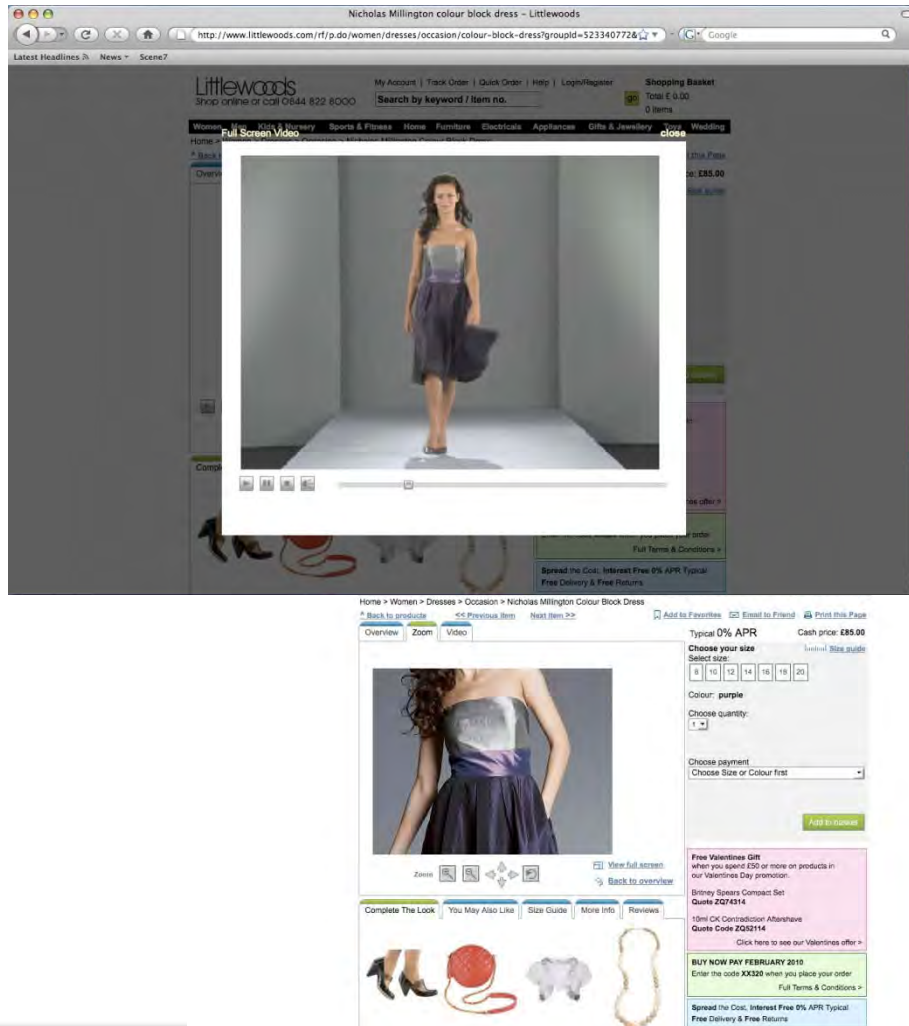
The screenshot shows the Cloudveil website interface. At the top, there is a navigation menu with links for 'MOUNTAIN CULTURE', 'HOME', 'LOGIN', and 'REGISTER'. A search bar is located on the right. Below the navigation, there are category links: 'MENS / WOMENS / KIDS / SHOP BY SPORT / ABOUT US'. The main content area displays the 'RPK Parka' product page. The product description includes the price '\$495.00', weight '34 oz.', and style number '#5601'. A video player is embedded in the description, showing a person wearing the parka in a snowy environment. Below the video player, there are four product recommendations: 'Hoback Jacket' (\$495.00), 'Koven Plus Jacket' (\$440.00), 'RPK Pant' (\$395.00), and 'Launch Pullover' (\$135.00). The page also features a subscription form and contact information.

- Videos verfügbar für 20% der Produkte
- Interne Produktion mit geringen Kosten
- Integriert auf der Kategorie und Produkt-Seite
- Kaufrate ~ 200% höher für Kunden, welche das Video angeschaut haben.
- Durchschnittlicher Warenkorb +19%
- 60 weitere Videos in einer Cloudveil Branding Galerie

"Our customers love the online videos. Using Scene7 we are able to offer a clean viewing experience that doesn't skip or jump and we do not have to worry about site performance or load times."

-- Jeff Wogoman, director of Marketing

Littlewoods Shop Direct



- 1500 Videos verfügbar
- 200% Steigerung der Kaufrate
- Integriert in Produkt-Detail-Seite und prominent platziert
- Video in zwei Formaten zugänglich

JCP Catwalk Show

view all outfits | meet our designers

maxi lengths | floral | frill seekers | boyfriend fits | **cardigans**

we're stepping up our
style
start the show

Trendsetting styles straight from our runway—all at prices you'll love.

meet our **designers**
What they're saying about Spring's top trends:

- 24 Styles gruppiert in 5 Trends von 4 Designern
- 197 outfit Videos
- Interaktionsmöglichkeiten für den Kunden
- Weitere Produktinformationen verfügbar
- „View-All“ Kategorie-Seite

Herausforderungen

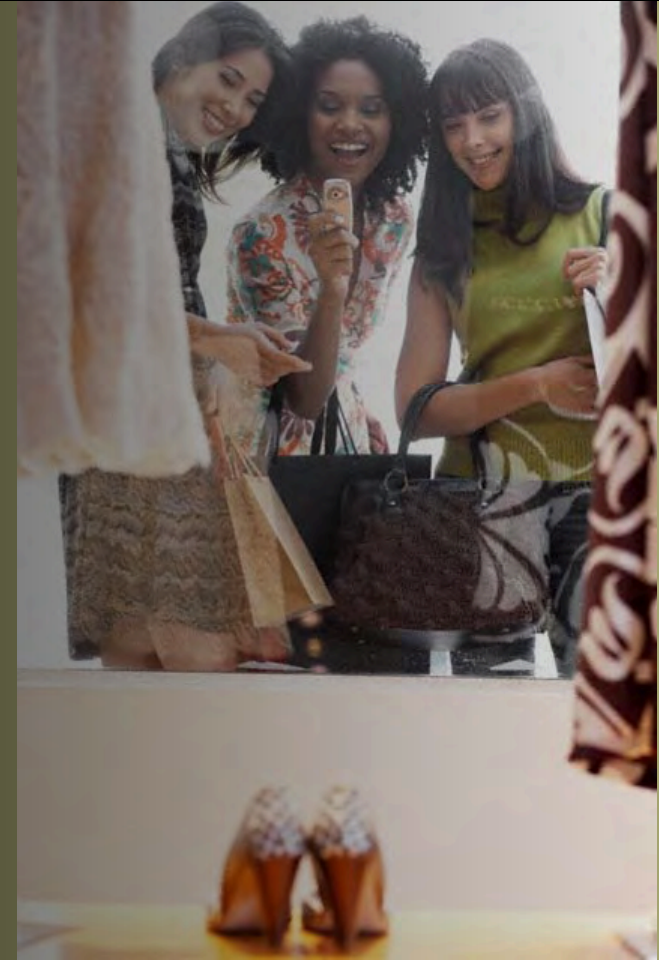
oder

Tipps & Tricks



Implementierung von Videos im eCommerce

1. Welche Inhalte eignen sich für ein Video, kann ich dieses für mehrere Produkte nutzen?
2. Der Inhalt sollte verkaufsorientiert sein.
3. Platzieren Sie Videos an der "richtigen" Stelle
4. Die Anwender akzeptieren "YouTube" Qualität
5. Bieten Sie eine Fortschrittsanzeige
6. Bieten Sie Play, Pause, Weiter Funktionen
7. Denken Sie auch über vom Kunden produzierte Videos nach
8. In der Kürze liegt die Würze

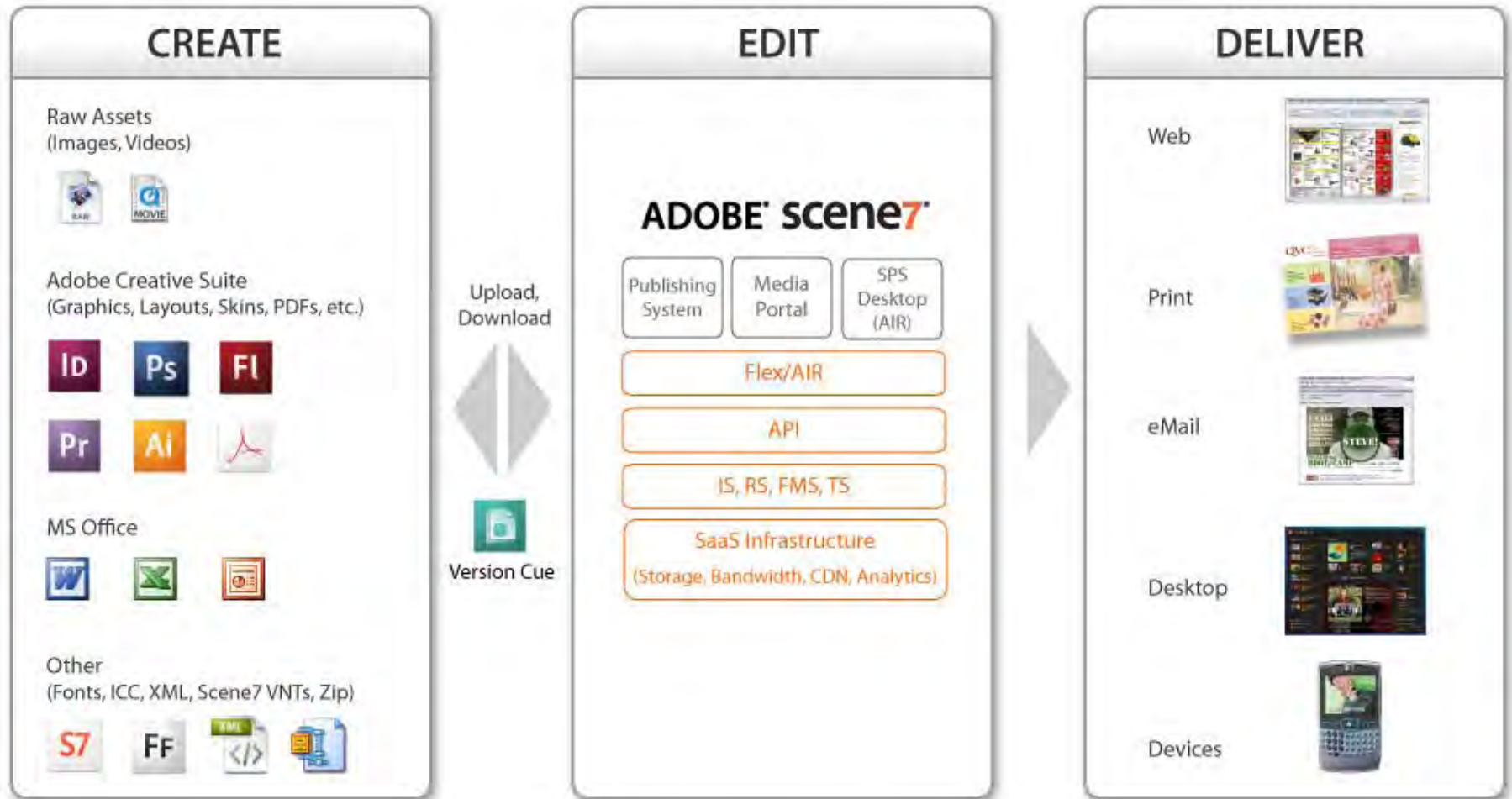


- How Videos drive Online-Sales
 - Priscilla Lawrence, Product Manager Adobe Scene7
 - Sucharita Mulpuru, Analyst Forrester Research
- <http://my.adobe.acrobat.com/p41792419/>

Appendix



Automatisierbare Adobe Scene7 Rich-Media Lösungen



Adobe Scene7 eVideo Streaming Lösung

The screenshot displays the Adobe Scene7 eVideo Streaming interface. On the left is the **ASSET LIBRARY** with a search bar and a folder tree including 'videos'. The main area is the **VIDEO RECUT** panel, which shows a preview of a video clip (a camera) and a list of instructions on a black background:

1. Add video clips or images to the sceneline below or directly onto the stage by dragging them from the library.
2. Add transitions, and layer in borders, overlays, effects, or sounds. (Select an eVideo content type on the asset detail view for .swfs and images to tag them for these uses.)
3. When you're done, hit the **save** button. Preview the final cut using the **preview** button above.
4. **Publish** your eVideo Remix. Get the URL from the preview window to add to your websites.

Below the preview is a timeline with three scenes: 'Scene 1', 'Scene 2', and 'Scene 3'. 'Scene 3' is highlighted with an orange box. The interface also includes playback controls and a 'Drag Soundtrack here' area at the bottom.

Fragen?

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