

+87% Add-to-cart Rate

Videos for Kidsroom.de



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“Efficiency is key. The solution from DemoUp only required a small change for us but had a huge impact”

Executive Summary

Kidsroom.de is a large online retailer for children's accessories offering a highly diverse product range to an international audience.

Kidsroom chose DemoUp to roll-out video content for thousands of products in multiple languages. Within a week videos were available for all of Kidsrooms customers .

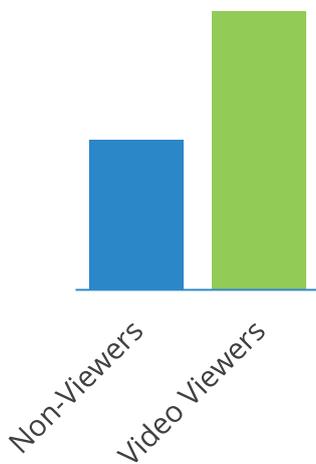
- Visitors who watch videos purchased 87% more often
- Over 13% of visitors watch product videos
- More than 5,200 videos in multiple languages
- Worldwide video delivery on all end devices



„DemoUp continues to add new brands and videos to their database at an impressive speed“

+87.4%

Add-to-cart conversion rate change for visitors who view videos



The Challenges

With limited video resources prior to DemoUp’s involvement, introducing a full video setup would require manually collecting, embedding and updating thousands of videos which turned out to be time and resource consuming.

In addition, Kidsroom.de is an international retailer so there were a few languages and cultural barriers to deal with.

How DemoUp Could Help

Kidsroom plugged into DemoUp’s video database and within days all product pages were matched against corresponding product videos.

After one week, over 4,000 brand videos were live and active on the shops website. For the car seat and stroller category alone, DemoUp collected another 1,000 videos from specialized brands.

The language of the videos shown is adjusted automatically to the viewers language browser setting therefore Kidsrooms international audience is effectively reached well.

In order to measure success rates, a conversion tracker was installed. Apart from pasting the integration code into the product page template, there was no work for the e-commerce store to do.

Results, Performance and Future Plans

Most importantly for the online merchant: the add-to-cart conversion rate, for visitors who have watched a product video, **increased by 87.4%**.

13,1% of Kidsrooms visitors watch product videos. An attention span of 79.6% (In comparison the figure for YouTube videos lies at around 55%) shows that these videos are almost always viewed until the end.

As of today there are 5,200 videos live. In the future there will be a further growth in the number of videos through more brands joining the DemoUp video platform.

While the number of videos and views increases, there isn't any work required for Kidsroom's staff. Once installed the DemoUp solution runs fully automated keeping all videos up-to-date as well as constantly adding new ones.

The screenshot shows the Kidsroom.de website interface. At the top, there is a search bar and a navigation menu with categories: Car Seats, Strollers, Babies at home, Feeding, Baby care, and Play & Learning. Below the menu, a breadcrumb trail reads: You are here: Home page > Strollers > Quinny Zapp Xtra 2.0. The main product image is a black Quinny Zapp Xtra 2.0 stroller. To the right of the image, the product name 'Quinny Zapp Xtra 2.0' is displayed with a 4.9 star rating. Below the name, there is a note: '(This item is subject to restriction. Therefore it is only available in the Netherlands. If you have some questions, please contact us.) The Quinny Zapp Xtra 2.0 is a modern, compact design, mobility and a compact buggy can be folded space-saving unit.' A 'More information >' link is provided. The price is listed as 'Our Price: 269.90 €' with a note 'incl. 19% VAT, excl. shipping'. A 'Contact support' button is visible in a red box, and a 'Select design' button is in a blue box. A 'Video' button with a play icon is also present.

Get started

We are happy to show you a live demonstration of DemoUp for your online shop.

Contact us:

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