



# SHOPPABLE VIDEO

## CASE STUDY

### ABOUT THE CLIENT

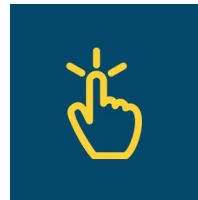
The client is the world's leading jeanswear and apparel company which epitomizes classic American style and effortless cool. The client is also one of the most recognizable and imitated clothing labels in the world. With over 500 stores, the client's products are available in 110 countries across the globe.

### CHALLENGE:

Our client was creating visual and video content which they intended to use across multiple channels. This included banner ads, commercials, and how-to videos across different countries, and different collections. For example, their signature jackets, jeans, and everything that goes well with these products. The key challenge was making these videos more actionable.

- Problem of connecting inspiration to shopping quickly through videos
- Videos did not connect to real time inventory
- Presence of hyperlinks next to the videos on the page, causing a disjointed experience
- Unnecessary navigation between windows
- Not enough visitors who were actually engaging with product after watching videos

### THE VUE.AI IMPACT



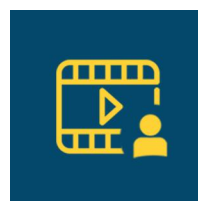
## 17%

Click Through Rate\*  
Clicks on the 'Shop now' button in the video player.



## 1.4X

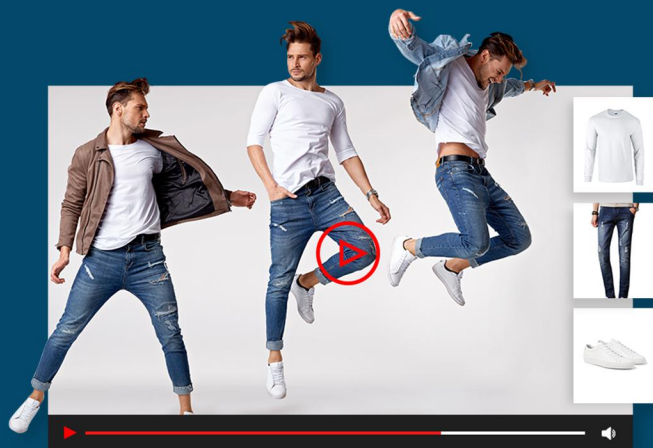
Higher time spent on site  
Users who interact with the video typically spend longer time on the site.



## 61%

User interaction rate  
A major portion of users typically advance and interact with different elements on the video player.

\*The videos studied for this are from one category



## THE VUE.AI SOLUTION: SHOPPABLE VIDEO

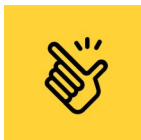
Vue.ai's shoppable video solution, VueStudio, intelligently automated the monetization of video assets on the Levi's site - allowing them to provide a seamless video shopping experience to their shoppers.

### SOME OF THE KEY FEATURES OF SHOPPABLE VIDEO:



#### INTELLIGENT AUTOMATION

The AI technology powering VueStudio understands every frame, every pixel, which ensures that our client's team didn't have to worry about manual curation or hotspot creation



#### EASY TO USE

VueStudio is built for scale and is easy to integrate, doing all the heavy lifting for the client across all channels and devices



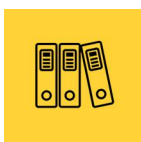
#### POWERING GROWTH

VueStudio enables our client to rack up instant conversions from video content that is relevant, impactful and actionable



#### EASY UPLOAD

VueStudio self serve interface makes it possible to create and share shoppable videos instantly



#### LIBRARY OF EXPERIENCES

The experience manager provides the client with the capability to choose how their audiences interact with their videos - giving them granular control of the visual experience



#### ADVANCED METRICS

The VueStudio dashboard helps track the performance of each video through real time dashboards that display key tracking metrics

### BUSINESS BENEFITS:

- Our client was able to monetize videos across multiple geographies (United States, United Kingdom, and Netherlands) while accounting for localized inventory information
- For the videos in the kids category, the client saw click through rates as high as 35% when they embedded a clickable 'Shop now' button on the video player
- Hours of manual efforts saved creating localized content specific to the collections in different countries
- Product selection optimized and "out of stock" alternatives provided in case the exact match of the product within the video is unavailable



[www.vue.ai](http://www.vue.ai)



[humans@madstreetden.com](mailto:humans@madstreetden.com)



+1 408 368 6239 (USA)

+91 44 24991995 (IN)