

## The Challenges of Streaming Video

Streaming video has already permeated virtually all areas of the internet. However, online merchants have not yet managed to harness the potential power of this medium. This is mostly due to the high overhead of professional production, coupled with the technical complication of hosting and streaming videos for entire catalogs of products. The result for online shoppers is a sub-par consumer experience. When e-commerce customers are unsure of what a product really looks like or how it really works, they are less likely to purchase.

### FORZIERI *Italia*

Forzieri.com is an online vendor of luxury fashion accessories. When they learned of Treepodia, Forzieri saw an opportunity to be one of the first online merchants to set the tone for the future of e-commerce.

Forzieri does considerable business through its online store and had been looking for new ways to enhance its consumers' experience, and boost internet sales. For Forzieri, adding video to product pages was the perfect solution. With the addition of streaming video, Forzieri would be able to elevate their product presentation to meet the legitimate expectations of today's online shoppers and take their experience that much closer to actual shopping.





## Video Integration, Streaming and Hosting

Treepodia integrated the video player along with its smart video platform into the existing Forzieri website in just a few hours, with no downtime at all. The video platform streams the video content from Treepodia's own server with no hassle to Forzieri, measures the customer behavior after seeing different videos and then automatically adjusts the content accordingly.

## Video Production

Forzieri found Treepodia's pay-per-view video pricing model very appealing, especially since the alternative involves tremendous expenses for the production alone. Starting with a few select products and then expanding to many more, Treepodia implemented a personally-tailored product video solution for Forzieri from start to finish.

Treepodia's expert team created product videos, using cinematography which best highlighted the beauty of Forzieri's luxury fashion items. The smart video management system and reporting tools gave Treepodia's production team all the information they needed to create the most effective videos for Treepodia's products. From scripting to production and post-production editing, Treepodia produced the right kind of video for each product, showing a clear understanding of the vendor, the products and the target market.

## Success

Viewing short videos that highlight static items like jewelry, watches, wallets and handbags effectively increased customer online purchases. The sales figures proved so reassuring to Forzieri, that they launched an e-mail marketing campaign to highlight the addition of video to their website. The resulting click-thru rates increased dramatically and sales of items with Treepodia videos increased by between 100-300%.

Forzieri has received tremendous customer feedback. Working with Treepodia has resulted in an incredible return on investment (ROI) for Forzieri.

The Treepodia solution for Forzieri is live, online proof of the dynamic edge that Treepodia gives its e-commerce clients, by combining the best aspects of window shopping and online purchasing with a pricing model that simply works.



**Add Treepodia to your product pages.  
See results immediately.**