

Take your online shopping site to new heights

SOLUTION HIGHLIGHTS

Key Benefits

- Enhance Shopping Experience
- Improve Customer Engagement
- Optimize Conversion Rates

Key Features

- Web-based video player
- Interactive button and window overlays
- Link multiple products to the same video
- Organize linked products into product groups
- Add linked products in video to multiple wishlists
- Simple drag and drop to shopping cart

Management Tools

- Media Asset Management
- Product Tagging and Linking
- e-Commerce platform
- Analytics
- Cloud infrastructure services
- e-Commerce service management

Click and Buy

Video Enabled Online Shopping

The growth of online video has been explosive so far and its rise is unrelenting. There is no doubt that video has taken over a huge part of internet users' online experience.

Online videos can entertain and engage viewers in a way that text or pictures cannot. They can inform, showcase products, and build brand awareness with a much deeper immersion than images can. Online video has become a primary means for online users to satiate their need not just for entertainment but also for information.

Adding video into e-commerce sites can enhance a customer's web experience. It can inform shoppers about products beyond what text and images can do, and also entertain shoppers in a way that can turn them into buying customers.

Click and Buy is MediaPower's line up of video commerce offerings. MediaPower can be your one stop shop in provisioning all the tools and services to easily and rapidly set-up and manage a complete video commerce initiative.

At the minimum, Click and Buy can serve as an extension to existing e-commerce platforms for adding videos to products and product pages. It enables a fully configurable and interactive video player for your site visitors – both web and mobile e-commerce sites and applications.

With MediaPower's expertise in video, media asset management and service infrastructures, Click and Buy is also available either as a turnkey e-commerce platform or a build and configure component to online retail stores. MediaPower's powerful management tools include Media Asset Management, metadata tagging and linking, e-commerce platform, analytics, and cloud infrastructure services.

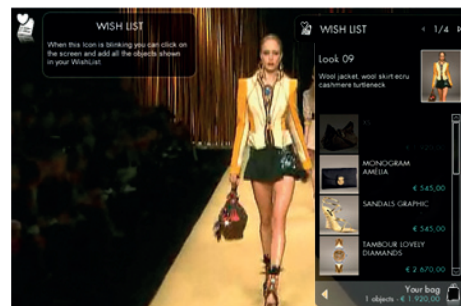
Click and Buy: Video Enabled Online Shopping

Live Interaction - How It Works

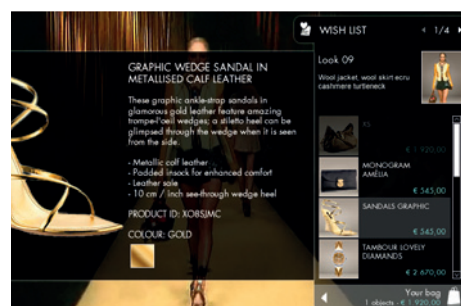
- An icon (upper left corner) is shown when interaction is enabled on a video.
- Products that are linked to the video (shown in video) are organized into product groups. Each product group can list all products in that group.

In the example shown, the products are grouped according to the model and it consists of all the products that she is wearing and that is being sold online.

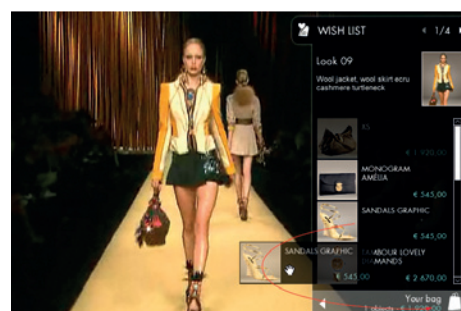
- Products (from different product groups) can be added to wish lists. For each product added to the wish lists, additional details such as description, price, etc. can be viewed (extracted from the product catalog).
- To add products from the wish lists, simply drag the item on the list to the shopping bag icon.
- When a product is added to the shopping bag, the shopping bag content is updated and the product item in the wish list is greyed out.
- When the shopping cart is opened, all products added can be viewed, and items can be removed or quantities changed.
- When the BUY NOW button is clicked, the actual e-Commerce transaction is carried out either by the existing e-Commerce platform, or it can be presented as an overlay panel on the video player



Multiple Wish Lists



Product Details



Simple Drag and Drop to Shopping Bag

Management Tools

Click and Buy provisions underlying management tools to enable video commerce. These include:

- MEDIA ASSET MANAGEMENT - facilitates the ingest, archive, organization, and search within the video catalog.
- TAGGING - enables the association of metadata to establish links between videos and product catalogs
- e-COMMERCE PLATFORM - integrates with existing e-Commerce platform or built with Click and Buy e-Commerce
- ANALYTICS - enables measurement of monetization effectiveness

MediaPower also offers other related services - from Cloud Infrastructure to video tagging to e-Commerce service management, ensuring that all the tools and services to easily and rapidly set-up and manage a complete video commerce initiative are easily within reach.