

Interactive Video

case study



'Choose Your Path' –
Interactive video for video
sales letter

About VideoSuite

VideoSuite is a software company that helps entrepreneurs and internet marketers increase their income and influence online. They do this by creating results driven software designed to increase leads, sales and brand awareness for their clients.



What's the Goal?

VideoSuite normally uses sales videos to sell their softwares. They heard about the results other companies have achieved using interactive video and wanted to test it out themselves.

The Challenge

VideoSuite put interactive video to the test. They split tested a normal 'linear' video against a similar interactive video to see which converted higher. The only difference in the two videos was that the interactive video had a 10 second intro at the start the asked the question "What do you want to know". It then offered the two choices "Make It Snappy" and "Tell Me More". Whatever option the viewer chose - they all saw the same video.



TRAFFIC



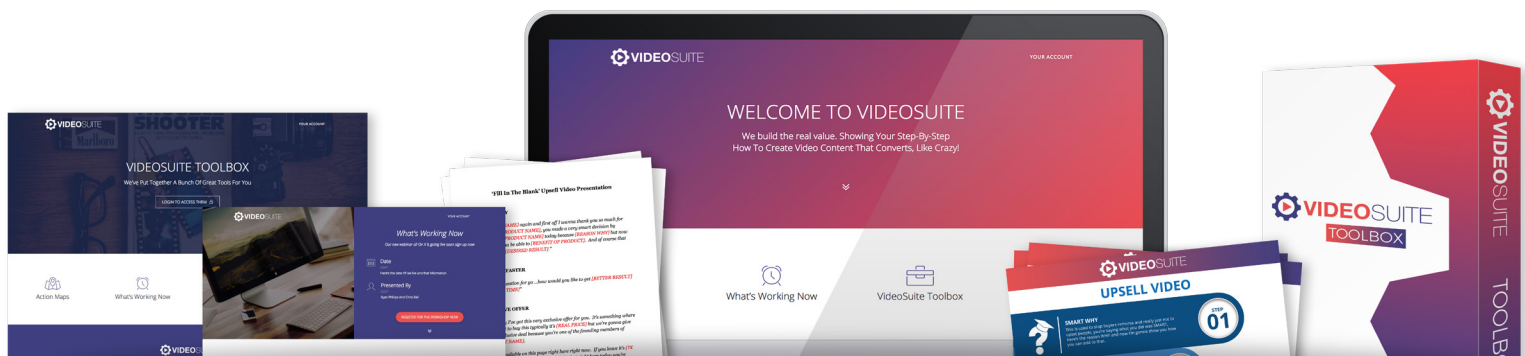
PRODUCTION



CONVERSIONS

The Results

- The normal 'linear' video converted at 5.65% while the interactive video converted at **10.3%**. There was a clear winner!
- This extra **83%** increase in conversion transferred to an extra **\$58,743.00** in sales for the company that month alone.



How Can I Get Results Like this?

Check out how you can get started using interactive video by getting in touch with us.

