

QuickFrame
by MNTN

The Ultimate Creative Guide to eCommerce Video.

The consumer retail experience has changed.

As pandemic restrictions thwarted in-person retail, companies—and consumers—shifted to the digital realm.

Digital Commerce 360 reported that consumers spent \$861 billion in 2020, an increase of 40% YoY. Slowly, eCommerce is swallowing in-person shopping, as it now accounts for 21.3% of total retail sales. This is the largest increase in eCommerce sales in at least two decades.

With consumers shifting channels to conduct more and more shopping online, brands must set up full-funnel eCommerce journeys to increase brand awareness, generate more digital traffic, and drive visitors to convert.

There are ample opportunities across the funnel to optimize your customers' online shopping experience. Video has been shown to drive conversion across all aspects of the eCommerce path to purchase.

Take for instance videos efficacy on Product Detail Pages (PDPs). Customers are 64-85% more

likely to purchase a product after watching a video on a PDP, according to a Marketing Sherpa study.

As eCommerce continues to grab a larger slice of total retail sales each year, brands must ensure they have the right content to compete as online shopping continues to evolve.

This means not only finessing online operations, but also crafting a digital shopping experience that wows consumers.

The immersive, hands-on nature of in-person retail is perhaps the most difficult aspect to capture online. But by harnessing the power of video, you can bring your eCommerce site to life and deliver a dynamic, memorable shopping experience for consumers while getting a leg up on your competition.

In This Guide, We'll Show You:

- The 10 types of eCommerce video that work best on your website
- Standout examples in Fashion, Beauty, and CPG
- Strategies to maximize your video production budget
- How to pinpoint what works with a performance testing plan.

Let's roll.



Table of Contents

The 10 Types of eCommerce Video _____	3
Standout Websites by Category _____	18
Maximizing Your eCommerce Video Budget _____	22

QuickFrame
by MNTN

The 10 Types of eCommerce Video.

Product Videos

The goal of eCommerce is to make the sale. As such, your products must be the central focus in your website video strategy. Including product videos on landing pages, digital storefronts, and PDPs elevates your offerings of the screen. Here are the core types of eCommerce videos that drive conversion.



PRODUCT VIDEOS

Product Focus

Product Focus videos bring dynamism to the online shopping experience by supplementing or even replacing still images. This type of video is exactly like it sounds: it focuses on your product. Many Product Focus videos are primarily visually driven. Think about how you can offer a new perspective into your product—in a sound-off environment. There are several approaches you can take to a Product Focus video.

CONSIDER:

- Offering a 3D view of your product
- Demonstrating what your product looks like outside of its packaging
- Visually representing product ingredients
- Captivating customers with a satisfying visual style, such as stop-motion or boomerang



[Freshpet](#) created oddly satisfying stop-motion Product Videos that focused on the fresh ingredients that make up their Slice & Serve Rolls.

PRODUCT VIDEOS

Product Explainer

Many brands rely on in-store associates to engage and educate customers, deepening the consumer's understanding of products in real time. In the online shopping environment, Product Explainer videos can accomplish the same goal.

In as short as a minute, you can relay vital product information in a manner that feels approachable and on-brand since you're in control of the creative. Think about commonly asked questions and key value propositions and be sure to address them. Including a product demo in your Product Explainer can also act as a proxy for activities your customer might do in-person to learn more about your product: pick up packaging, test the product, etc.

To achieve a personalized feel, some brands choose to feature on-screen talent in their Product Explainer videos. When casting, be sure to choose relatable talent so your consumer can start to envision themselves with your product. If you have a wide target audience, you can experiment with different featured talent or run A/B tests with your videos to optimize for conversions.

Product Explainers don't need to be talent-driven. If it feels appropriate for your brand, you can accomplish the same goals with an [animation or motion graphics approach](#), using on-screen text or voiceover to provide a deeper dive into your product.



[Korres](#) uses Product Explainers narrated by on-screen talent to convey product information and demonstrate its products in use. For this shoot, QuickFrame used 3 different on-screen talent to appeal to different target consumers.



QuickFrame brought static assets to life for [OLLY](#) using simple motion graphics to communicate core value props.

PRODUCT VIDEOS

How-To

As the name suggests, the goal of How-To videos is to relay a step-by-step process of how to use the product. In addition to demonstrating the product to help your customers better understand how your offering can fit into their lives, you can also use How-To videos to further reinforce value propositions.

A key benefit of this type of video is its longevity. Not only can you use How-To videos on PDPs, but you can also repurpose them for other parts of your website, such as an FAQ page. Post-purchase, you can use the same video to extend your content journey via email to ensure customer satisfaction.

CONSIDER:

- Using on-screen talent to strike a personable feel
- An animation or motion graphics approach can convey a complicated how-to process in a simple way



[Hask Beauty's](#) How-To videos accomplish several goals simultaneously: they demonstrate a step-by-step process, reinforce key value propositions, and engage viewers with on-screen talent.

PRODUCT VIDEOS

Unboxing

An Unboxing video peels back the curtain that is your packaging to reveal exactly what your customer is going to receive. First popularized by DTC brands, a well-made Unboxing video can help your consumer envision receiving, opening, and using your product.

Unboxing videos not only showcase the various components of your offering, but they can also be used to feature additional products as a subtle upsell play. A live action tabletop approach—as you’ll see in the example to the right—is popular in these types of videos, but stop-motion is also a fun way to catch a customer’s eye.



Colgate utilized Unboxing videos to introduce their first Direct to Consumer Advanced LED Whitening Take-Home Kit to the market. [See how QuickFrame generated 40+ assets for launch in under 4 weeks.](#)

PRODUCT VIDEOS

Product Commercial

For a high-gloss video experience, consider publishing a Product Commercial on your eCommerce site. Broadcast-quality creative can live comfortably anywhere on your site or on a PDP. Additionally, with [a skilled editor](#), you can rework your existing product creatives from other channels to include fresh messaging or cut down to a shorter runtime.

A Product Commercial may be a good fit for your marketing strategy if you are launching a new product or if your offering shines best when it's demonstrated. Product Commercials mix together a wide variety of shots to give your audience a comprehensive overview of your product. Product shots, lifestyle shots, and product application shots are often married with voiceover or on-screen text to deliver a narrative-driven video.

When planning your Product Commercials, be sure to showcase your product in its natural setting. If your product is mostly used outdoors, depict environments that you know will instantly connect with your customer. Similarly, when concepting creatives for products in the home, think about your target audience and be sure to shape the indoor setting to feel as familiar to them as possible.



[Palmolive](#) produced a Product Commercial for use on eCommerce PDPs to introduce an industry-disrupting product that reinvents the dishwashing process.

Testimonials and Case Studies

Social proof is a powerful motivating factor for consumers. With Testimonial and Case Study videos, the experience you deliver to your consumer becomes the key focus, and your customer drives the narrative themselves.

Here are two approaches for these types of videos—one for B2Cs and one that's more fit for B2Bs. These types of videos can live comfortably anywhere on your site: standalone testimonial landing pages, homepages, About Us pages, PDPs, etc.



Customer Testimonials

Customer Testimonials feature real customers talking about their experiences with your brand and your products. These types of videos convey much of the same information that you can embed in your various product videos, but because it's delivered from the perspective of an actual customer, the content can have stronger resonance and land more effectively with your audience.

Authenticity is key with Customer Testimonials. Be sure to cast actual customers who can share their real experiences with your products. To ensure that you deliver key product messaging via this format, have someone on set who can “direct” the customer by asking targeted questions.

To make your Customer Testimonial engaging, cast customers that you know your target audience will relate to. Add visual diversity to these videos by including b-roll footage of lifestyle shots or customers interacting with your products so that it's not just a minute or more of talking head-style footage.



[Casper](#) utilized Customer Testimonials to relay key product benefits in an approachable, authentic, and effective way.

Case Studies

For B2Bs, Case Study videos can be a powerful tool to nurture leads and showcase your solution's impact in-market. Case Study videos provide a holistic view to prospects of what a partnership with your brand looks like— all through the lens of your satisfied customer.

To supplement a client's narrative, consider including footage of your organizational leaders to add your brand's perspective on the partnership.

Thread in relevant b-roll footage to elevate your video and immerse your viewer in the experience of your offering. And don't forget to touch on all the hallmarks of a successful case study: background, process, and tangible results.

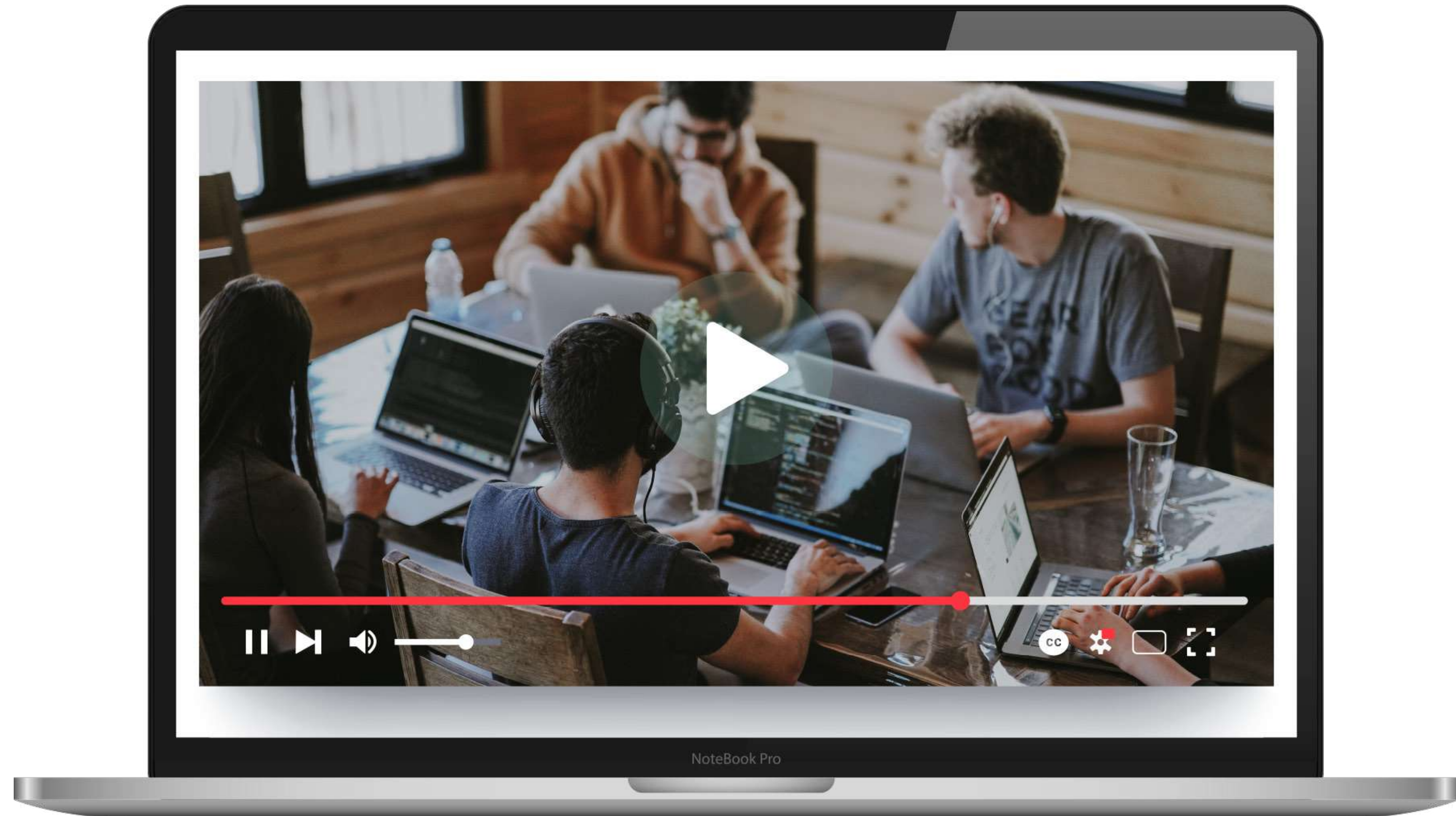
Case Study videos can live comfortably anywhere on your site. They can even be a lead generation tool: consider gating the videos to qualify prospects and collect leads.



QuickFrame produced a series of case studies for [Square](#) to highlight the impact their various solutions had on a variety of client businesses.

Brand Videos

All of the videos we've explored so far focus on core product offerings. When you think about your holistic eCommerce presence, however, you want to make sure you are immersing your visitors in your whole brand experience. Here are four types of videos you can use to impart your brand values and perspective.



BRAND VIDEOS

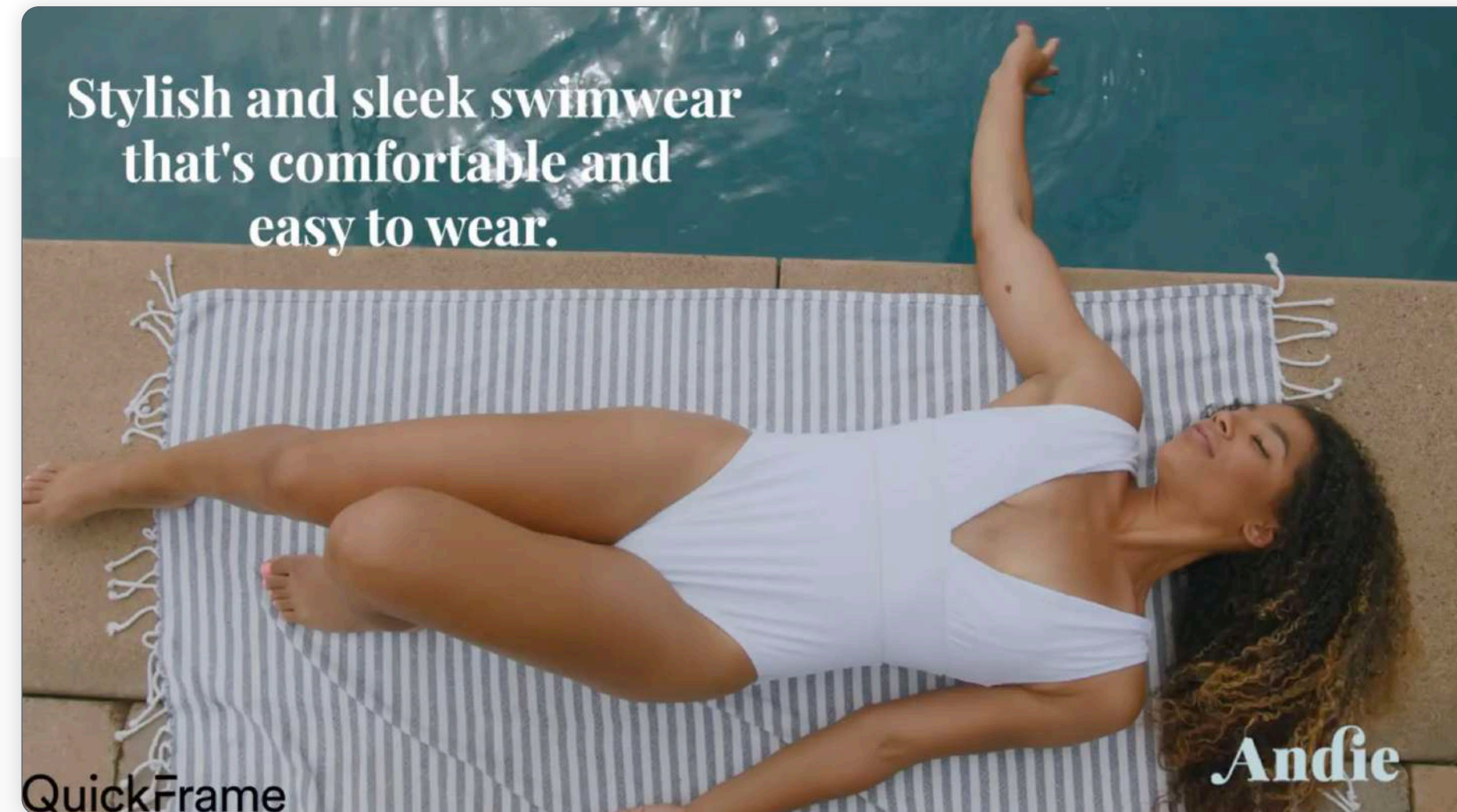
Hero Video

A Hero Video is the main creative asset your audience sees when they visit your website homepage. First impressions count, and a well-crafted Hero Video can set the right tone for your entire eCommerce shopping experience.

There are many approaches you can take when it comes to your Hero Video: you can showcase a new product line, feature an in-depth explainer video about your company, or draw attention to a special offer. For a more evergreen approach, consider featuring a brand sizzle.

No matter the core focus of your Hero Video, your goal should be to give your audience an authentic feel for your brand. Look to wow, delight, and entice both new and existing customers to encourage further exploration of your website.

Make sure your Hero Video is optimized for a sound-off experience. If your video autoplays, consider designing it fully without sound. For videos with sound, be sure to also communicate any core messaging visually—either through on-screen text or by using subtitles.



A brand sizzle—like this example from [Andie](#)—is a great fit for a Hero Video as it's a visually inviting introduction to your brand's online presence.

BRAND VIDEOS

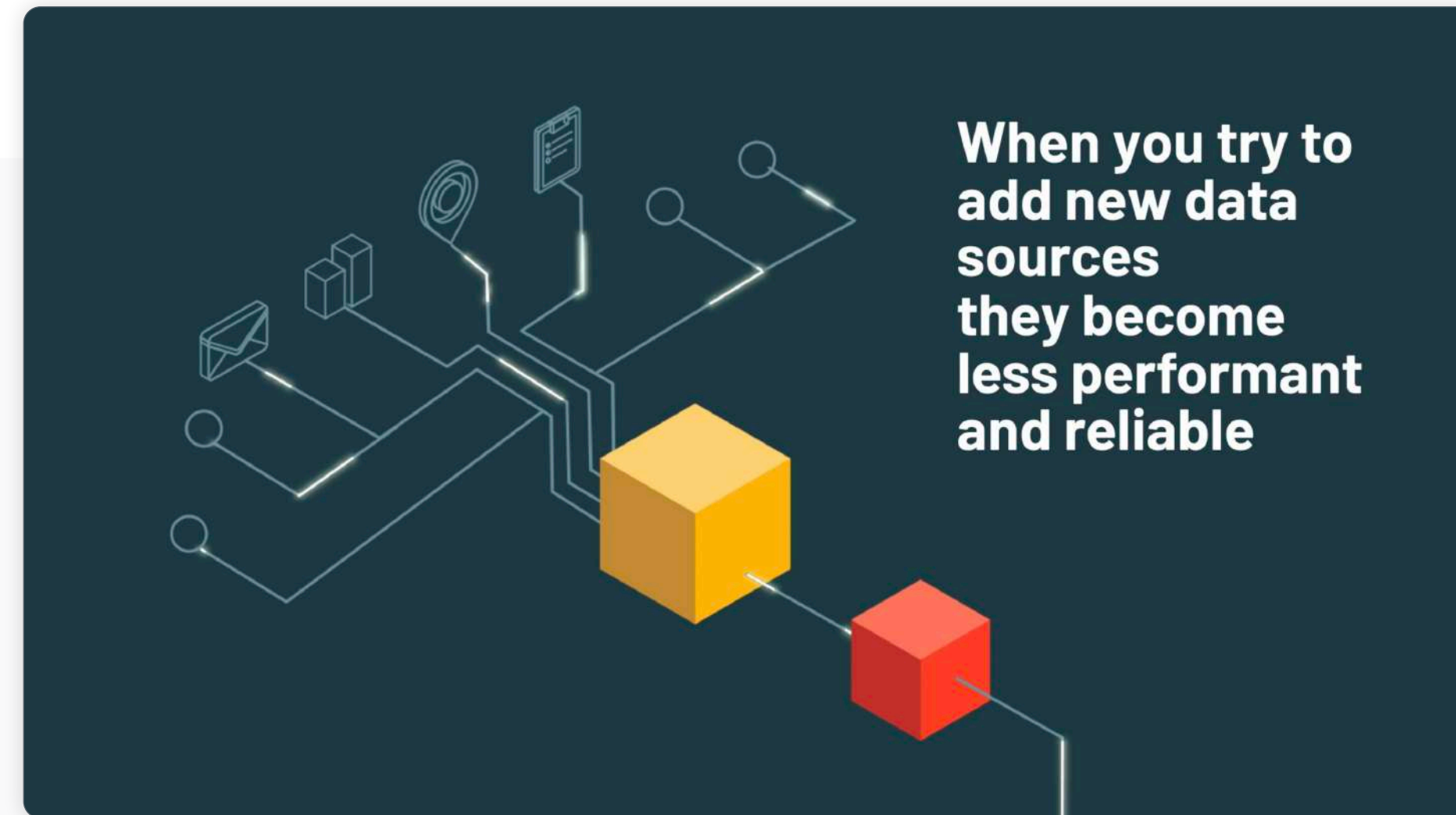
B2B Explainer

For B2B SaaS companies and providers whose main offering is a service, conveying your core products efficiently can often be a struggle. A cohesive Explainer video can effectively communicate your core offerings in an easy to understand format.

Most B2B Explainers stick to a tried-and-true narrative structure: they introduce the problem the target customer has and then provide a clear solution while hammering home key value propositions.

You can take any stylistic approach to your Explainer video. To strike an instant connection to your viewer, you may choose to go the live action route and have the core narrative driven by on-screen talent (e.g., your CEO). Because any B2B product can impact many business operations, animation has become a go-to for this type of video. Animation is an incredibly flexible video style through which you can deliver any message in a clear manner that feels true to your brand.

Your Explainer video can live in many places on your website, including your homepage, a product landing page, or an About Us page. Plus, these videos can be repurposed across your omnichannel strategy for use on [social](#) or [CTV/OTT](#).



B2B Explainer videos don't have to be stylistically complex to be effective. QuickFrame employed a simple animation style for this [Databricks](#) video to quickly communicate a multifaceted business solution.

BRAND VIDEOS

Culture Video

Your branding or product positioning can attract a consumer to make that initial purchase, but delivering a standout brand experience can turn that customer into a brand loyalist, increasing LTV.

In an in-person shopping experience, you can craft an immersive, interactive environment that envelops your customers. Online, you need to rely on digital tools to accomplish the same task. Culture videos help establish that brand-customer connection by making your consumer feel included in the community you are cultivating.

Culture videos give your customers an understanding of your brand values, paving the way for personal connection. Prominently featuring the people that keep your company moving brings a relatable, human aspect to your brand's digital experience in a way that feels organic.

These types of videos can live anywhere on your site, including on your homepage, on an About Us page, or on a Careers page. Culture videos can also be repurposed for a variety of uses, including for driving brand awareness on any channel or for recruitment purposes.



[Culture videos](#) can make your consumer feel instantly included in your brand's mission.

BRAND VIDEOS

Content Marketing Videos

Educational and thought leadership content serves the important purpose of attracting prospects and nurturing them towards conversion. Video is the perfect medium through which to deliver your content marketing as it is the most effective way to communicate.

Housing your content marketing on your eCommerce site can help your organic search strategy by boosting your domain authority for target keywords. Additionally, including video provides a solid SEO boost to any webpage.

Set out to educate with your content marketing videos. Choose topics related to your products or brand's mission and create informative videos that answer questions your target audiences may be typing into search engines. To stay top-of-mind, produce a steady stream of video content that speaks to topics that are hot in the zeitgeist (and related to your brand).

In addition to supporting your eCommerce strategy, Content Marketing videos can easily be repurposed for other touchpoints, including social and email marketing.



Content Marketing videos can be produced in any style. Digital workspace technology provider [Citrix](#) created a three-part animated video series to educate prospects and clients about the shifting landscape of remote work.

QuickFrame
by MNTN

Standout Websites.

allbirds.com

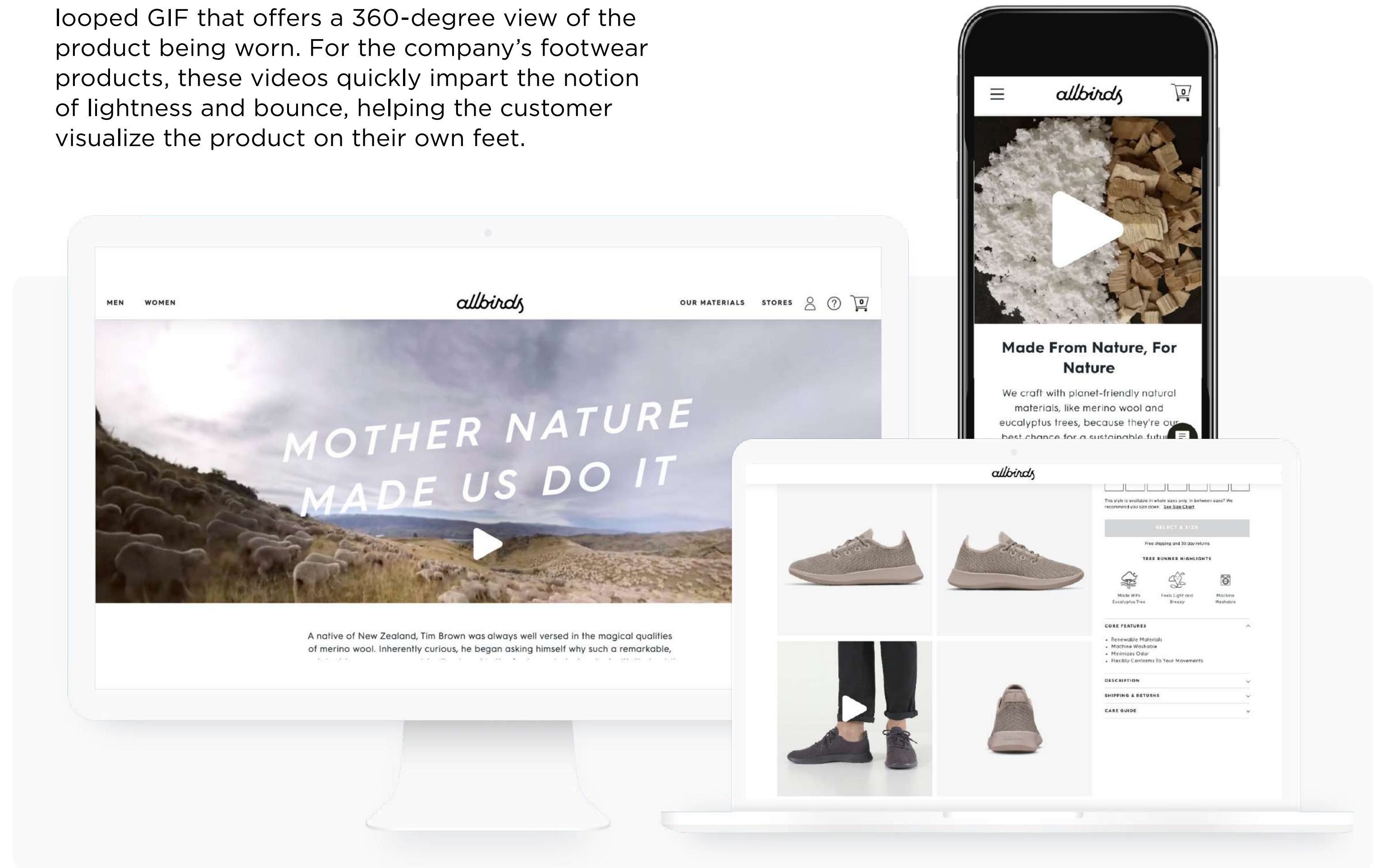
Sustainable, eco-friendly footwear and apparel company Allbirds employs video across its eCommerce site not only to drive sales, but also to effectively impart its brand mission and culture to visitors.

Videos on the homepage impressively take up the full width of the window (automatically resized on mobile) and autoplay silently, creating a tantalizing experience that feels like a discovery—in an unobtrusive wave. CTAs urge viewers to click through to various videos that describe the [core materials](#) of Allbirds' products: wool, tree, sugar, and a trademarked “trino” (a mix of merino and trees).

Each of these four videos—about 1-min. long—present an oddly satisfying visual history of each material with an understated humor that instantly conveys the brand's ethos. This sense of personality is carried over to Allbirds' [“Our Story” page](#), which is topped with an amazing full-width video of sheep in a sweeping New Zealand landscape.

What stands out about Allbirds' eCommerce experience is that video feels seamlessly integrated throughout (all videos autoplay on silent with users having the option to unmute videos on key pages). On [PDPs](#), Allbirds displays

visual assets in tiles, with at least one being a looped GIF that offers a 360-degree view of the product being worn. For the company's footwear products, these videos quickly impart the notion of lightness and bounce, helping the customer visualize the product on their own feet.



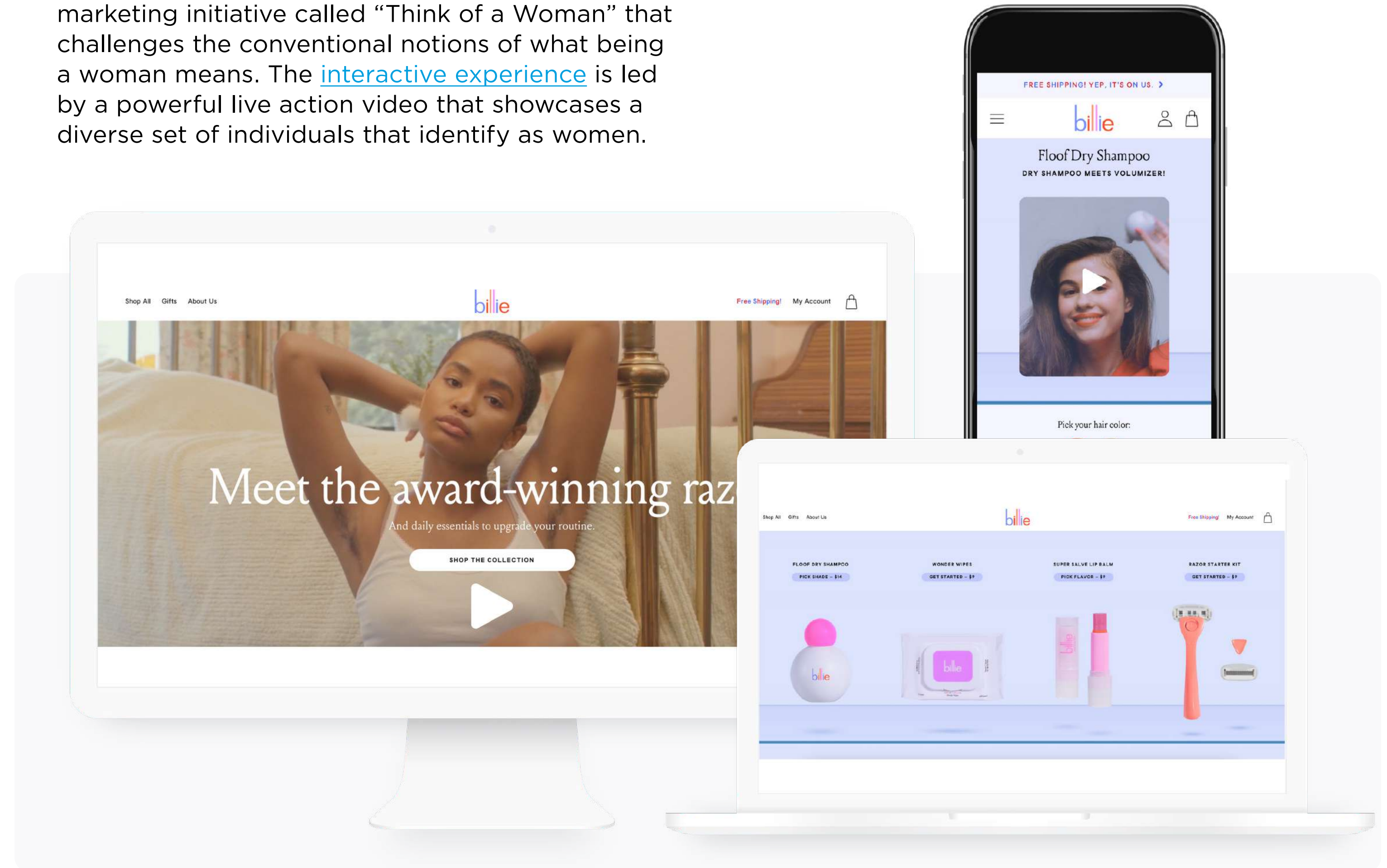
mybillie.com

Women's beauty basics company billie made headlines as the first company to depict female body hair on the big screen when it launched its industry-disrupting DTC razor. Today, the company continues to make waves with a bold video-first eCommerce site.

Upon landing on the [homepage](#), visitors are met with a full-screen Hero Video that autoplays on mute. Right from the get-go, billie owns its identity proudly, showcasing a diverse array of women in various home settings, with a celebratory focus on body hair.

Motion continues to play a key role throughout the rest of billie's online shopping experience. Its [product landing page](#) trades in static images for GIFs, depicting products as gently floating while changing colors. On [PDPs](#), products are also displayed as moving images and supported with a silent Product Explainer video (featuring a diverse array of on-screen talent) that's teased in the lower-left corner. Visitors can click on the video to expand it and see the product in action.

Recently, billie also launched a major content marketing initiative called "Think of a Woman" that challenges the conventional notions of what being a woman means. The [interactive experience](#) is led by a powerful live action video that showcases a diverse set of individuals that identify as women.



BEAUTY

haskbeauty.com

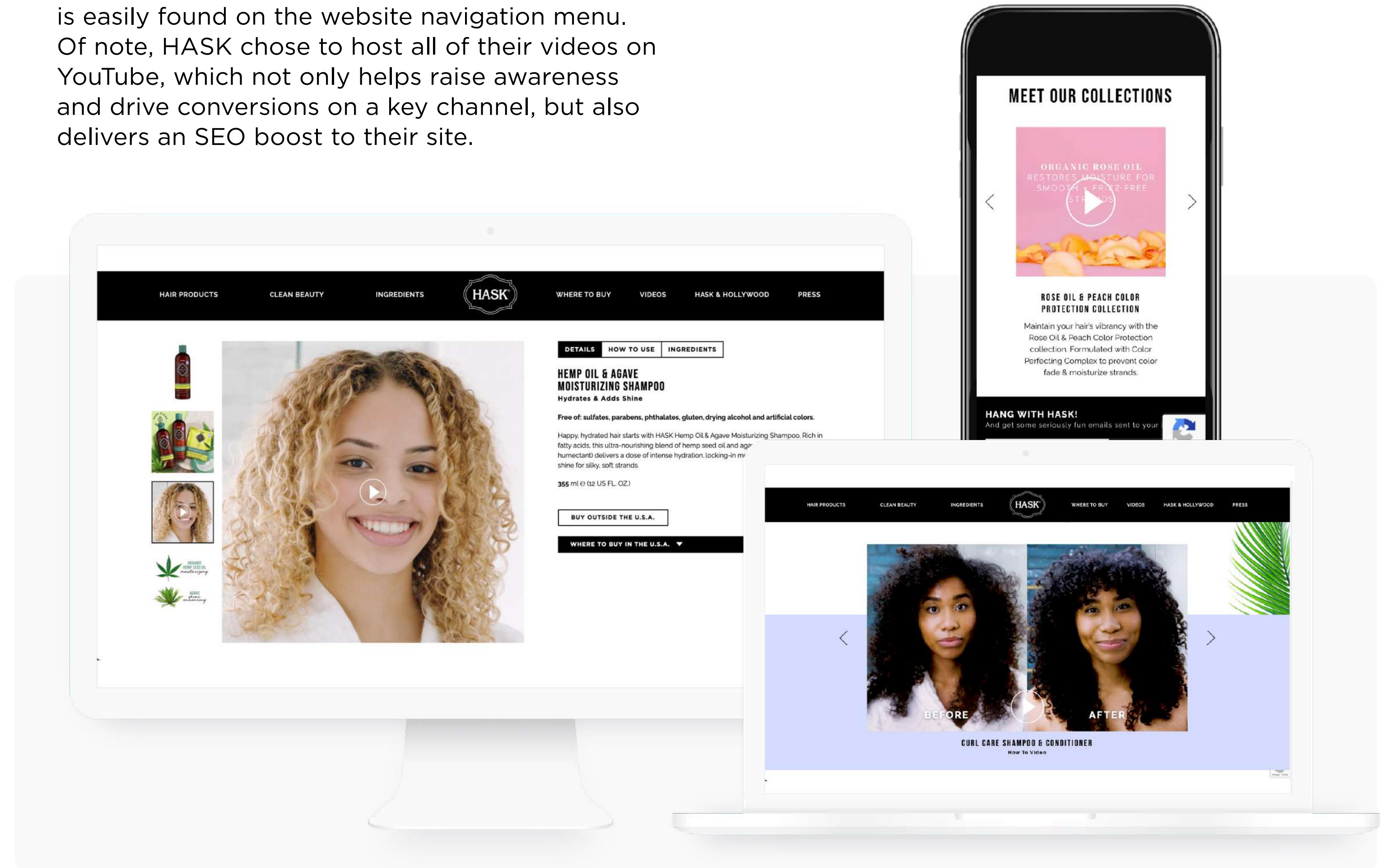
“Hollywood’s favorite hair care” HASK has a video-forward website to visually demonstrate its collection of shampoos, conditioners, hair oils, and other products.

On its [homepage](#), HASK teases How-To videos for various products with eye-catching before and after stills. Visitors can then click on the image to watch a video, which pops up on the screen and autoplays with sound on. Because the user initiates the viewing experience, the sound-on default feels welcome.

[PDPs](#) are supported with How-To videos, too, which use talent to demonstrate the product in use while on-screen text delivers instructions and product information. Because there is no dialogue or voiceover, HASK ensures that all visitors get the same information—whether or not they choose to watch the video with sound on.

HASK also produced Product Commercials for many of its product lines, focusing on the ingredient that is the pillar of each line. These short videos efficiently introduce a consumer problem while showcasing products at work with the help of on-screen talent. Key value propositions are delivered through on-screen text and the videos are driven by upbeat music.

All videos are centralized on a [landing page](#) that is easily found on the website navigation menu. Of note, HASK chose to host all of their videos on YouTube, which not only helps raise awareness and drive conversions on a key channel, but also delivers an SEO boost to their site.



QuickFrame
by MNTN

Maximizing Your eCommerce Video Production Budget .

Producing eCommerce Videos

When you think about all of the various eCommerce video placements and consider your slate of product offerings, the sheer number of videos you can produce can at first seem overwhelming. However, with a solid strategy and thorough pre-production planning, you can get dozens of assets produced expediently and affordably.

Here's how



STEP 1: Identify Video Formats

Start by assessing the customer journey that your eCommerce site currently offers. What does a visitor first see when landing on your digital storefront? What kind of messaging are they met with? How can you improve on your brand experience to drive conversion?

Review the various eCommerce video formats outlined in this guide and think about ways you can elevate your online shopping experience with video. Identify the types of videos you want to produce so you can start planning.



STEP 2: Concept Your Videos

With your video formats, products, and number of deliverables identified, work on concepting out the videos you want to produce. Consider all of the [different stylistic approaches](#) you can take, including live action, animation, stop-motion, and post-production (using motion graphics or editing to reinvent existing assets).

You may want to stick to a single style to have a unified media experience across your site, or you may choose to mix and match depending on what you feel is the most effective way to communicate your various messages.

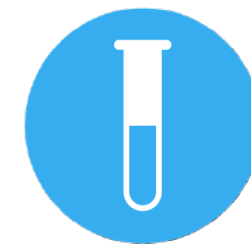
Producing eCommerce Videos



STEP 3: Head Into Production

This is where you can maximize a lot of your budget. Because you've planned a slate of videos together, you can streamline your production process. Rather than having multiple shoots over several days for each video, you can capture footage for all of your products in a single shoot, saving on production costs.

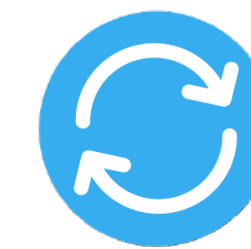
With [QuickFrame's marketplace approach to production](#), you get access to a global network of hand-vetted, professional video companies and creators who are experts in eCommerce video. Because of our efficient approach, you get on-brand videos faster and more affordably than ever before.



STEP 4: Publish, Monitor, and Test

Once your videos are produced, it's time to publish and reinvigorate your eCommerce presence. To host your videos, consider using YouTube—there's a slight SEO benefit and videos will automatically resize for any device. If you're embedding a video file directly, we recommend an MP4 file that's as small as possible without sacrificing quality.

Monitor video performance by looking at key measurements such as watch time and heat maps, and by tracking conversion rates. Consider A/B testing video creative to get real-time learnings. Use the data you surface to refine your eCommerce video strategy, methodically iterating on your videos.



STEP 5: Repurpose Creatives

Don't forget that the beauty of eCommerce video is that almost any video you publish to your site can be repurposed for other marketing efforts. Repurpose your videos for other objectives and channels, including [social](#), [CTV/OTT](#), and email to extend your creative ROI.



QuickFrame
by MNTN



Hollywood's favorite hair care brand HASK wanted to boost the launch of a new product line across eCommerce and social. QuickFrame produced 6 unique and flexible live action concepts in just 4 weeks.

[SEE THE RESULTS](#)