VIDEOWISE × eczema honey

CASE STUDY

How Eczema Honey Lifted their overall site conversion by 1% with Videowise





eczema honey

LOCATION

United States

INDUSTRY

Skincare

WEBSITE

eczemahoneyco.com

ABOUT ECZEMA HONEY

Eczema Honey is a leading skincare brand specializing in products for eczema sufferers created by Minesh Patel.

Eczema Honey has a solid mission: delivering products that are soothing, safe, nourishing, and indulgent. With an unwavering commitment to excellence, Eczema Honey prioritizes the infusion of high-quality and food-grade ingredients renowned for their revitalizing and skin-loving attributes.

The products extend beyond skincare, becoming an integral part of people's lives, offering a sense of solace through their soothing and cooling formulations designed for daily use. Eczema Honey proudly boasts the Leaping Bunny Certified Cruelty-Free seal, reflecting the brand’s dedication to compassionate practices and products.

At the heart of Eczema Honey's creation lies a deeply personal motivation – the well-being of the founder’s family. The products were born from the desire to provide relief to his cherished children. This genuine care shines through Eczema Honey’s offerings as the brand extends its meticulously curated range to a broader audience, sharing the nurturing benefits.

THE CHALLENGE

Creating a distinctive presence in the highly competitive skincare landscape proved to be a demanding endeavor for Eczema Honey.

1. **Demonstrating tangible results.** Eczema Honey faced challenges in effectively communicating its product's unique value proposition and demonstrating its effectiveness to potential customers.

2. **Inefficient traditional marketing methods.** Conventional marketing methods struggled to effectively highlight the nurturing attributes of Eczema Honey's offerings, creating an obstacle in substantiating claims and allowing potential customers to envisage tangible results.

3. **Establish credibility.** Moreover, this challenge gave rise to the pressing need to establish credibility to facilitate the increase in conversions and engagement.

However, introducing video content emerged as a compelling solution to Eczema Honey's product offerings and customers' expectations.





THE SOLUTION

The introduction of videos became the backbone of Eczema Honey's strategy to overcome its challenges.

1. **Collaborating to create the video strategy.** Videowise collaborated with Alpha Inbound, a dynamic marketing partner and helped Eczema Honey to transform its online presence. They ensured that videos seamlessly integrated across the brand's website without compromising page speed or user experience.

2. **Incorporating shoppable videos.** Videowise addressed Eczema Honey's website's lack of video content. With over 200 compelling videos, the brand aimed to bring its products to life throughout the website, presenting real case scenarios and testimonials highlighting their solutions' tangible benefits.

In essence, the strategic use of videos helped Eczema Honey to address the brand's challenges in selling a unique proposition. It also enabled the brand to create a resonant narrative that converted viewers into believers and customers.

CASE STUDY

THE RESULTS

+1% Site Conversion

Increase in overall site conversion, after implementing Videowise.

$100K+

Revenue at 8% avg. conversion rate, from visitors engaged by video on site.

3 videos/shopper

With a completion rate of 72%, and an average watch time of 1m 48s.

Eczema Honey's store conversion rate witnessed a significant surge from 3.1% to an impressive 4.1%, marking a substantial +1% increase that highlighted the effectiveness of the video-centric approach in influencing customer decisions. Additionally, the adoption of video content positively impacted the brand's average order value (AOV), further solidifying its influence on customer behaviour.

Engagement metrics attested to the success of the video integration strategy. Shoppers engaged with an average of 3.4 videos per visit, achieving an impressive 72% video completion rate.

The average watch time per shopper is impressive, consisting of 1 minutes and 48 seconds, clearly indicating the audience's interest in exploring the product's benefits.

Shoppers interacted with shoppable video content displayed an average conversion rate of 8%. This robust conversion rate reinforced the strategy's efficacy in building customer trust and propelling them toward confident purchasing decisions.



MINESH PATEL

CEO & Founder Eczema Honey

Using Videowise has enabled our community to get the best in class way (shoppable video) to immerse themselves into how to use our products and why they help with their skincare journey. The Videowise team was fun to work with and thorough in their approach and execution.

eczema honey

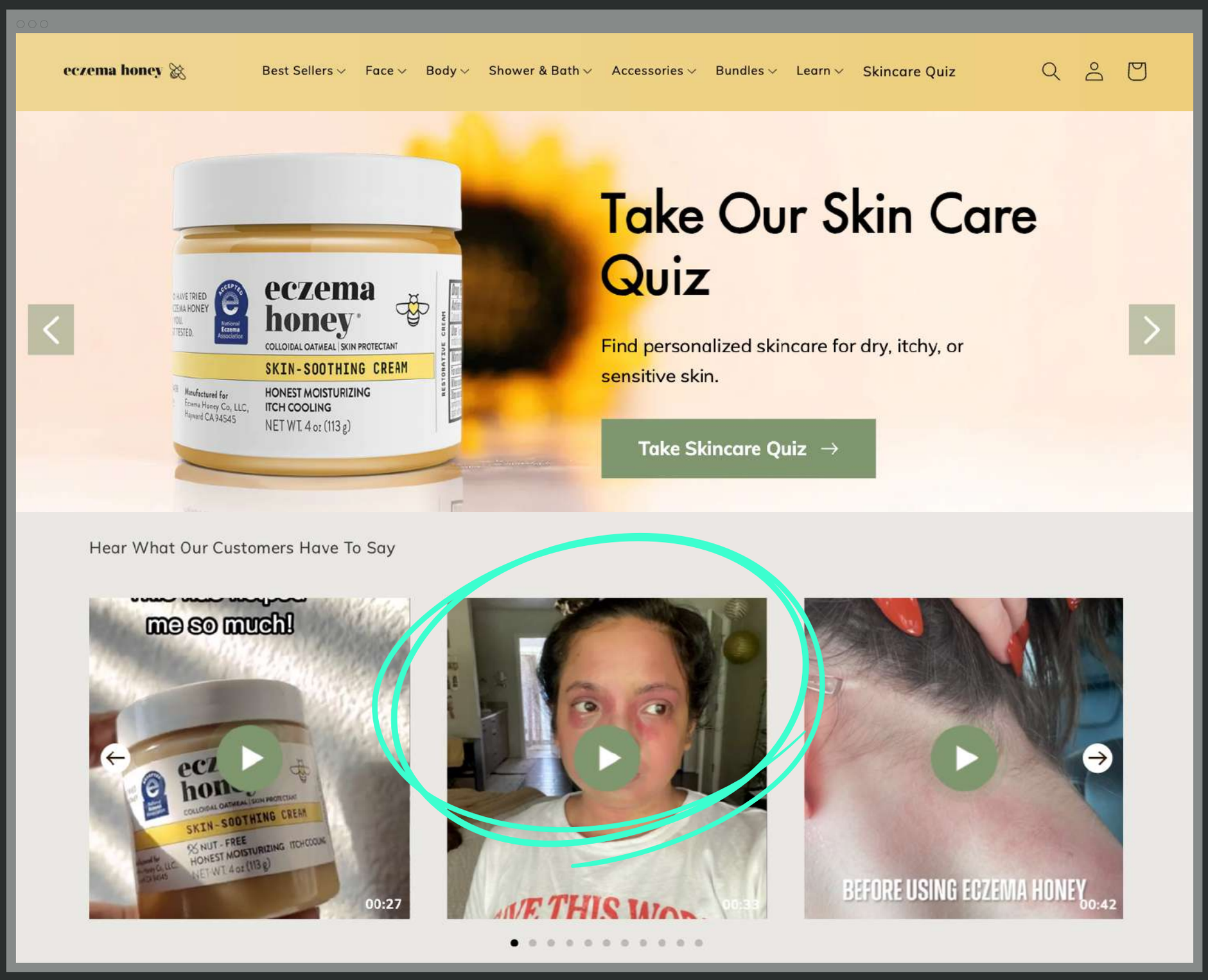
DETAILED BREAKDOWN ANALYSIS

CASE STUDY

ENHANCING THE HOME PAGE WITH UGC VIDEO

The UGC videos showcase the real-life experiences of customers who have benefited from Eczema Honey's products. Visitors who land on the homepage see genuine testimonials that create a more profound sense of trust incorporated using Videowise's video carousel and pop-up widgets.

This strategic integration of UGC videos enhances the homepage's impact by creating a dynamic and engaging experience that resonates with visitors, ultimately driving greater conversions and engagement.



SEE LIVE ON SITE ↗

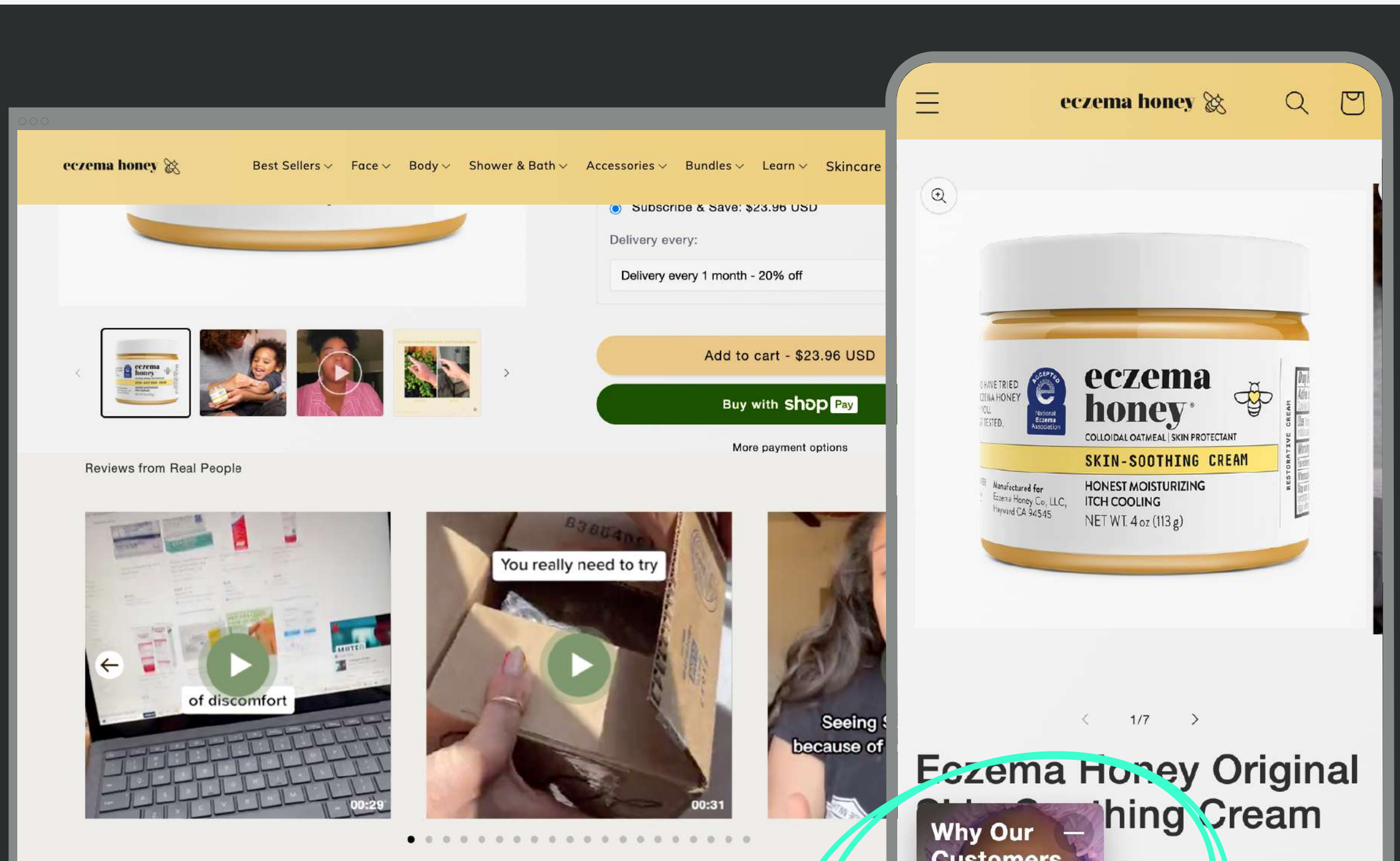
VIDEOWISE + ECZEMA HONEY

CASE STUDY

VIDEO POP-UPS AND CAROUSELS ON PRODUCT PAGES

The inclusion of user-generated videos on the product pages of Eczema Honey has revolutionized the way potential customers engage with the brand's offerings.

As visitors explore individual product pages, they see videos that showcase customers talking about the product's application, benefits, and results. These videos capture potential customers' attention and address any uncertainties they may have about the product's effectiveness.



SEE LIVE ON SITE ↗

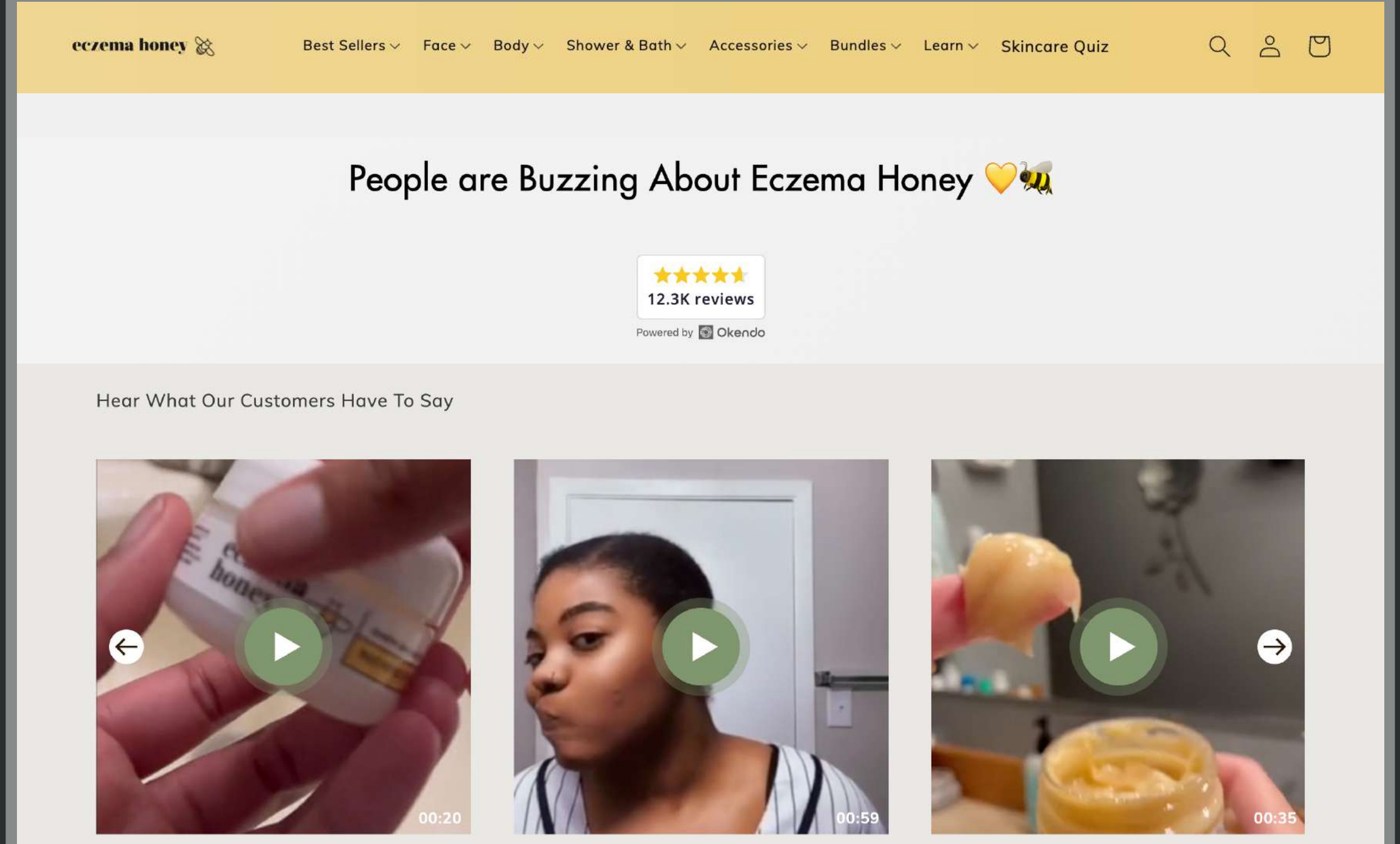
VIDEOWISE + ECZEMA HONEY

CASE STUDY

VIDEO TESTIMONIALS ON THE REVIEW PAGE

Video testimonials can establish trust and build a sense of community. Potential customers visiting the Review Page seeing a video carousel widget are more likely to connect with real people who have experienced positive results than just watching videos created by the brand.

Video testimonials create a profound impact by visually showcasing before-and-after transformations and recounting personal journeys, helping potential customers envision the potential benefits for themselves.



SEE LIVE ON SITE ↗

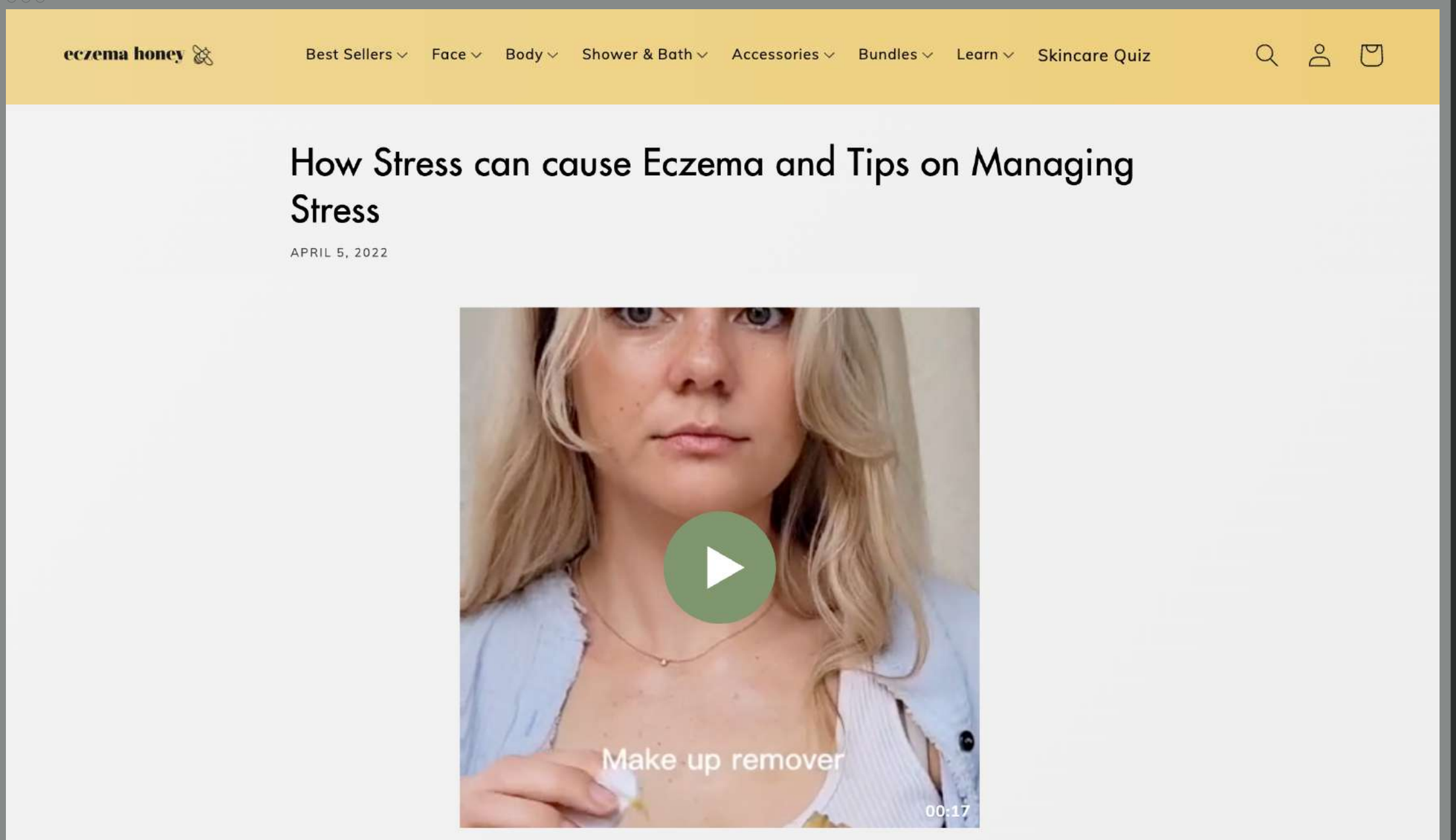
VIDEOWISE + ECZEMA HONEY

CASE STUDY

ENHANCE BLOG POSTS WITH SINGLE VIDEOS

Showcasing user-generated content (UGC) videos on blog posts enriches the content with real-life experiences and relatable narratives. These UGC single videos create a more engaging and impactful reader experience.

By integrating UGC videos within blog posts, the brand reinforces its commitment to delivering actual results and taps into the power of social proof.



SEE LIVE ON SITE ↗

VIDEOWISE + ECZEMA HONEY

CASE STUDY

VIDEO THAT PROTECTS PAGE SPEED

At Videowise, we prioritize page speed above all, understanding its critical role for our brands and retailers.

Using our proprietary in-house technology and no external Javascript libraries, our video platform offers unlimited customization & versatility, while being designed specifically for the eCommerce audience.

Videowise has lean, optimized, and lazy-loaded scripts. Our first script weighs just 37kb, significantly smaller than traditional video platforms such as Vimeo or YouTube. Page speed remains constant, no matter the number of video widgets embedded on a page.

Videowise uses multiple global CDN providers for maximum video uptime & fast delivery worldwide. Video streaming is powered by HLS video technology & adaptive bitrate streaming for a smooth user experience regardless of internet connection or device.

We build partnerships with our clients. Our technical engineers collaborate closely with each brand, ensuring that their content-rich pages maintain swift browsing speeds to deliver seamless online shopping experiences.



VIDEOWISE + ECZEMA HONEY

VIDEOWISE

ECOMMERCE VIDEO PLATFORM

Powering the video infrastructure for brands and retailers to increase shopper engagement and uplift conversion rates.

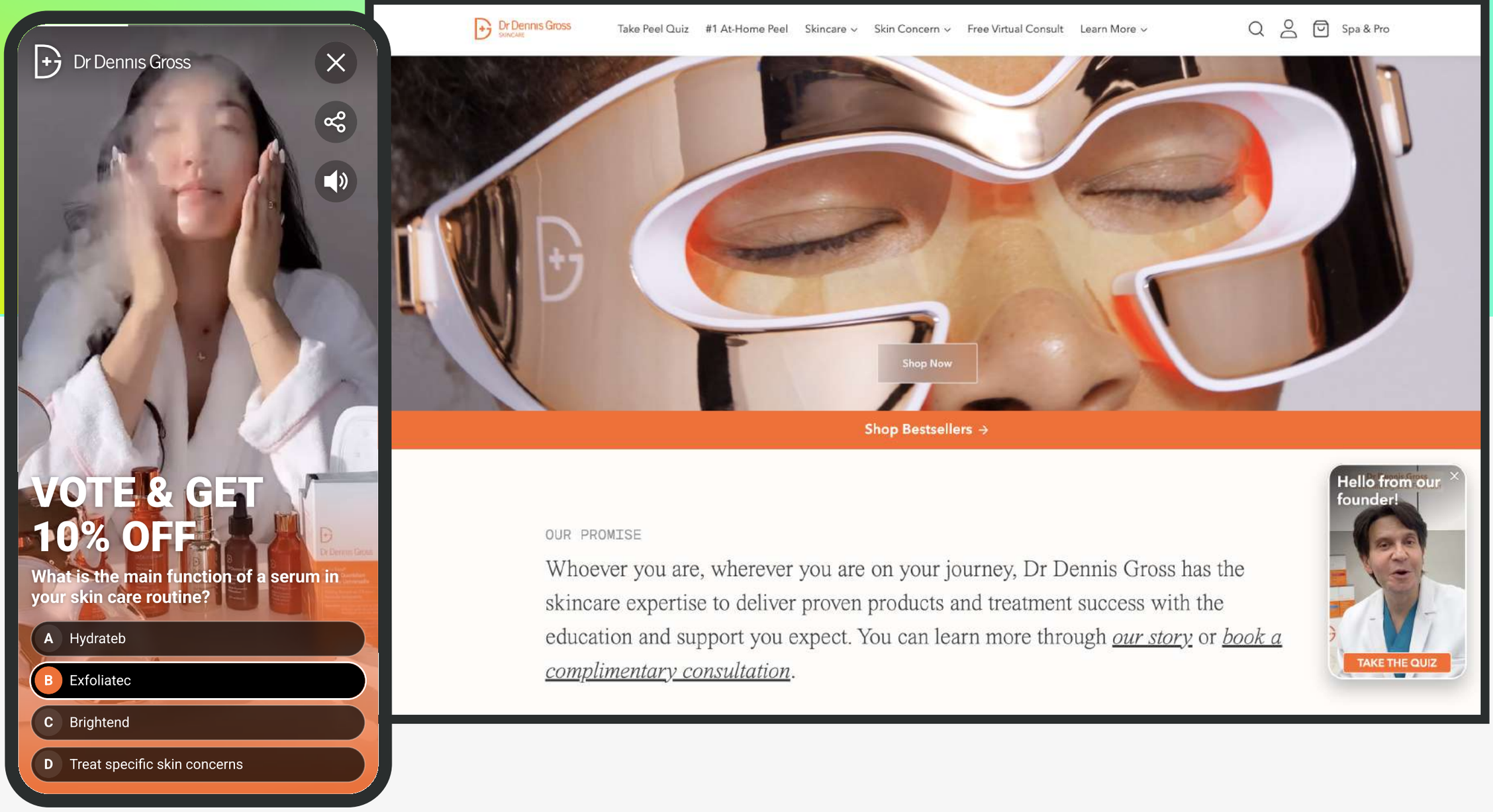
BOOK A DEMO

14-DAY FREE TRIAL

30-DAY MONEY-BACK

STRATEGY & ONBOARDING

ASSISTED IMPLEMENTATION



USED BY 1,000+ WORLDWIDE BRANDS

TRUE CLASSIC

Dr. Squatch

Dr Dennis Gross

MAXINE LACEBY absolute collagen

CROSSROPE

HOLLAND COOPER BRITISH MADE EXCELLENCE

CROSSNET

GRAVITY