

Consumer Quest E-Commerce Video Production Case Studies

Introduction

Consumer Quest uniquely specializes in analytics driven, e-commerce video production. As an official member of the Amazon Influencer program, and leveraging our bespoke Complementary Product Video approach, we enhance your clients' product visibility and sales. Our comprehensive suite of services includes Unboxing and Product Showcase Videos, Complementary Product Videos, Commercial style Videos, PPC Ad Videos, and more! All designed to keep buyers engaged and convert views into revenue.

Services Overview

- **Complementary Products Videos:** Drive interest in your clients' products by leveraging the marketing budget of other trending, popular brands. We'll showcase your clients' products first and connect the video to featured complementary product storefronts.
- **Unboxing/Product showcase Videos:** Offer an authentic look at products through influencer-led unboxing experiences. We utilize the appeal of influencer marketing to highlight product features and benefits.
- **Top Carousel Commercial Style Videos:** Engage customers with captivating commercial-style presentations right at the top of product pages.
- **Product Comparison Videos:** Position your clients' products as superior choices within the Amazon ecosystem, encouraging direct conversions.
- **PPC Ad Videos:** Consumer Quest brand free for use on any PPC platform.
- **Social Media Presence:** Videos posted on Instagram, TikTok, Youtube and more.
- **B-Roll Clip Bundle:** We provide all recorded material for use in other marketing endeavors.
- **All Assets and rights included!**
- **Success through analytics:** We'll provide access to data to track your clients' success

Case Studies

Our proven methodology can be showcased in the following key markets. This data is sourced directly from Amazon and enhanced by sales analytics tool Jungle Scout.

Data from January 2023 - February 2024

*Please note - Amazon only provides video view and conversion data to influencers if a purchase is made within 24 hours of viewing. The data below reflects only this known 24hr window. Sales at 25 hours and beyond likely much higher.

1. High-Cost Seasonal or Niche Products:

Brand: Lowrance

Services: Comprehensive video strategy including top carousel and unboxing videos, influencer showcases, and PPC ads.

| Product Price Range | ASIN Examples | Views | Units Sold | Revenue Driven |
|---------------------|--|--------|------------|----------------|
| \$500-\$2,000 | B077WHMFQJ B07HR13Q9Z B07N58QRMB | 30,365 | 207 | \$41,281.58 |

Results: Enhanced visibility within a competitive niche, leading to an increase in conversion rates and sustained interest through seasonal peaks. Very low conversion required for huge ROI.

2. Everyday Consumables:

Brand: Dude Products

Services: Targeted video content for highly competitive, low-cost products focusing on high conversion rates. Featuring comparison videos to highlight brand advantage.

| Product Price Range | ASIN Examples | Views | Units Sold | Revenue Driven |
|---------------------|--|-------|------------|----------------|
| \$10-\$30 | B010NE2XPC B084W9YBW9 B09R93HYGY | 9,886 | 1,004 | \$30,510.54 |

Results: Significant uplift in video to purchase conversion, showcasing the effectiveness of Consumer Quest's influencer and comparison video strategies in crowded markets.

3. Consumer Specialty Goods Across Broad Markets:

Brands: Thermal-Aid Zoo, Petlibro, Tidewe, Feyachi, iHealth

Services: A holistic approach combining top carousel, unboxing, and influencer showcase videos with PPC ads and Complementary Product Videos.

| Product Price Ranges | Brands | ASIN Examples | Videos Produced | Views | Units Sold | Revenue Driven |
|----------------------|-----------------|---------------|-----------------|-------|------------|----------------|
| \$10-\$100 | iHealth | B01C5QS1T8 | 3 | 970 | 749 | \$21,474 |
| | Feyachi | B08CRPZLD8 | 19 | 6,321 | 175 | \$4,269 |
| | Thermal-Aid Zoo | B003DQE7SE | 4 | 946 | 57 | \$1,095 |
| | Petlibro | B0953SDCRG | 5 | 1,017 | 74 | \$2,543 |
| | Tidewe | B08F41LWKS | 4 | 5,296 | 20 | \$1,265 |

Results: Versatile strategies that work for both standalone and full-scale marketing budgets, demonstrating flexibility and effectiveness across various market segments.

Summary

Consumer Quest offers a dynamic range of video production services tailored to e-commerce. Our strategies not only keep potential customers engaged on platform pages but also significantly improve conversion rates. From high-cost niche products to broad market specialty goods, our case studies showcase the versatility and efficacy of our approach. Our partnership model provides agencies with a powerful tool to offer their clients, backed by data-driven proof of concept and comprehensive analytics.