

*Reetags*

SHOPPABLE VIDEO

HOW TO CAPTURE THE ATTENTION OF CUSTOMERS  
IN A WORLD OF OVER-SOLICITATION?

## THE VIDEO THE FUTURE OF **SOCIAL COMMERCE**

**423B\$**

revenue generated by video  
shopping in China in 2022

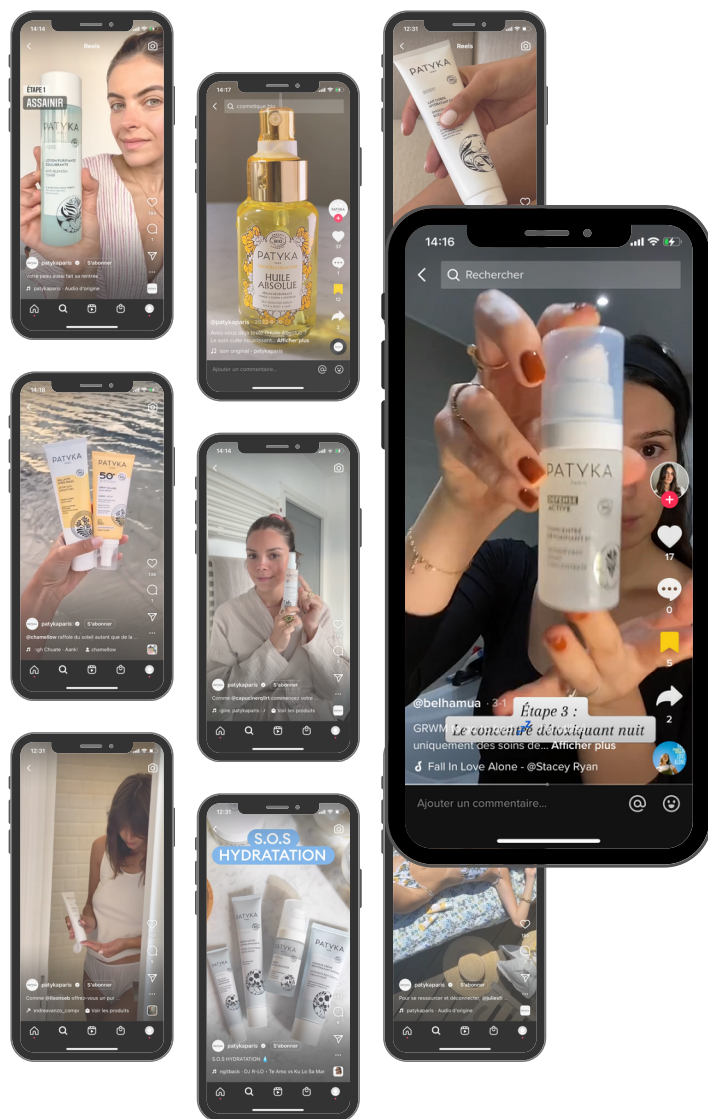
**70%**

of Europeans say they are  
interested in video shopping

SOURCES : BLOG DU MODÉRATEUR

# USE YOUR VIDEOS ON ALL COMMUNICATION CHANNELS

## RECOVERY OF EXISTING ASSETS



## TRANSFORMATION OF SOCIAL CONTENT INTO SHOPPABLE VIDEOS



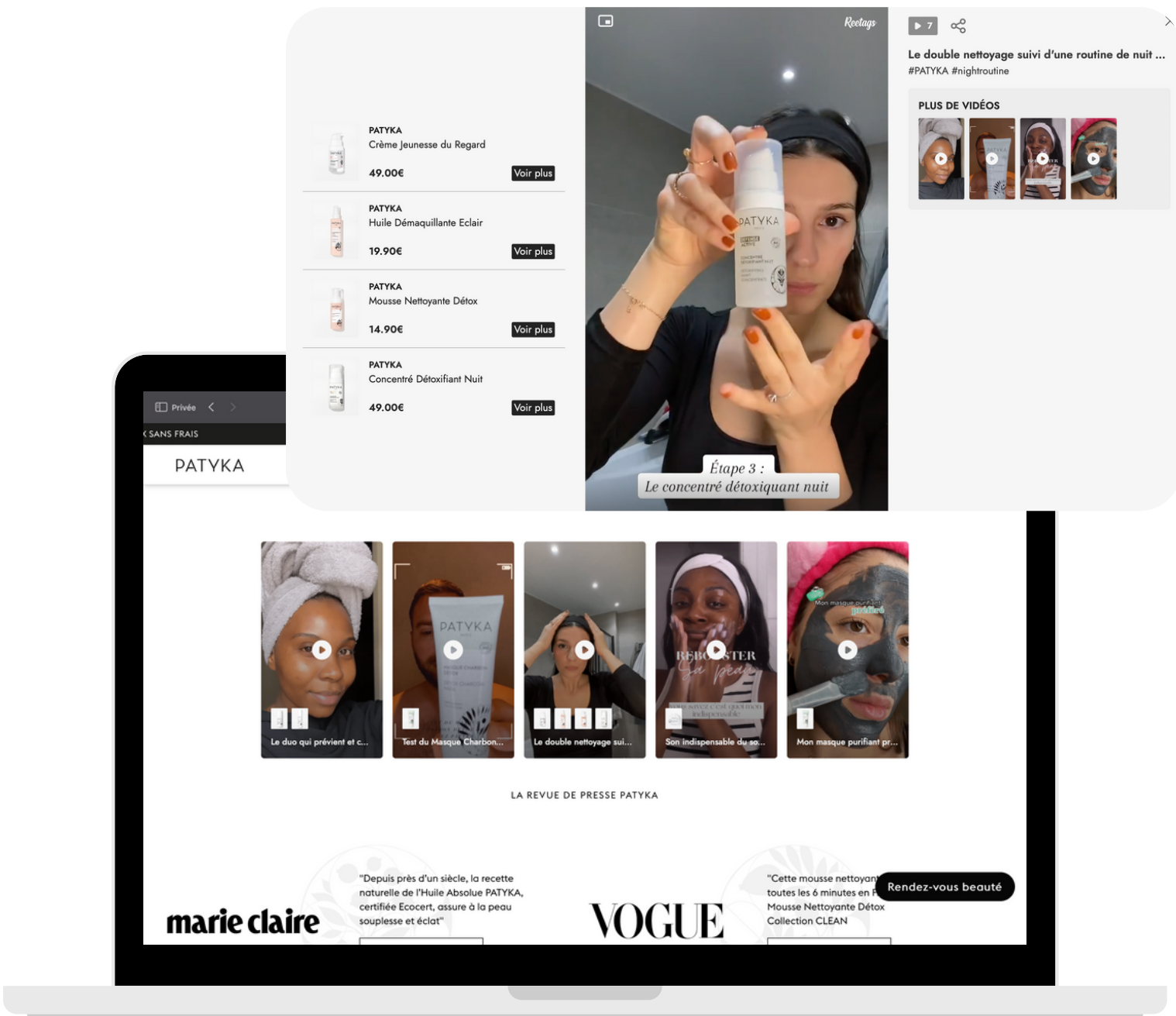
**HOMEPAGE**

**PDP**

**CATÉGORIE**

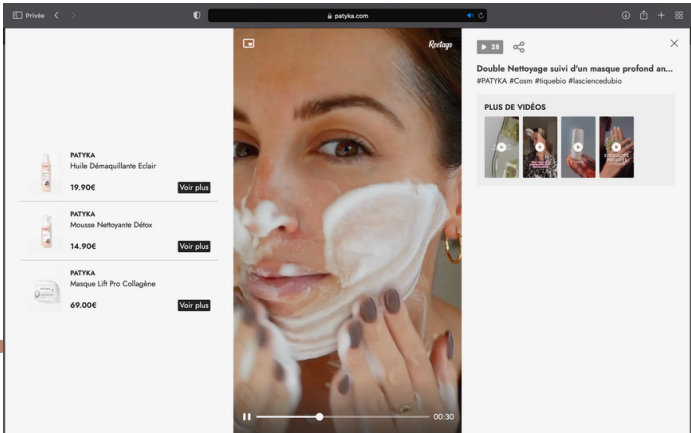
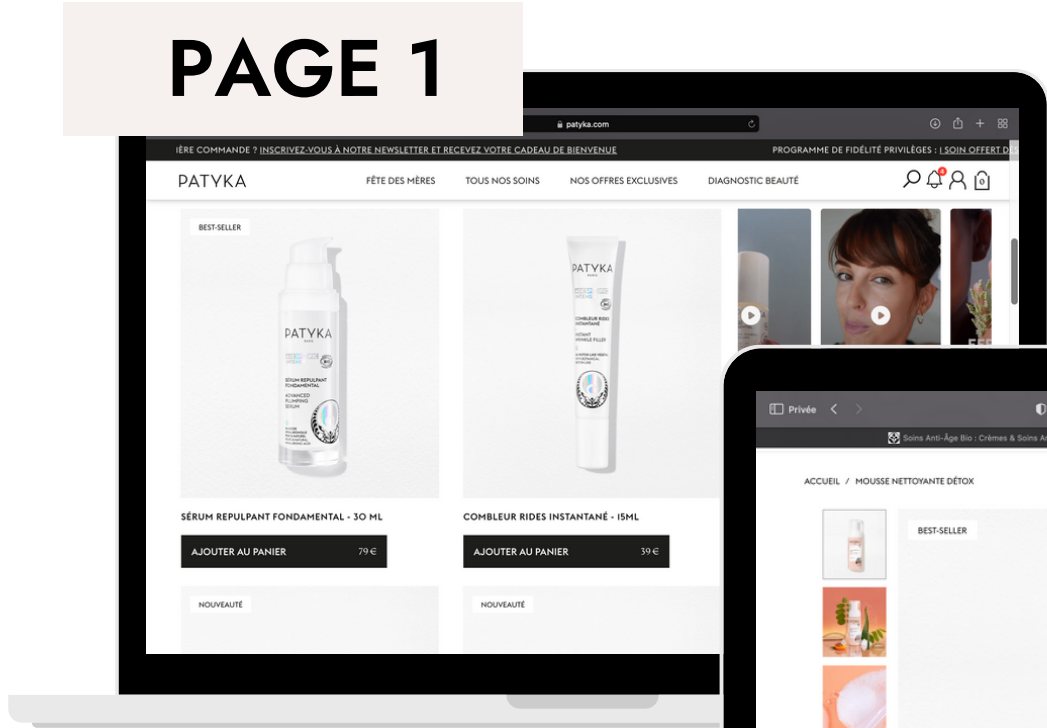
**EDITORIAL CONTENT**

## BROADCAST DIRECTLY ON THE WEBSITE

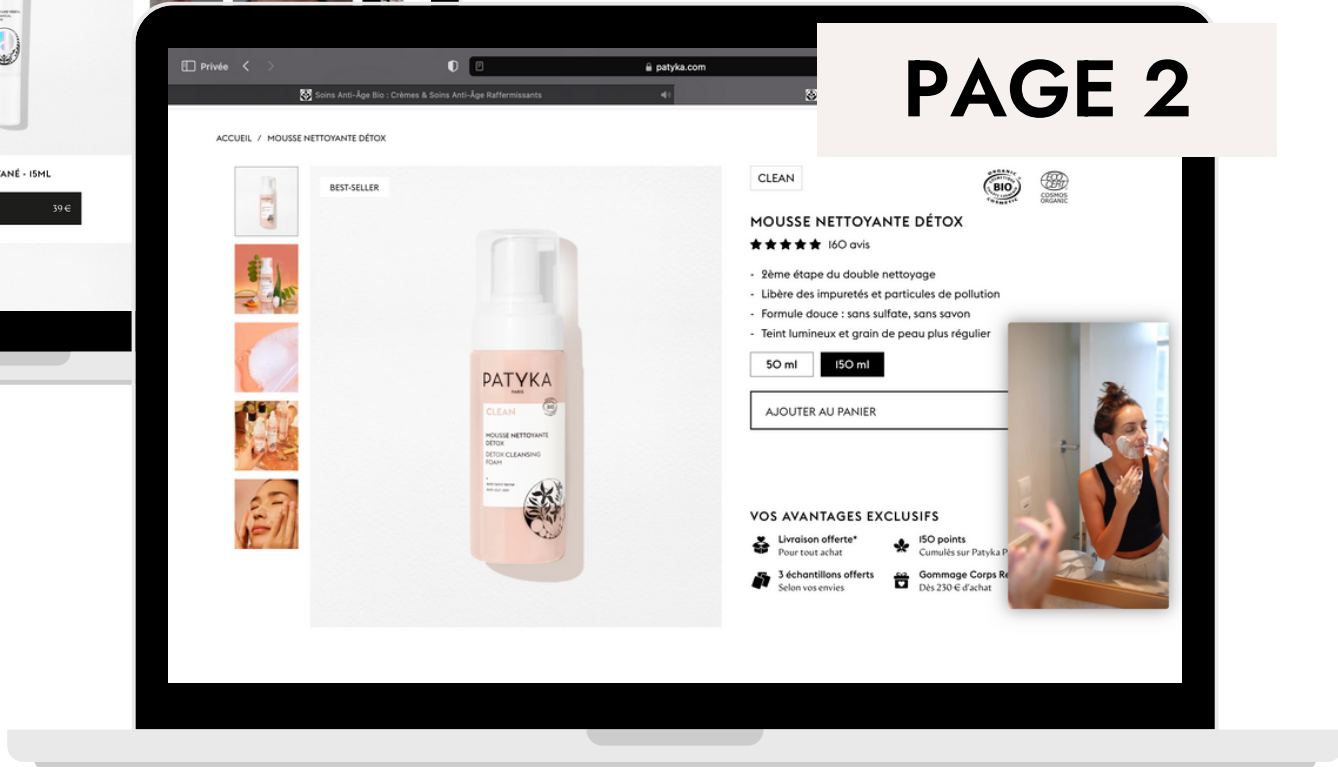


# USER EXPERIENCE

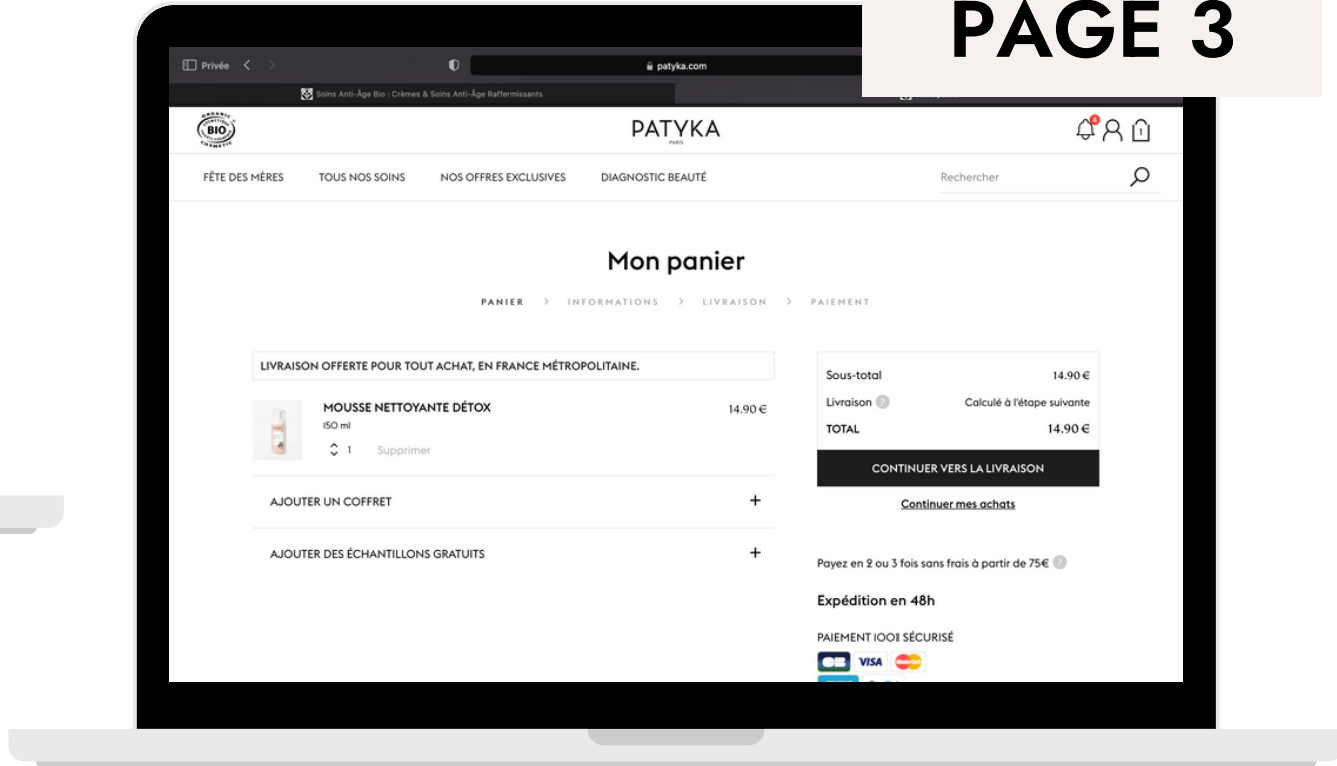
PAGE 1



PAGE 2

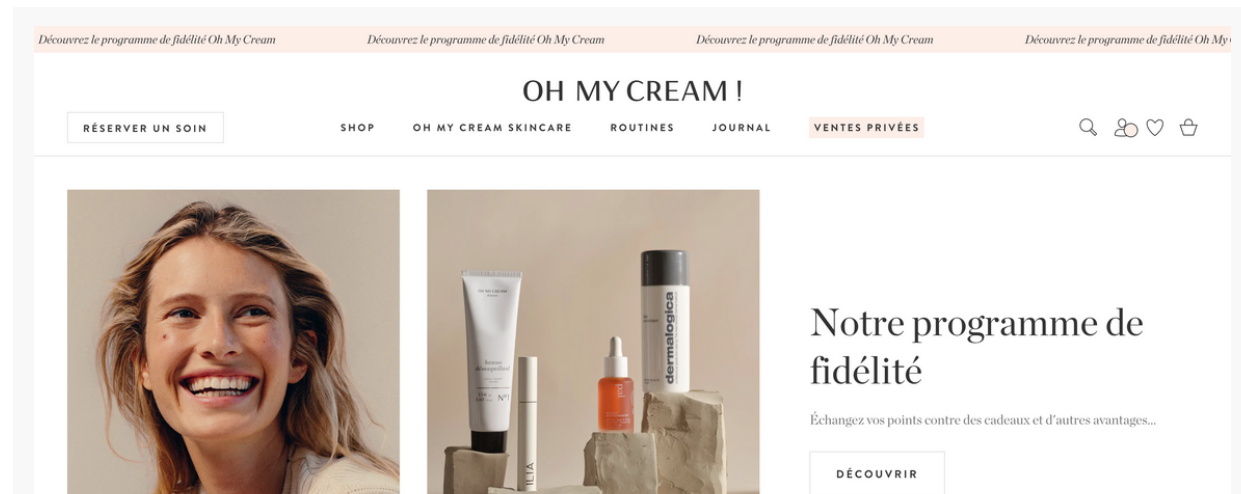


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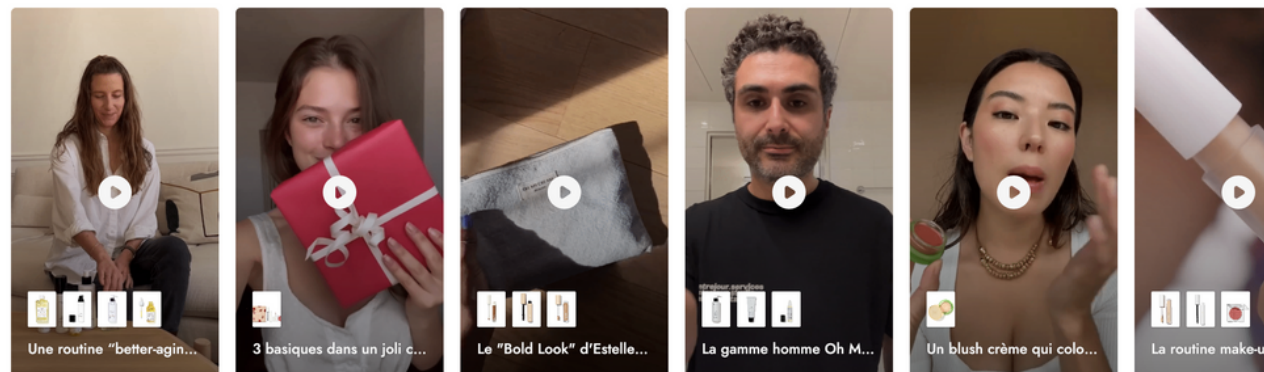


# VIDEO SHOPPING EXPERIENCE DIRECTLY ON THE WEBSITE



*Oh My Cream, le concept store de la beauté alternative qui prend soin de vous et de votre peau.*

## Nos routines préférées



## Nouveautés



AUGUSTINUS BADER  
The Hair Revitalizing Complex ...  
110 €



DIJO  
Digestion Facile Gélules Après-...  
32 €



OH MY CREAM !

atelier nubio

krème



KPIS CALCULATED FROM A PANEL  
OF BRANDS CUSTOMERS REETAGS

**x9**  
ROI

**40%**  
INCREASE OF THE  
AVERAGE BASKET

**17%**  
TRANSFORMATION  
BY VIDEO SHOPPING

# PERFORMANCES



## KPIS

Views by video, product clicks, commitment



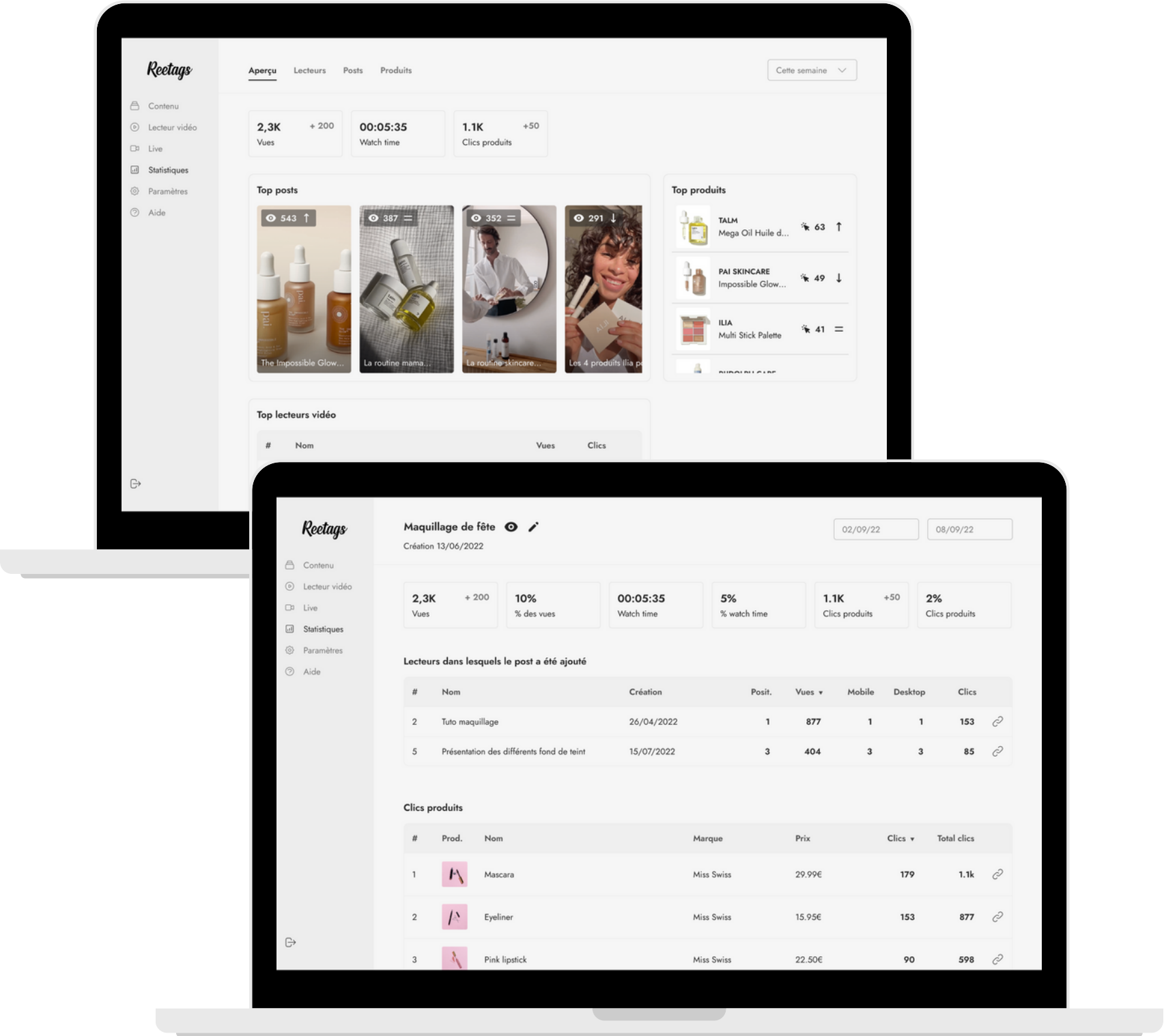
## TRACKING

UTM GA, customer behavior and conversions



## ANALYTICS

Customer journey analysis, performance optimization and ROI improvement



# THANK YOU

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**STATION F**

**HEC** | Incubateur  
PARIS

**LE**  
**VILLAGE**  
by 