Maximizing eCommerce opportunities using enterprise video content management integration
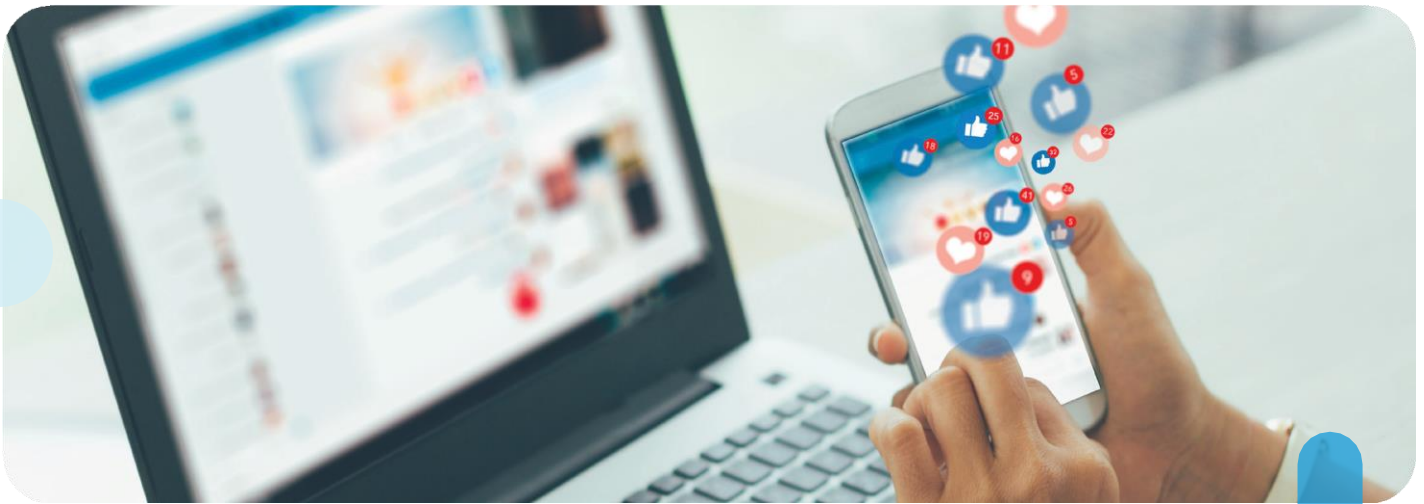
Brands have been using product images and long descriptions for years to capture what they can offer to their customers or site visitors. However, today's video advertising era demands eCommerce websites to include video formats encompassing brand values, product offerings, support services, and more in a well-rounded manner. This shift in the marketing medium has noticeably increased customer engagement, with over 20% of customers contributing to high viewership of product videos when visiting an eCommerce portal.

This paper talks about how integrating the right kind of video content management solution in eCommerce and other end-consumer industry portals can drive optimal customer engagements and tap into newer revenue pools and business growth opportunities.

The role of videos in the eCommerce landscape

Digital-savvy customers of today expect brick-and-mortar-like experiences even with their online counterparts – eCommerce apps and websites. Visually impactful experiences have become the norm in assisting customers along their buying journeys. Consequently, videos have become the go-to marketing medium for capturing the brand and its products from all aspects, helping businesses cater to these expectations.

Furthermore, videos act as a valuable tool in winning customer trust, converting leads, and establishing loyalty in the front end; it can also deliver on any technical or other kinds of information mapping needs in the back end. Let's take a quick look at the different types of videos that can be hosted on eCommerce portals and the purpose they serve:

Product description videos include a swift, summarized product overview in 1-2 minutes, along with 360˚-view of product images and SKU specifications. These types of videos help increase sales conversions by guiding customers in making quicker purchase decisions, mainly due to their time-saving format.

Explanatory videos from professionals are usually long-format, including technical specifications, distribution network information, and an overview of partnership opportunities. This format mainly showcases in-depth details that cannot be captured in short description videos.

Expert and customer review videos are retrieved from expert interviews and customer feedback from launch shows, roadshows, live events, and more. These video types help increase sales attribution and improve the customer's propensity to prefer that product over its competitors in the market.

Product testing and feedback videos improve brand awareness and equity through a collection of material on product trial and use, noteworthy product property highlights, and in-detail positive feedback from either or both the internal technical team and select external professionals.

Situational videos highlighting context-based usage are mainly product reviews and feedback site videos that contain instructions to enable quick usage of products and do-it-yourself (DIY) detailing for customers. These videos can help businesses in the after-sales process and enhance relevant customer satisfaction scores.

Product-making videos are detailed videos that are meant to be viewed by professionals during product launches or live shows to gain feedback that can be marketed. However, today's digital shopping era has necessitated these videos to be linked to customer-facing portals to improve product affinity.

Personalized video messages depend on user demographic segments, locations, and portals through which customers have registered. These videos contain hyper-relevant messaging tailored to customers' unique needs, leveraging AI/ML-based product recommendations.

eCommerce businesses should nevertheless be cognizant of short video formats gaining more popularity than long video formats amongst customers. This is mainly due to products and their differentiators being highlighted deftly, further helping businesses build customer affinity in the long run over competitor products in the same category.

Challenges in managing video content

eCommerce platforms aren't designed to manage video content, similar to learning management systems (LMS) or customer relationship management systems (CRMs). Low latency for high-quality videos translates into longer upload hours and laggard download and conversion-processing time, which many of the current eCommerce platforms are not equipped for. Having said that, simply planning to adopt video management solutions is also not enough.

Businesses must prepare for speed, scale, and longevity in the process of advancing high-quality video content and their overall management. To achieve this in the best way possible, eCommerce platforms need to be aware of the following few common roadblocks that require tackling:

File size

Many of the CRM and eCommerce portals have limited storage capabilities that do not exceed more than 2GB. This makes it difficult for businesses to host large-sized files, ultimately limiting them from hosting various videos that are otherwise crucial for all-round customer conversions.

Customized digital solutions

Customers face video buffering and quality issues in live events, webcasting, and other streaming types mainly due to the absence of scalable video content distribution platforms that can seamlessly host the same across the globe.

Product engineering services

The absence of a video management platform in the back end interrupts streaming and recorded video content as they need to be transcoded and displayed across consumer devices while supporting different file formats. This includes mobiles, tablets, and encoders for TVs in formats like mp4, .wmv, raw, etc.

eCommerce businesses need a robust video content management solution that seamlessly addresses and delivers video-related essentials like high-definition (HD) video support, content storage needs, encoding and transcoding, recording, live streaming, content distribution, and more in a quality manner.

Holistic video content management solution for eCommerce & other industries

Running an end-to-end video management application in the background to easily manage content and links to the specific webpage reduces the complexity of hosting videos on the eCommerce platform.

Additionally, leveraging a solution with AI/ML capabilities on product videos and engagement data can help boost sales in two distinct ways. One, by targeting leads captured through video click stream data, businesses can develop targeted campaigns and promotional plans for quick customer conversions. Two, by analyzing trending product videos via metrics like seasonality, location, and segmentation, businesses can predict and plan promotional calendars that are contextual to their products.

Furthermore, by integrating video content management extensions to eCommerce platforms, companies can enable one-stop access to viewing and publishing digital video content via an enterprise video content management account. Companies can also associate and display their products and categories in a governed manner across the site from a single source platform. Apart from the addition of new digital videos, a few other possibilities enterprise video content management APIs/extensions enable when integrated with eCommerce portals are:

Bulk upload of videos
made possible by APIs helps businesses engage with their customers across devices in multiple formats and sizes. From product listing videos to offers and promotional videos, the media content is formatted effectively for customer consumption.

Video assignment to product
demonstrates product features, benefits, and comparisons that are displayed during purchase. Such videos are usually mapped either as part of website configuration or are rendered dynamically.

Video assignment to product category
demonstrates product category offerings such as food and beverages, clothing, health and hygiene-based, and any top-selling brands within the category.

In the bargain, these extensions also play a huge role in easing video content management-related operations for verticals like travel, hospitality, and other consumer industry portals. Integrating an enterprise video content management solution to these portals makes for a hassle-free display of video catalogs on relevant offerings, tailor-made destination videos based on seasons or trends, video-based FAQs and pricing, and a showcase of specific destinations, including social factors like norms, nuances, and customs for customers to consider when making their buying decisions.

HARMAN Media Suite: Key business outcomes

[HARMAN](#) Media Suite platform can integrate its enterprise video content management solution with eCommerce platforms for increased revenue pools from websites and a quicker lead-to-cash cycle.

The platform provides APIs and extensions to link learning management systems, training portals, and other applications. The Media Suite integration to eCommerce platforms is one of the key roadmap items as part of the cloud instance in 2023.

Our Media Suite solution, with 1000+ deployments across 30+ countries, has enabled retailers, governments, and private enterprises to meet their video content management requirements. This includes concurrent recording and streaming support for over 10,000 users through self-service recording/live event hosting, integration with Cisco, Poly VC endpoints, and video AI for customer sentiment and demographics analysis. In addition to the on-premise option, HARMAN Media Suite is also available on Azure and will soon be deployed on AWS Cloud.

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An IT professional with over 24+ years of experience, Manish is currently leading AI-based Products and Platforms for Digital Transformation Solutions (DTS) at HARMAN.

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About HARMAN Digital Transformation Solutions (DTS)

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About HARMAN

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