

About the client

Starting out as specialists for knitwear, GOLFINO developed into a supplier of complete outfits in the field of sportswear. With more than 500 shop-in-shops, it is Europe's market leader for golf wear. For over 25 years, GOLFINO has stood for fashion and function in outstanding quality. Every outfit in each collection is stylish, comfortable and functional.

Challenges

GOLFINO was looking for way to adding emotional appeal to it's online shop. They observed that simple product images could not convey the sportive spirit and high-quality standards of GOLFINO. Video in video sequences, showing professional golfers on the court in the ClipVilla videos should contribute to that and remind consumers of why they enjoy playing golf.

Why ClipVilla

The ClipVilla Video Producer was the most convenient choice for GOLFINO, because they were able to create videos for each product in no time. Another benefit was that they could reuse existing video footage and had no additional expenses on their site. All they had to do was assign ClipVilla and the completed extension was given back to them.



After the integration of ClipVilla, users...



find **more** results in the GOOGLE video search

3,000



remained **longer** on the product page

up to **65%**



the average conversion rate **increased** by

19%

Solution

With ClipVilla GOLFINO is able to create videos for every single product in the online store within two to three minutes. The automatization will react to changes within the product and always keep the video updated. This allows GOLFINO to react to market conditions in the most flexible way.

Results

After the integration of ClipVilla the overall shop performance has developed very positively. The average time spent on site has gotten better and worth particular mention is the increase in the average conversion rate by almost 20%! This means more planning security for GOLFINO who usually had seasonal performance variation.

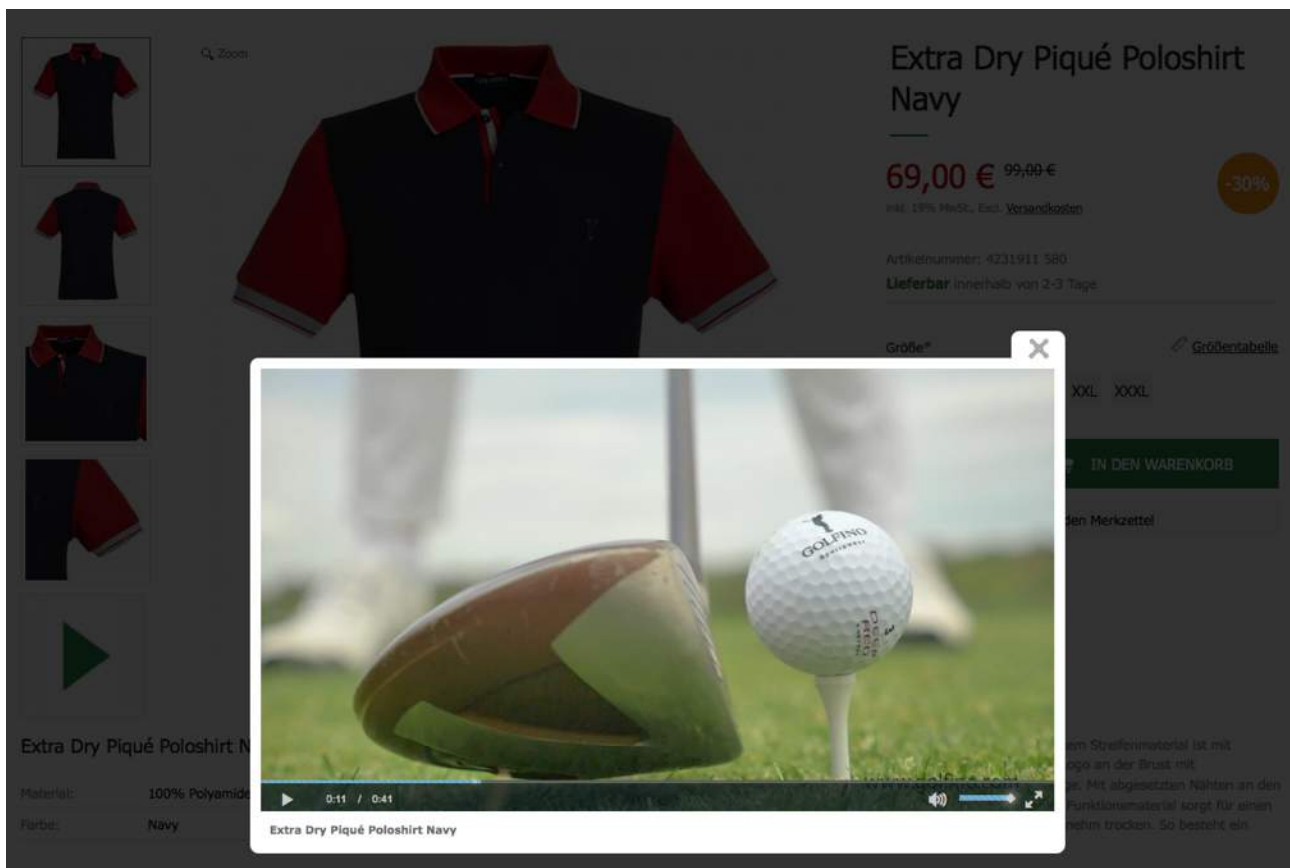
„We are very happy with ClipVilla's video technology being part of our online shop. It allows us to present our products in an even more emotional and high-class way. Apart from that, they work very well with our lifestyle videos and make it possible for our customers to get hold of all the product details in a very convenient way.“



Anne Averbek
Onlinestore Manager

Casestudy: 3,000 videos for golfino.com

With the help of the **ClipVilla Video Producer** GOLFINO has been able to increase their average conversion rate by almost **20%**. Furthermore viewer spent **significantly** more time in the online store.



The screenshot shows a product page for a polo shirt. The main image is a dark navy polo shirt with red accents on the collar and sleeves. To the right, the product name 'Extra Dry Piqué Poloshirt Navy' is displayed, along with a price of 69,00 € (reduced from 99,00 €) and a 30% discount badge. Below the price, it says 'Artikelnummer: 6231911 580' and 'Lieferbar innerhalb von 2-3 Tage'. A video player is overlaid on the page, showing a close-up of a golf club head and a white golf ball with the GOLFINO logo. The video player has a progress bar at 0:11 / 0:41 and a volume icon.