

About the client

atrendo is Art of the piké lifestyle GmbH and offers its clients a great choice of leather handbags, leather goods, accessoires and care utensils for everyone and every occasion. Piké is known for its timeless designs, that add the certain something to every look.

Challenges

atrendo was looking for a way to make the shopping experience more enjoyable and emotional for their consumers and to convey product knowledge in a playful, uncomplicated way. However due to lack of ressources, they wanted to have minimum personal effort and be able to flexibly react to product changes.

Why ClipVilla

ClipVilla's videototechnology can be easily implemented to the shopsystem Magento, that is able to automatically create product videos from the contents within the system. The technology reacts to any changes within the products and actualizes the videos accordingly. Matching music a professional speaker, give the video a personal feel.



After the integration of **ClipVilla**



users returned more often to the shop

2%



more traffic was recorded

3%



customers had a higher AOV

4%

Solution

atrendo independently produces product videos with the ClipVilla Video Producer for each of their products with just one click. Thanks to the auto-update function, atrendo's videos never get old.

Result

Ever since atrendo has got video content from ClipVilla, the overall shop performance has developed very positively. The SEO-Ranking in Germany increased, as well as the average time on site and the number of visits. Furthermore atrendo has received a lot of positive feedback from their customers.

„If everything was a simple as working with ClipVilla! The very friendly and professional team is always just a phone call away, actively looks for improvement potentials and is only satisfied, if we are. Reliable and creative are probably the best words to describe ClipVilla, which is why I would recommend them without a doubt. Thanks to the great cooperation so far, we are already looking forward to the next projects with ClipVilla.“



Franziska Fiedler
Shop- und Plattformmanager

casestudy: www.atrendo.de

With the ClipVilla Video Producer, atrendo has been able to increase the average order value by 4%. The number of sessions increased by 3% and 2% more users returned to the shop.

ATRENDO
Taschen & Accessoires

KOSTENLOSE HOTLINE 0800 222 4 777 MEIN BENUTZERKONTO MEIN WUNSCHZETTEL

KATEGORIE ICH SUCHE NACH ... WARENKORB (0)

HOME DAMENTASCHEN HERRENTASCHEN ACCESSOIRES MARKEN & MORE ... FOLGEN SIE UNS:

WOMEN / MARKEN / PIKÉ / **PIKÉ LEDER DAMEN SHOPPER**

Piké Leder Damen Shopper
Schreiben Sie die erste Kundenmeinung

- Extraweiches Leder
- Made in Italy
- Großer, geräumiger Innenraum
- Hochwertige Verarbeitung
- Abnehmbarer & längenverstellbarer Trageriemen

99,00 €
inkl. 19% MwSt., zzgl. Versand
in Deutschland lieferbar bis Dienstag, 5. Mai

Anzahl:

DEM WARENKORB HINZUFÜGEN

KOSTENLOSER VERSAND IN DEUTSCHLAND

BIS 15^{UHR} BESTELLT - HEUTE VERSENDET

KAUF AUF RECHNUNG MÖGLICH

ZERTIFIZIERTER KAUFERSCHUTZ

ARTIKELBESCHREIBUNG / ZUSATZINFORMATION / BEWERTUNGEN

Mit Charme und Esprit wird dieser Leder Damen Shopper von piké Ihr Herz im Sturm erobern! In Italien gefertigt, werden das weiche Leder und die hochwertige Verarbeitung Sie überzeugen und wenn das noch nicht reicht, sind da noch der großzügige Innenraum, die zeitlos schöne Farbe und das raffinierte Design zu nennen. Ein Leder Damen Shopper der in keiner Garderobe fehlen darf!

Leder Damen Shopper im Detail:

- * Made in Italy
- * weiches, anschmiegsames Leder
- * schöne, dezente Logodetails
- * hochwertige Verarbeitung
- * raffiniert, zeitloses Design
- * großer geräumiger Innenraum
- * weitere kleine Innentaschen
- * eine Handtasche
- * eine Außentasche
- * 2 stabile Tragehenkel (verstellbar)
- * zusätzlicher, abnehmbarer Trageriemen
- * durchgehender Reißverschluss

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