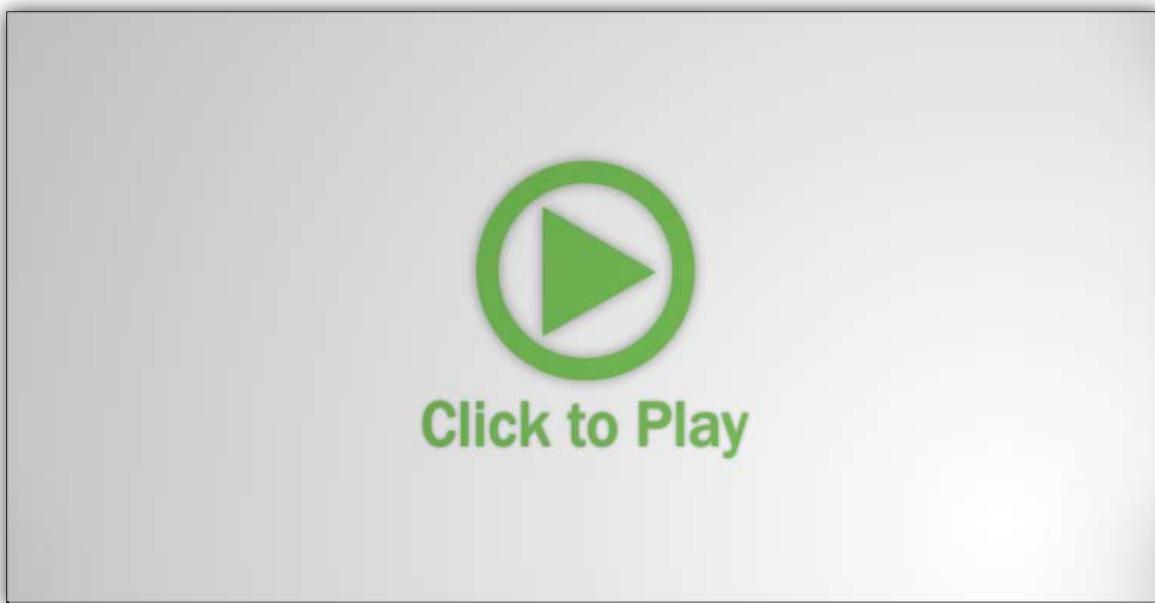


## Increase Online Conversion Through Video

[EyeView](#) provides an end-to-end video solution for your website engaging your visitors and turning them into customers. Our solution will deliver a tested and proven impact on your conversion.

**We Do It All!** After creating compelling video content, EyeView uses its proprietary platform to engage your visitors. The platform publishes the video through an interactive player, with a wide range of display formats. Most significantly, EyeView uses the platform to measure, test, report and adjust the performance of your video to optimize conversion.



## Among Our Customers



See more customer samples here: <http://www.eyeviewdigital.com/customers.htm>

## Solution

Our experts **CREATE** compelling video content that **ENGAGEs** your visitors and **CONVERTs** them into users, subscribers and paying customers.

## EyeView's video solution comprises three components



## Create

EyeView's creative team produces powerful and original video content. Our expertise is in building compelling brand messages and explaining website and application functionality through online video. We script, storyboard, provide voiceovers in multiple languages and animate the videos. We consult with you throughout the process to ensure your message is conveyed effectively.

## Engage

EyeView's solution delivers the most engaging video experience. It is simple to implement and offers the flexibility required to answer the needs of your visitors.

EyeView's proprietary platform seamlessly publishes the video on your site through a customizable and interactive player and allows publishing of the videos on affiliate sites and through affiliate networks.

## Convert

Our experts use EyeView's platform to set up tests and optimize the delivery and content of the video to improve your conversion rates even further. This is achieved through continuous testing and analysis of the real-time impact of the video on your online visitors. All results are delivered in detailed conversion reports, showing a tested and proven conversion increase on your website.



Video traffic statistics



Viewer engagement over time



Conversion goal statistics

## Success Stories

### Financial



eToro was founded in 2007 to counter the overly complex nature of foreign exchange (forex) trading and to make it accessible to newcomers and experienced traders alike.

eToro came to EyeView looking for a homepage video that would clearly explain the advantages of the eToro platform and increase the number of people who **DOWNLOAD** the platform.

The A/B test compared the existing landing page against the same page with the video embedded in it. In addition, the video was set to autoplay for first-time visitors. The results showed that the page with the video converted 31.97% more traffic than the page without the video.

"EyeView A/B tested their solution on our landing page. In one test they kept the original landing page and on the other they implemented the video solution. EyeView's solution proved an increase of above 30% in conversion rate. It is as simple as that."

*Ron Brightman, VP marketing, eToro*

**Version A:**  
eToro's site showing landing page with a banner ad.



**Version B:**  
The same page as in Version A with a video on autoplay in place of the banner



**The result: Tested and proven increase in conversion of 31%**

### Education



TutorVista provides live one-to-one tutoring online across a range of grades and subjects.

TutorVista asked EyeView to increase conversion for a specific landing page to which they were driving their traffic. The conversion goal was for visitors to click the **SUBSCRIBE** button.

We used TutorVista's existing landing page as the baseline and tested it against the same page with the video autoplaying once for first-time visitors. The test achieved statistical significance with an 86 percent increase in Conversion.

"We implemented EyeView's solution on one of our landing pages that already had an impressive conversion rate. The very first test they ran boosted conversion by over 80 percent. EyeView really works."

*Arun Kumar, Manager, TutorVista*

**Version A:**  
TutorVista's original landing page.



**Version B:**  
The same page as in Version A with EyeView's video autoplaying for first-time visitors.



**The result: Tested and proven increase in conversion of 86%**

**Software**



Ginger Software is the leading contextual spelling and grammar checker.

[Ginger Case Study](#)

Ginger asked EyeView to develop an introductory video for their homepage to increase the conversion of this page for visitors. The conversion goal for the page was to **DOWNLOAD** and **INSTALL** Ginger's software.

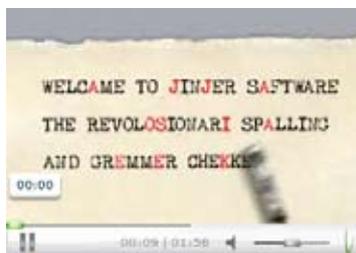
Over the course of a few weeks, EyeView tested a number of different scenarios to increase conversion starting with autoplaying the video versus a click-to-play trigger. With every test a new conversion champion was crowned with a cumulative increase in conversion of over 15 percent.

"Since day one, EyeView has been working hard to optimize our homepage. They even tested the video with British accent and an American accent to see which performed better in each country with amazing results. So far, we have seen a 15% increase in the number of people downloading our software."

*Amit Gilon, Senior Vice President, Business Development*

**Version A:**

Ginger's video embedded and on auto-play



**Version B:**

EyeView's custom-built video initiation trigger for the Ginger video

**The result: Tested and proven increase in conversion of 15%**

**Gaming**



Win A Day Casino provides a complete gaming experience involving fair certified payouts, unique games, reliable and fast payments and exemplary customer service.

Win A Day challenged EyeView to increase the percentage of visitors to the site who **DEPOSIT** money to play at their online casino. EyeView created a video and tested different locations and launch triggers on the Win A Day homepage.

After optimizing the placement and format of the video's dynamic trigger, EyeView was able to improve the conversion rate for the page by over 20%.



**The result: Tested and proven increase in conversion of 20%**

See more success stories here: [http://www.eyeviedigital.com/case\\_studies.htm](http://www.eyeviedigital.com/case_studies.htm)

**For more information please contact us:**

General info: [info@eyeviedigital.com](mailto:info@eyeviedigital.com)  
Sales information: [sales@eyeviedigital.com](mailto:sales@eyeviedigital.com)  
Media: [press@eyeviedigital.com](mailto:press@eyeviedigital.com)

**Israel**

Kalka Building, 2nd Floor  
116 Menachem Begin Rd.  
Tel Aviv 67013

**United States**

25 Burlington Mall Road, Suite 300  
Burlington, MA 01803  
T: +1 888 504 6981