

/// Media Match Maker

Whitepaper

Shoppable Video

Screen version



What are shoppable videos?

Interactive shoppable video advertising combines video advertising and online shopping to create a seamless experience for consumers. It allows purchases to be made directly from the video itself. Interactive shoppable videos are highly engaging and encourage viewers to actively engage with the content, leading to increased brand awareness and sales. They are also highly customizable to fit the specific needs of each individual company.

Overall, interactive shoppable video advertising is a powerful tool that can help companies to promote their products or services in a highly engaging and effective way. By combining the power of video advertising with the convenience of online shopping, interactive shoppable videos offer a seamless and engaging experience for consumers, while also providing companies with a powerful marketing tool to drive sales and increase brand awareness.

- Drive sales
- More traffic
- Higher conversions
- promote apps and your social media channels
- Add information regarding offerings or products with E-catalogue
- Present multiple offers
- funnel the traffic through pick & choose

EXAMPLES

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