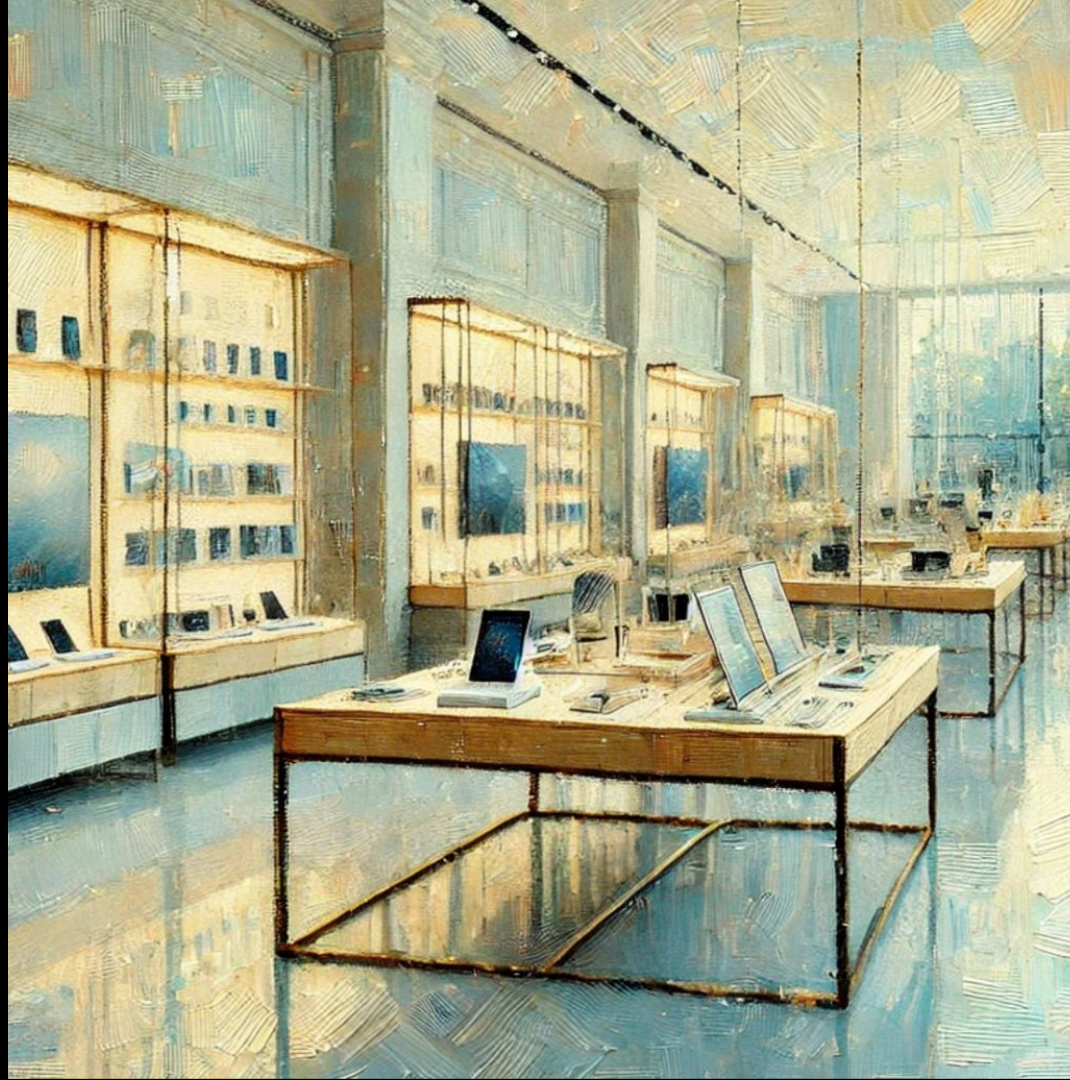
2025 Video Commerce Global Blueprint

Consumer Electronics & Appliances

Firework



Disclaimer

This document contains examples of how various brands leverage video commerce to enhance customer engagement and drive sales. The content is intended for informational and illustrative purposes only. The examples provided are based on publicly available information and are not endorsements or partnerships unless explicitly stated. Firework is the leading AI-powered video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences. The brands and strategies mentioned in this document are independent of Firework unless otherwise noted. The information provided is accurate to the best of our knowledge at the time of publication. However, Firework makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the content. Any reliance you place on such information is strictly at your own risk. For more information about Firework and its services, please visit Firework.com or contact us directly.

Outline

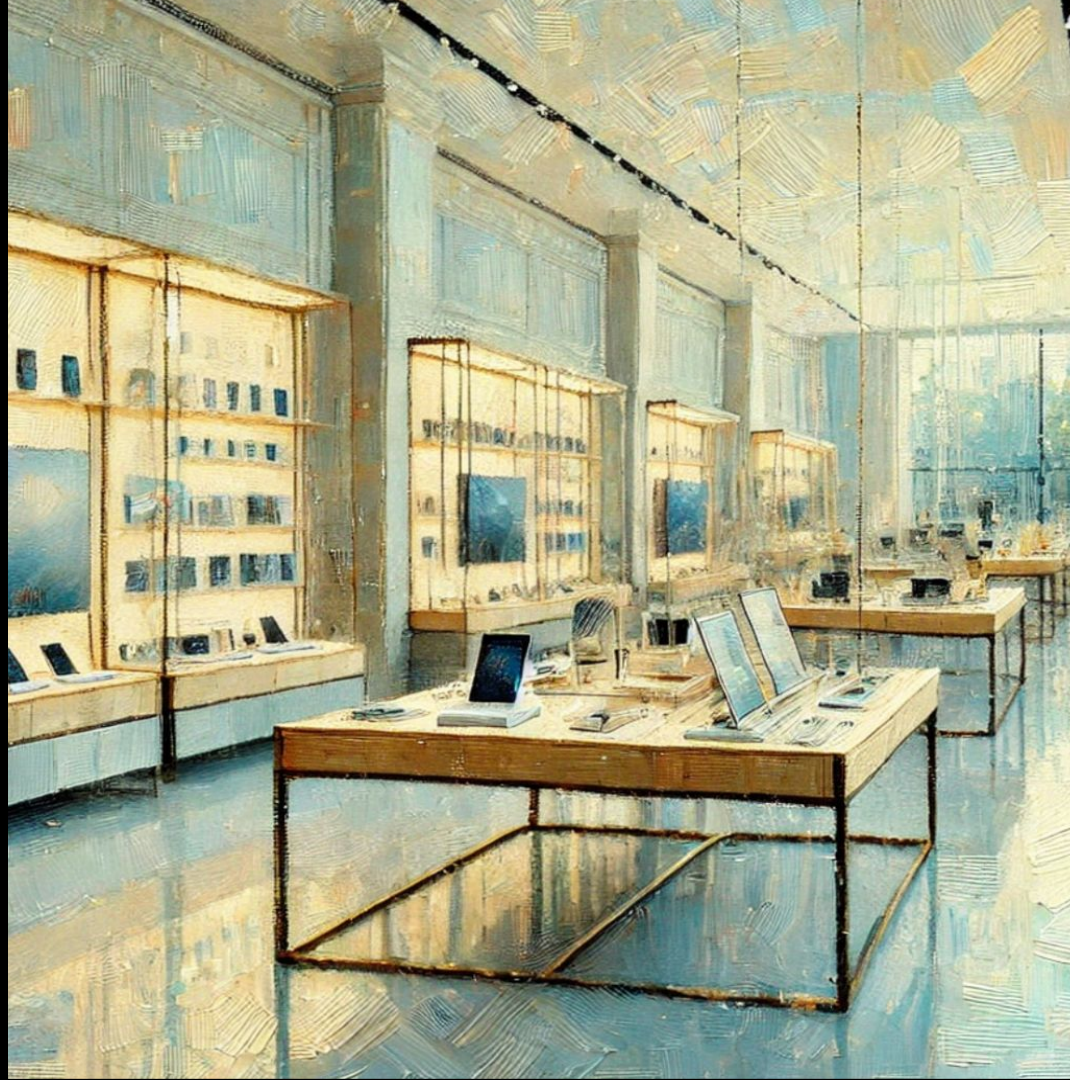
Why Video Commerce?

What is Video Commerce?

Use Cases

- Shoppable Video
- Video Showroom
- 1:1 Video Chat
- AI Virtual Assistant

Content Best Practices



Why Video Commerce?

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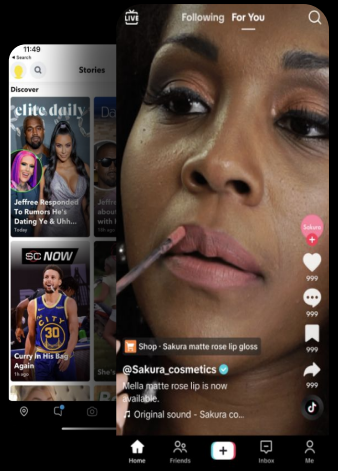
CONTENT - CONSUMER BEHAVIOR

The way people consume information is changing, and video is now the go-to format.



13X

more shares that's the power of video over text and images combined.

100 min

average daily time spent watching online videos.

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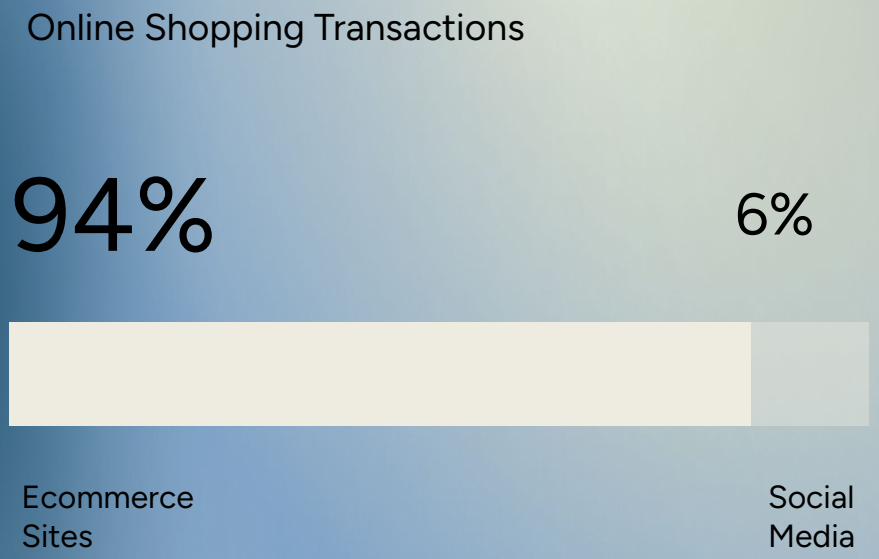
Ecommerce Sites Remain the Primary Transaction Channel



Company Filings. Company Websites. Omnicore Agency. SimilarWeb.

Bring **Video + Commerce** together to
where transactions actually happen

Exclusive Firework Insights

Based on 2024 data from

269 million Viewers worldwide

1255 Global Brands reviewed

606 Customer Data

Firework's proprietary research provides valuable insights into the **evolving video commerce landscape.**

Methodology

Overview of the Data Sample

This report is based on 606 Firework customer samples collected from a diverse range of industries and regions in 2024. The dataset reflects global adoption trends, providing insights applicable across multiple markets. Where relevant, supplementary industry data from external sources has been incorporated to provide broader market context. External sources are cited in footnotes throughout the report, supplemented with relevant industry benchmarks from publicly available sources where applicable

Key Parameters for Analysis

- Time Frame: Data was collected throughout 2024, capturing seasonal trends and purchase behaviors
- Video Commerce Formats Analyzed:
    - Shoppable Video – Short-form product highlight reels designed for quick purchasing decisions
    - Showroom Video – 24/7 interactive video sessions engaging large audiences
    - One-to-One Video Chat – Personalized virtual shopping experiences for high-touch customer engagement
- Bounce-Rate Exclusion: To ensure the validity of engagement and purchase behavior insights, high-bounce traffic has been excluded from the analysis

Neutral and Aggregated Approach

This report maintains neutrality and industry-wide relevance by:

- Excluding individual brand disclosures, ensuring the findings serve as an objective industry benchmark
- Representing a broad spectrum of adoption stages and organizational maturity levels, from emerging adopters to established brands

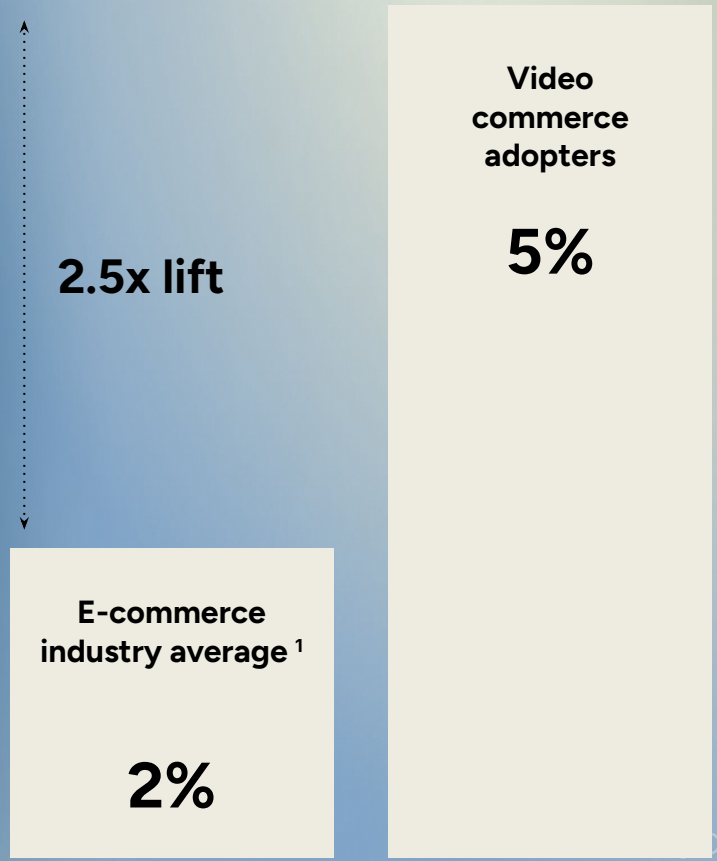
Methodological Rigor

- Key Metrics: The analysis follows consistent methodologies in calculating Add-to-Cart Rate, Conversion Rate (CVR), Average Order Value (AOV), Gross Merchandise Value (GMV), Repeat Purchase Rate (RPR), and Customer Lifetime Value (LTV)
- Segmentation Analysis: Insights are segmented by device type (mobile vs. desktop) and industry verticals to provide a more nuanced perspective

Use of Best-Performing Data Points

- Where applicable, this report highlights peak-performing data points to illustrate upper benchmarks in video commerce performance. While no individual brand names are disclosed, these examples represent the highest observed results within the dataset, serving as reference points rather than industry-wide averages

Video Commerce Adopters See Higher Conversion Rates than the Ecommerce Industry Average



[1] *What's a Good Average Ecommerce Conversion Rate in 2025?* Shopify, 2025

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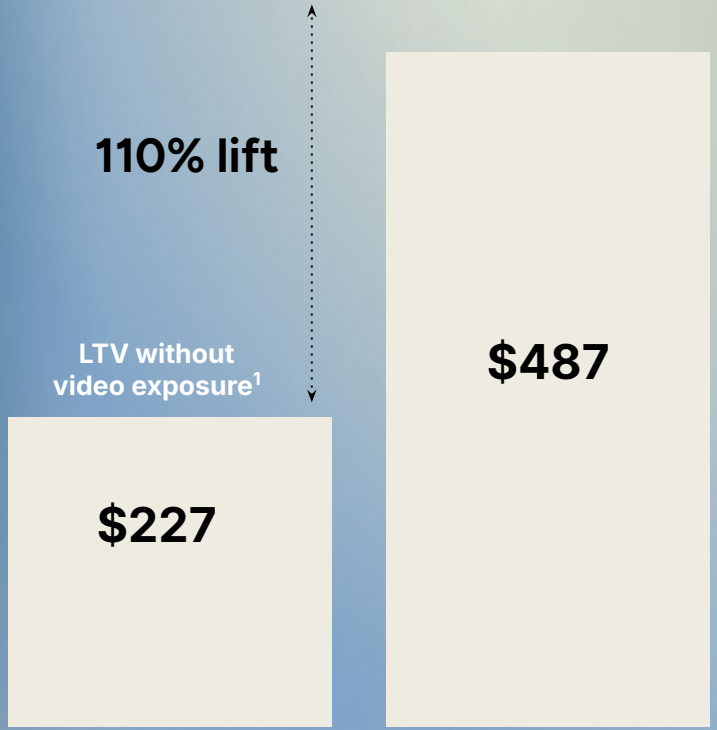
Best observed Lifetime Value (LTV) in Consumer Electronics Industry more than doubled



[1]Video exposure is defined as the presence of video experience on the web page such as widget, floating player.
[2]Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

What is Video Commerce?

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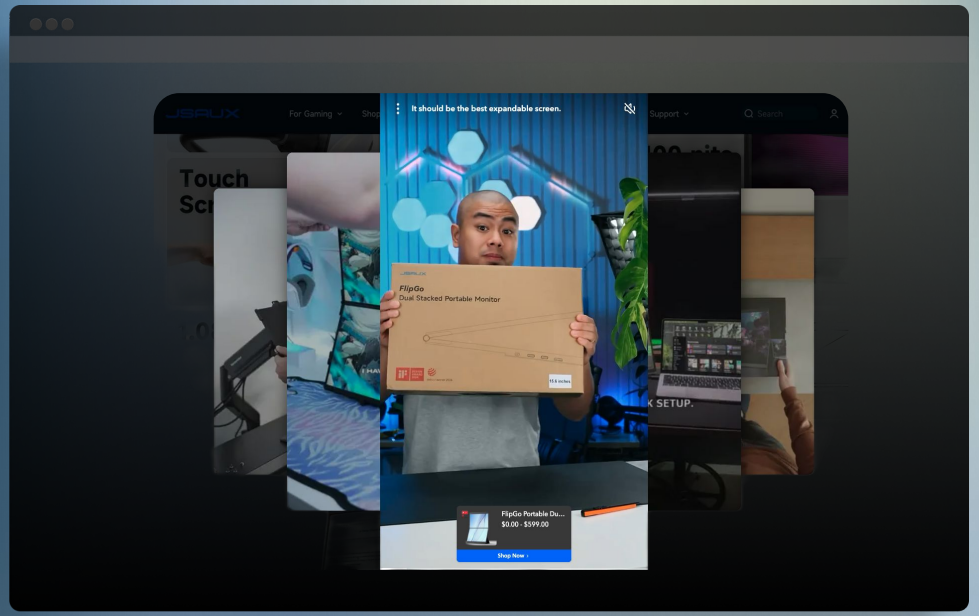
Shoppable Video

A “One to mass” brief video format that integrates clickable links or tags, enabling viewers to directly explore and purchase featured products within the video

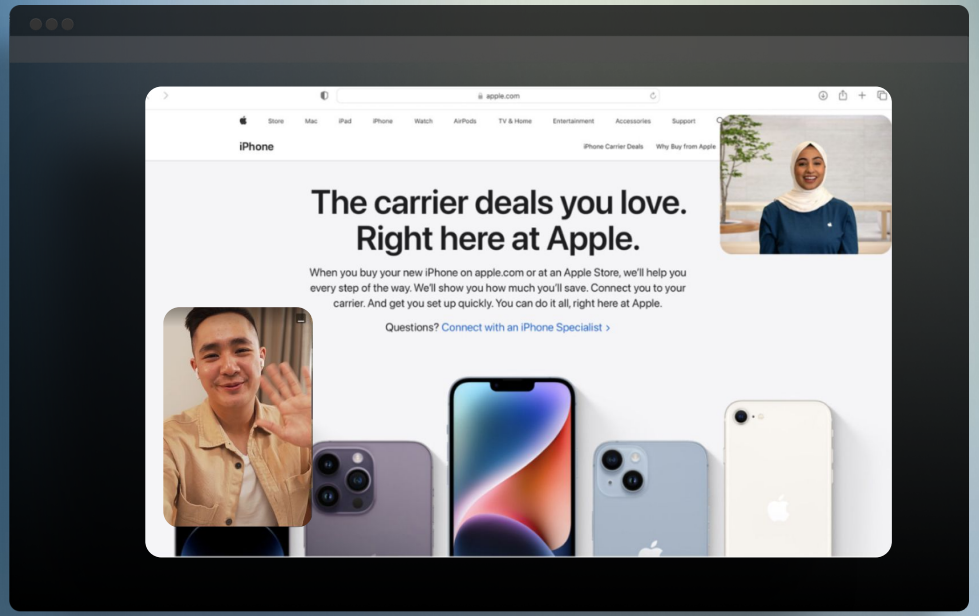
It brings the convenience of buying directly from video content



One-to-One Video Chat

A “One to one” personalized video format where customers engage directly with a sales representative for tailored product recommendations and assistance.

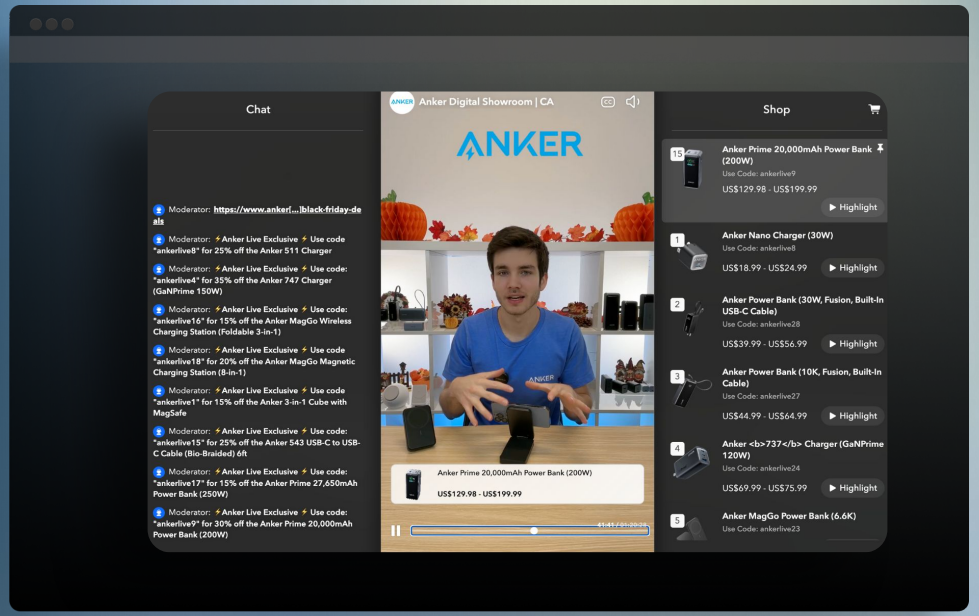
It enhances the shopping experience with real-time interaction, fostering deeper engagement and higher purchase confidence.



Video Showroom

A “One to many” video format where hosts showcase and sell products in front of audiences, allowing viewers to interact via chats and make purchases directly during the session

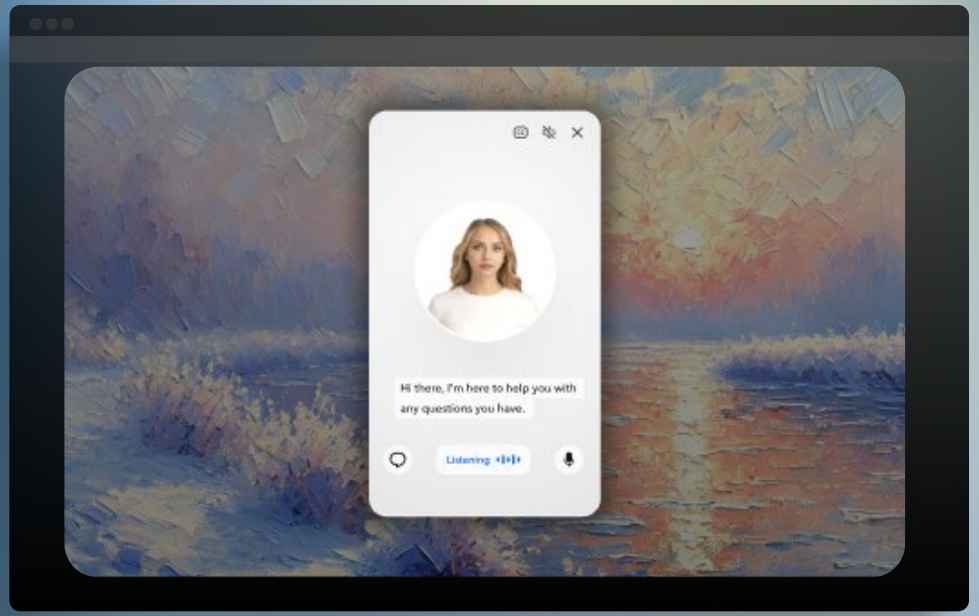
It creates urgency and excitement with interactive engagement



AI Virtual Assistant

An AI Virtual Assistant provides real-time, personalized shopping assistance by answering customer inquiries, recommending products, and guiding users through the purchase process.

It creates urgency and excitement with instant, data-driven responses and interactive engagement.



Use Cases

SAMSUNG DREAME

ANKER dyson burst

Shoppable Video

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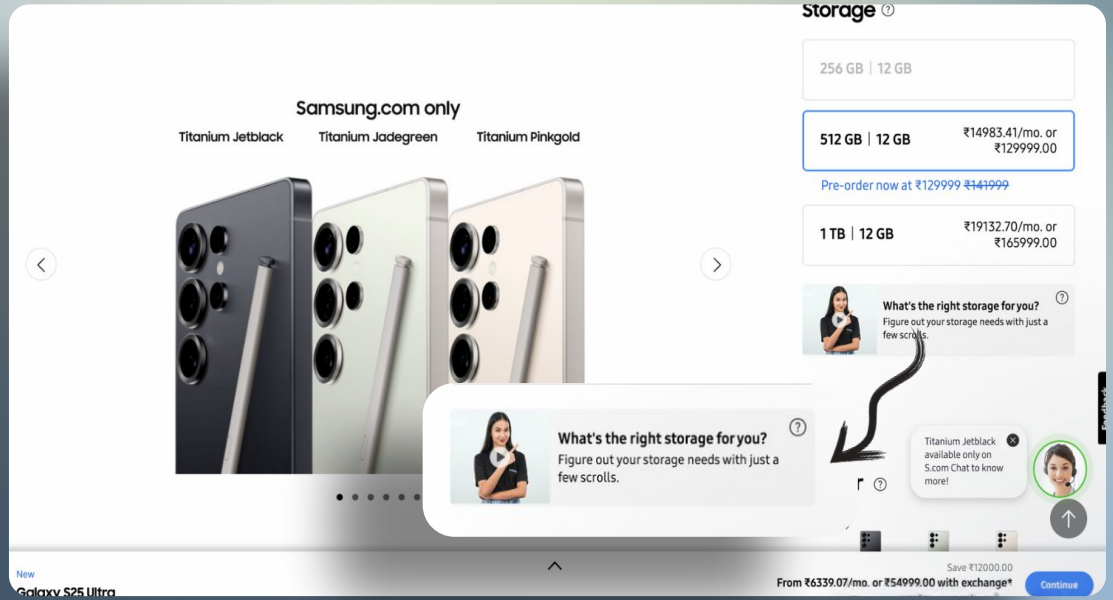
SAMSUNG - PDP

Samsung leverages short form video to educate customers

Short form videos educate customers on the product directly on PDP.



Samsung Playbook

KPI to measure for lift

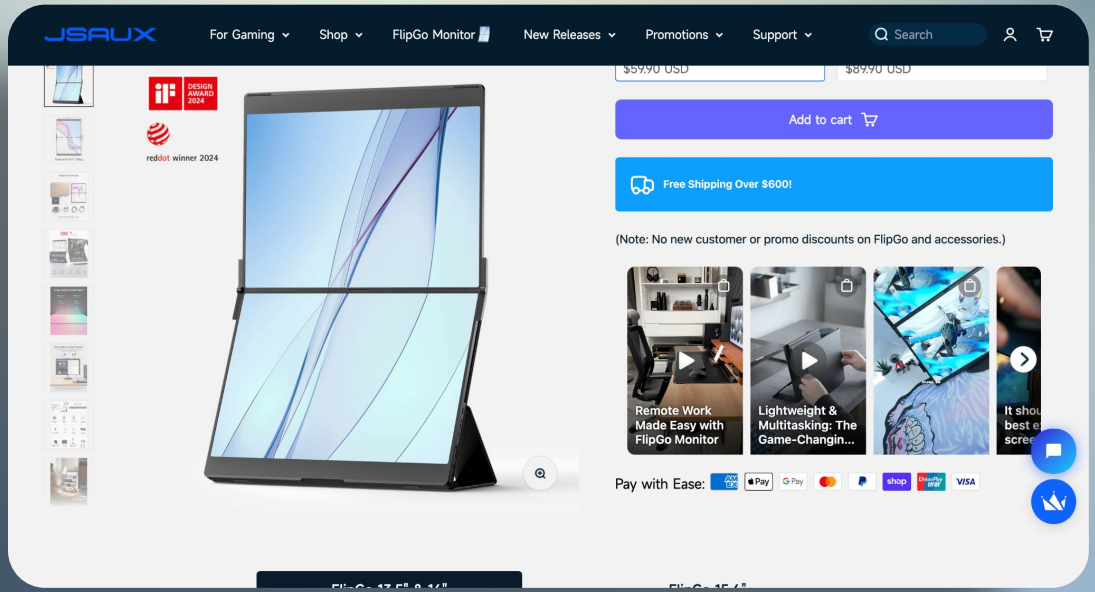
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media $
5. Basket size lift

Creator	Employee Generated Content
Video Format	Shoppable Video
Refresh Frequency	Once every 6-12 months
Placement	Product Page, support pages
Content Cost	No additional cost

JSAUX - PDP

Jsaux leverages short form video to demonstrate product features

Jsaux leverages user-generated short-form videos to showcase product features, providing authentic, community-driven demonstrations that enhance customer engagement and trust.



Jsaux Playbook

KPI to measure for lift

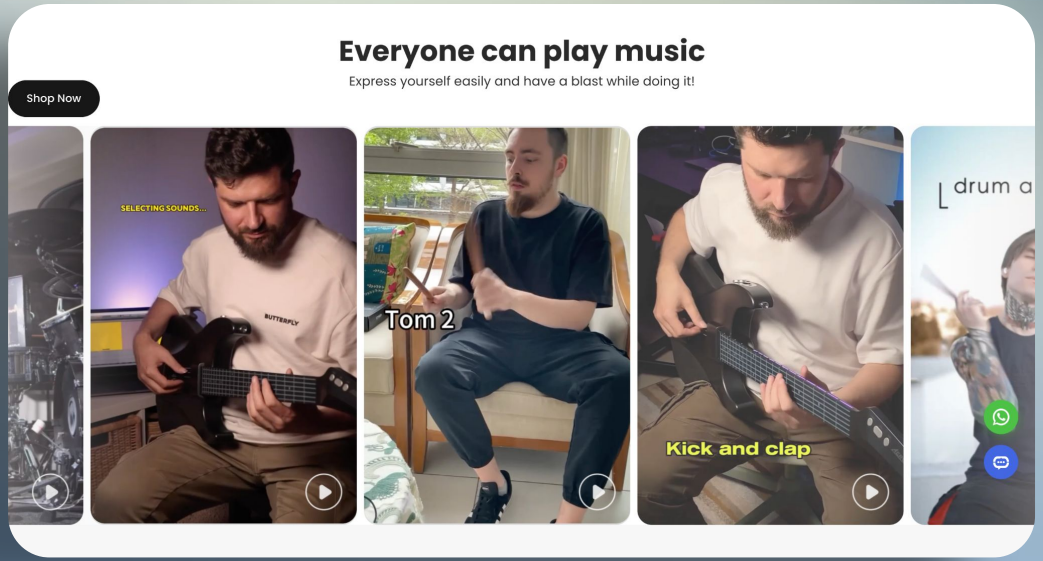
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	User Generated Content Influencer Generated Content
Video Format	Shoppable Video
Refresh Frequency	Every 6-12 months, new product launches
Placement	Product Page, support pages
Content Cost	No additional cost

AEROBAND - CATEGORY PAGE

Aeroband leverages short form video to educate

Aeroband leverages short-form video to showcase musicians playing their instruments, providing engaging, educational content that highlights product capabilities and performance.



Aero Band Playbook

KPI to measure for lift

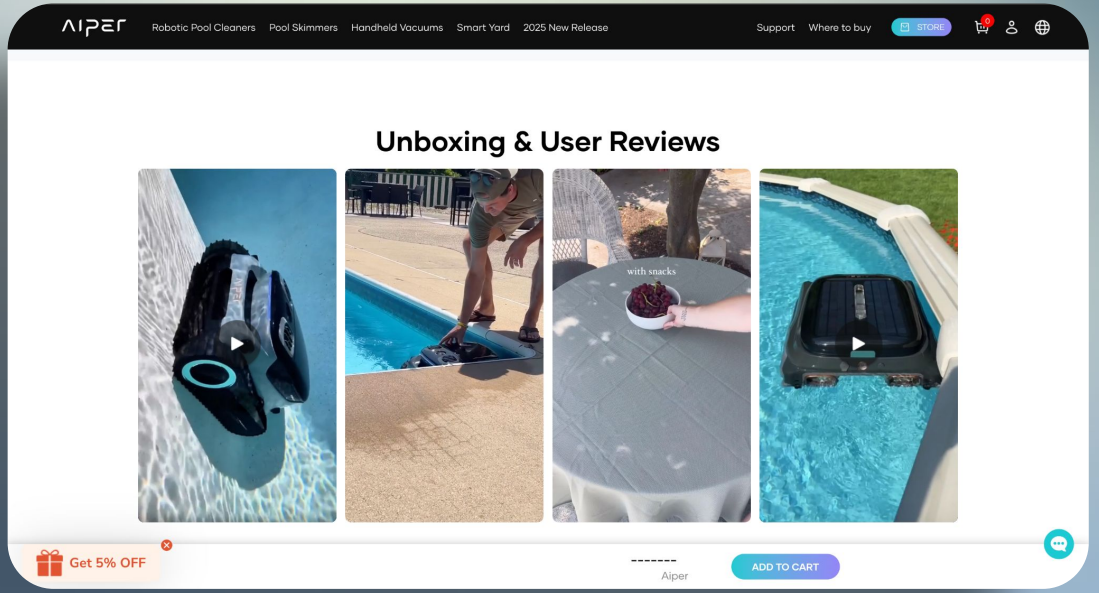
1. Website CTR lift
2. Session length lift
3. Basket size lift

Creator	User Generated Content Influencer Generated Content
Video Format	Shoppable Video
Refresh Frequency	Every 3-6 months
Placement	Category Page, Home Page, PDP
Content Cost	No additional cost

AIPER- PDP

Aiper uses short form video to demonstrate product usage

Aiper utilizes short-form video to showcase product usage, providing engaging and informative demonstrations that help customers understand functionality and benefits.



Aiper Playbook

KPI to measure for lift

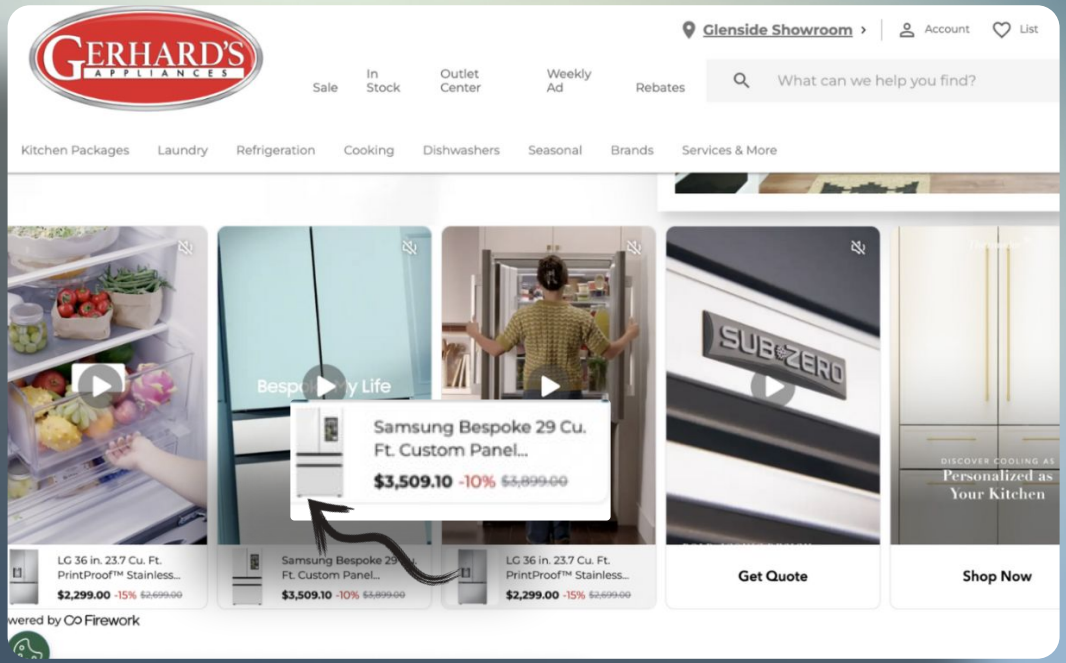
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Employee Generated Content User Generated Content Influencer Generated Content
Video Format	Shoppable Video
Refresh Frequency	Every 3-4 months
Placement	Category Page, Home Page, PDP
Content Cost	No additional cost

GERHARD'S - HOMEPAGE

Gerhard's uses shoppable video for brand collaboration with GE, Samsung, LG

Side-by-side comparisons and interactive shoppable video help customers evaluate options and make informed purchases seamlessly.



Gerhard's Playbook

KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media $
5. Basket size lift

Creator	Brand Generated Content Employee Generated Content
Video Format	Shoppable Video
Refresh Frequency	Once every 6-12 months
Placement	Homepage, Product Page, Support Pages
Content Cost	No additional cost

Video Showroom

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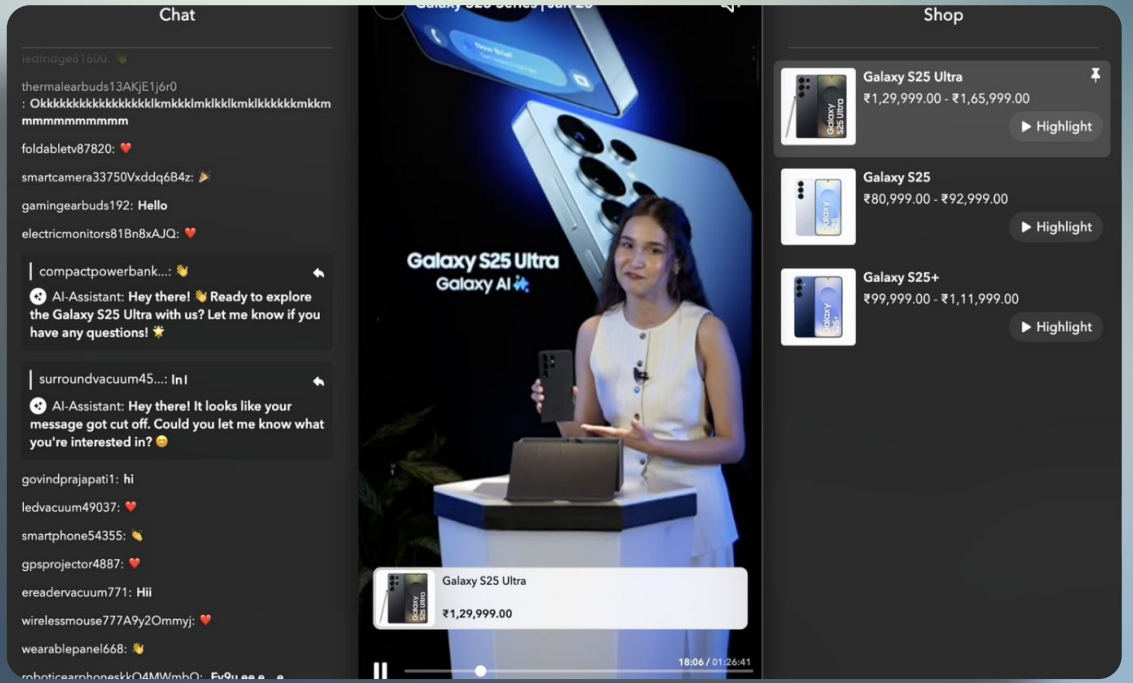
SAMSUNG - HOMEPAGE

Samsung uses digital showrooms to create product hype

Samsung India launches S25 Ultra and creates community-driven experience with digital showrooms.



Samsung Playbook

KPI to measure for lift

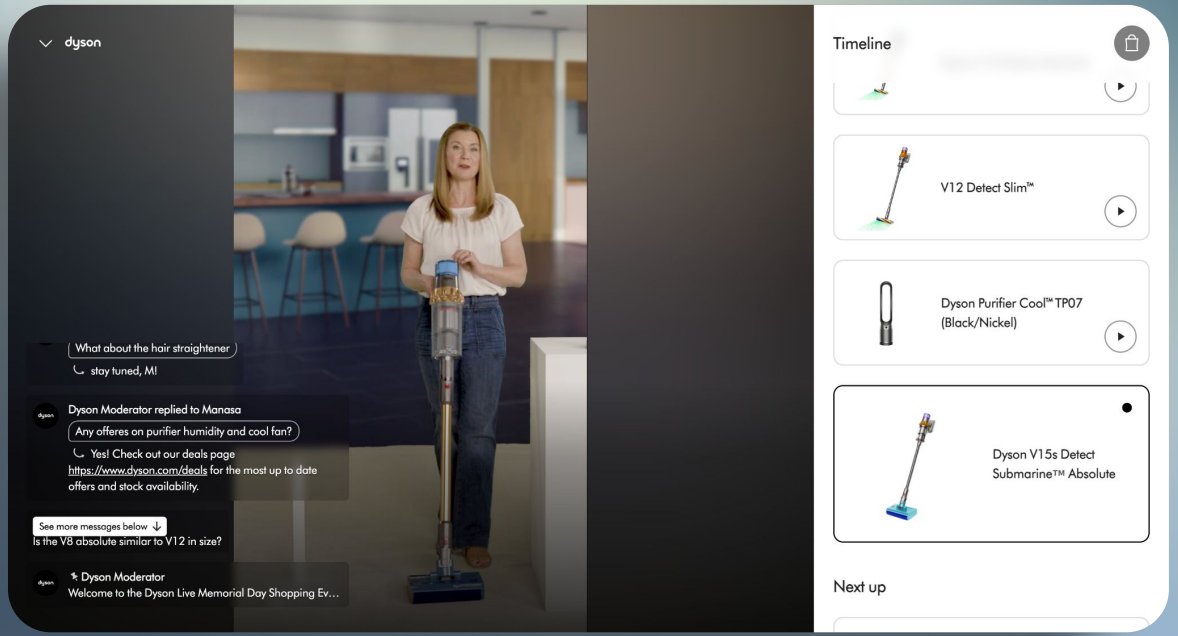
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Hire external host
Video Format	Video Showroom, Shoppable Video
Refresh Frequency	Every 3-6 months
Placement	Homepage, Category Page, PDP
Content Cost	Small fee for hiring a host

DYSON - PDP

Dyson leverages digital showrooms to demonstrate product features and usage

Dyson brings the in-store experience online through video showrooms, offering immersive demonstrations and practical usage guides that help customers explore and understand their products.



Dyson Playbook

KPI to measure for lift

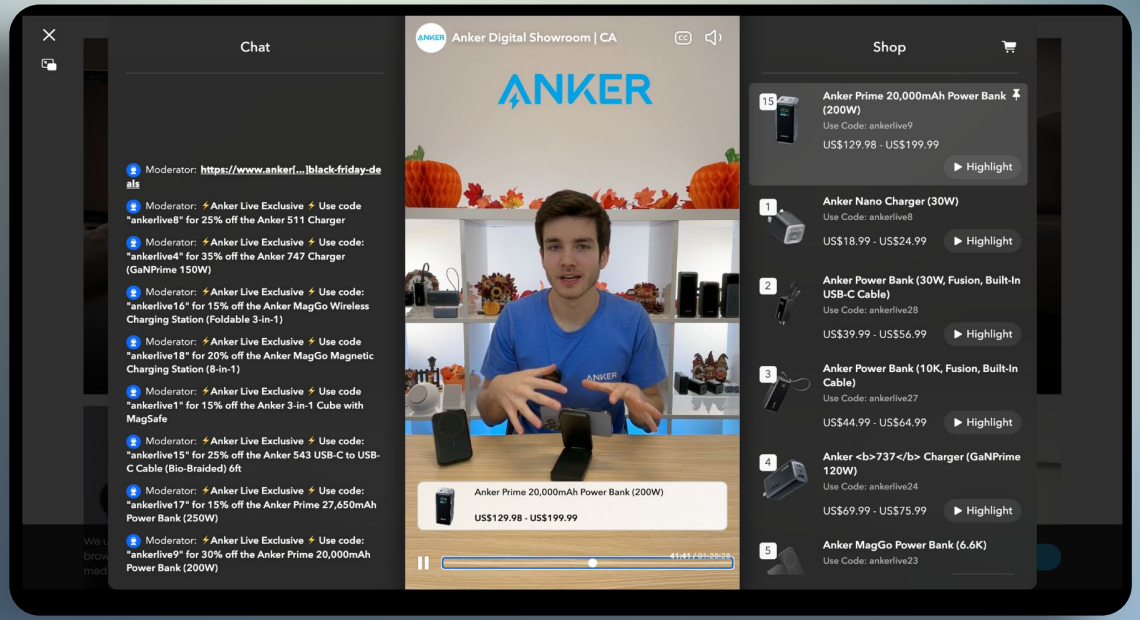
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Hire external host
Video Format	Video Showroom, Shoppable Video
Refresh Frequency	Every 2-3 months
Placement	Product Page, Category page, PDP
Content Cost	Small fee for hiring a host

ANKER - HOMEPAGE

Anker leverages digital showrooms to spotlight product features

Anker enhances the customer experience by using video showrooms to highlight product functionality, offering clear, engaging demonstrations that make it easy to understand and explore their products.



Anker Playbook

KPI to measure for lift

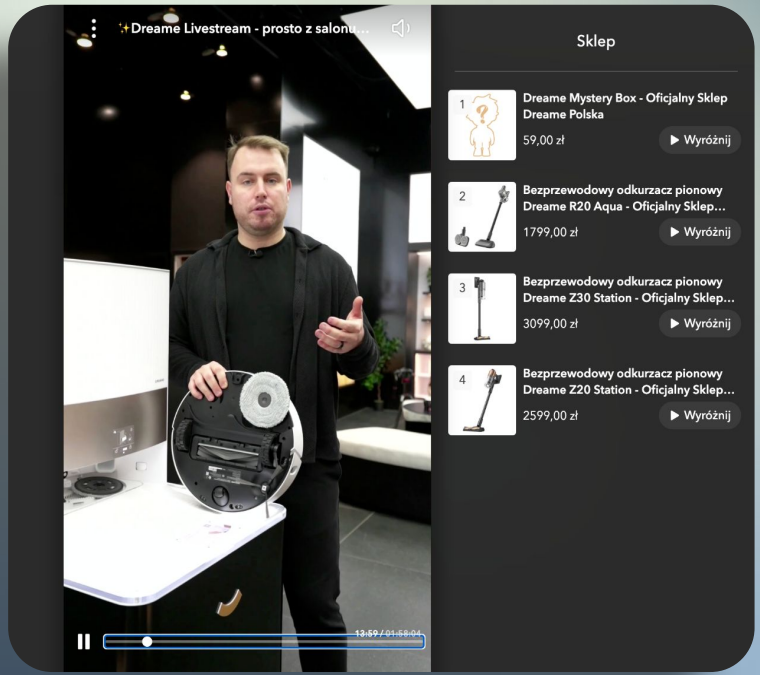
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Inhouse staff or hiring a host
Video Format	Video Showroom, Shoppable Video
Refresh Frequency	Once every 6 months
Placement	Homepage, PDP, Category page
Content Cost	Zero for inbound staff, small fee for external host

DREAME - HOMEPAGE

Dreame leverages digital showrooms to demonstrate product features

Dreame utilizes digital showrooms to showcase product features, offering an interactive and informative shopping experience for customers.



Dreame Playbook

KPI to measure for lift

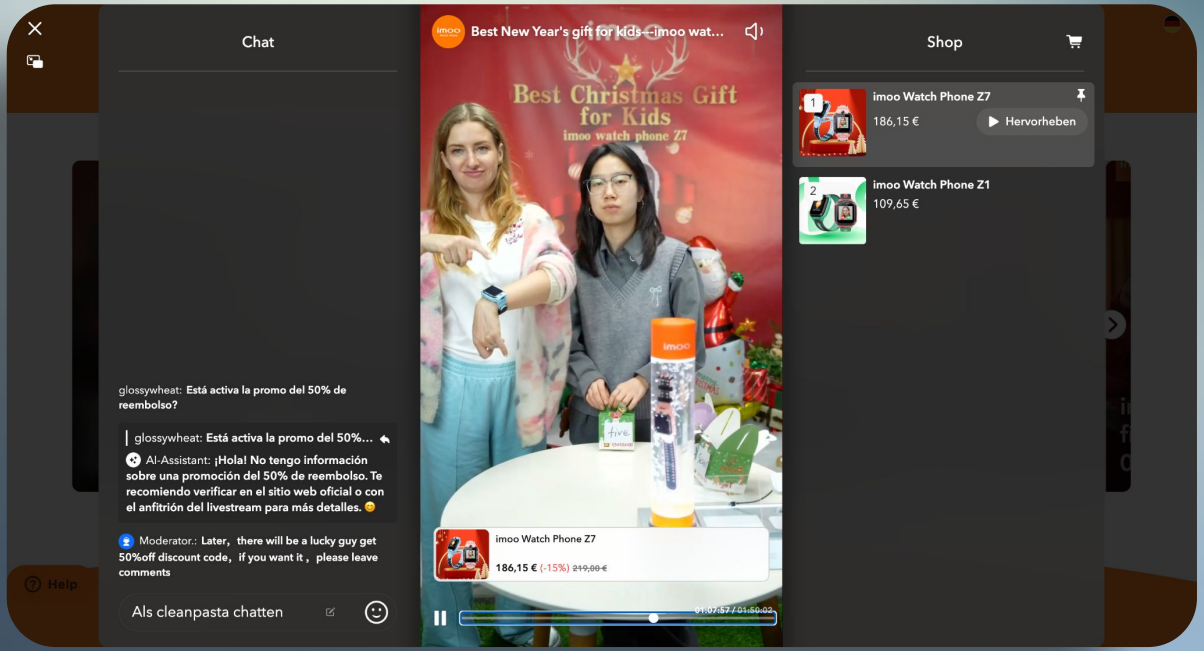
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Inhouse staff or hiring a host
Video Format	Video Showroom, Shoppable Video
Refresh Frequency	Once a month
Placement	Homepage, PDP, Product pages
Content Cost	No additional cost

IMOO - CATEGORY PAGE

Imoo leverages video showrooms to demonstrate product features and exclusive deals

Imoo utilizes video showrooms to showcase product features and highlight exclusive deals, creating an interactive shopping experience that engages and informs customers.



Imoo Playbook

KPI to measure for lift

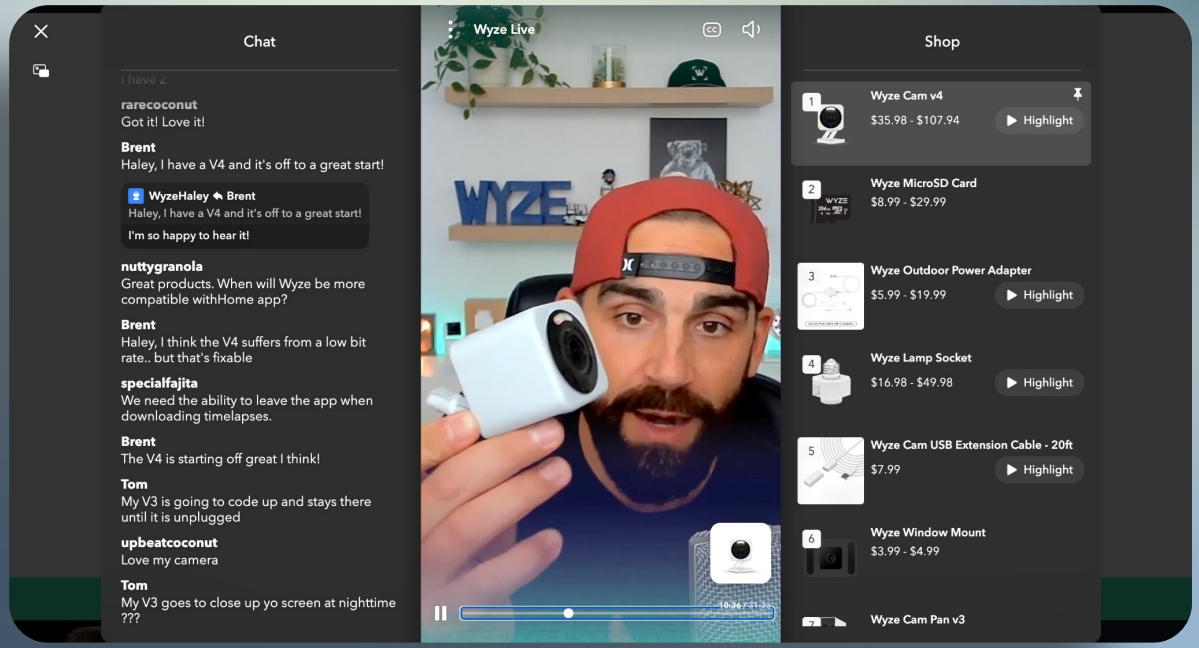
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Inhouse staff or hiring a host
Video Format	Video Showroom Shoppable Video
Refresh Frequency	Every 6 months
Placement	Homepage, Product Page, Category Page
Content Cost	Small fee to hire host

WYZE - CATEGORY PAGE

Wyze leverages video showrooms to showcase products

Wyze utilizes video showrooms to highlight product features and benefits, providing an interactive and immersive shopping experience for customers.



WYZE Playbook

KPI to measure for lift

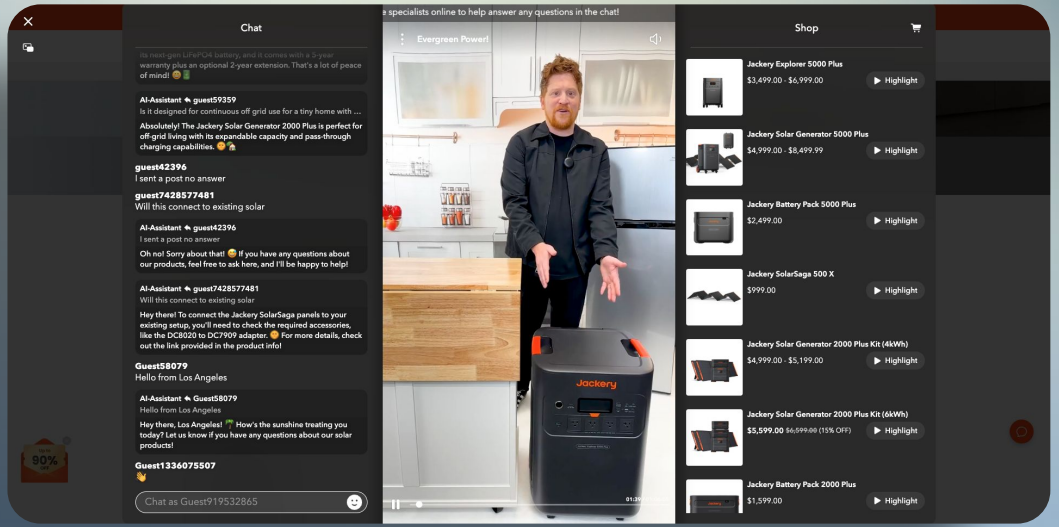
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media $
5. Basket size lift

Creator	Inhouse staff or hiring a host
Video Format	Video Showroom Shoppable Video
Refresh Frequency	Once every 6-12 months
Placement	Homepage, Product Page, Category Page
Content Cost	No additional cost

JACKERY - CATEGORY PAGE

Jackery leverages video showrooms to compare product features

Jackery utilizes video showrooms to compare product features, helping customers make informed purchasing decisions through engaging and interactive visual demonstrations.



Jackery Playbook

KPI to measure for lift

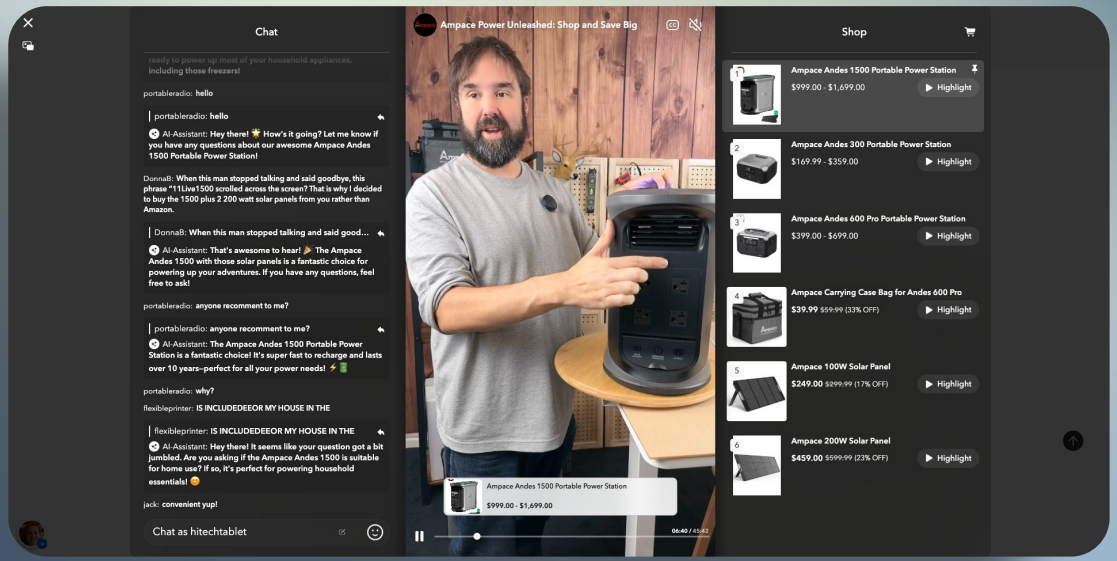
1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media $
5. Basket size lift

Creator	Inhouse staff or hiring a host
Video Format	Video Showroom Shoppable Video
Refresh Frequency	Every month
Placement	Homepage, Product Page, QR code on packaging
Content Cost	No additional cost

AMPACE - CATEGORY PAGE

Ampace leverages video showrooms to demonstrate product features

Ampace utilizes video showrooms to showcase product features, providing an interactive and informative experience for customers.



Ampace Playbook

KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Retail media $
5. Basket size lift

Creator	Inhouse staff or hiring a host
Video Format	Video Showroom Shoppable Video
Refresh Frequency	Every month
Placement	Homepage, Product Page, QR code on packaging
Content Cost	No additional cost

1:1 Video Chat

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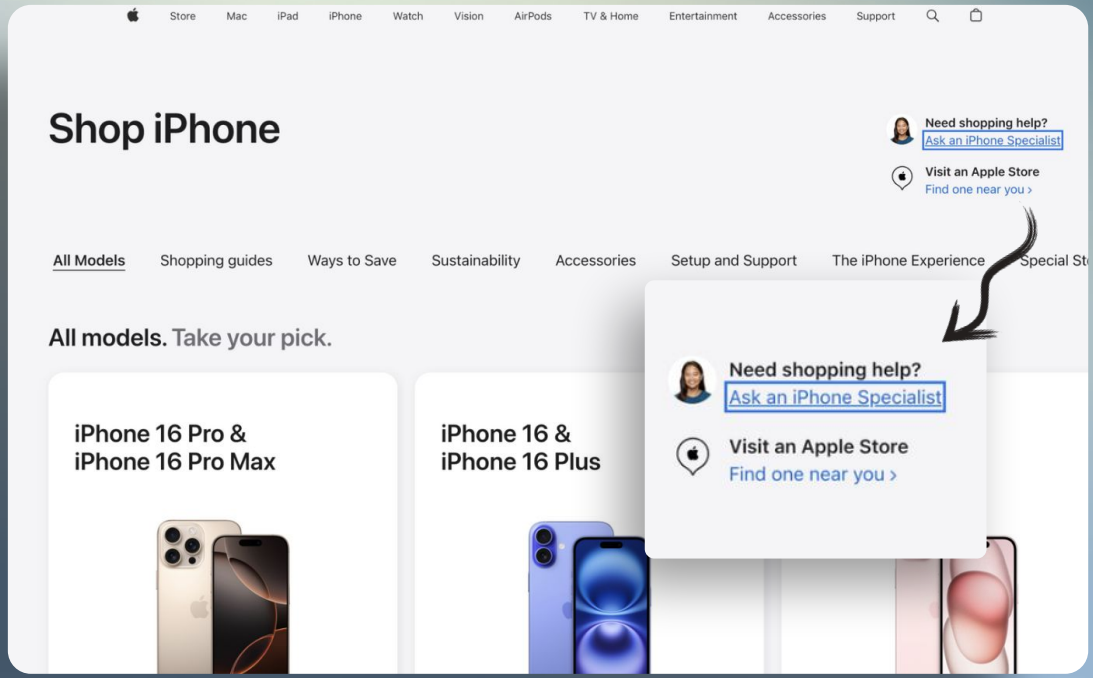
APPLE - CATEGORY PAGE

Apple leverages 1:1 video chat to build human connection

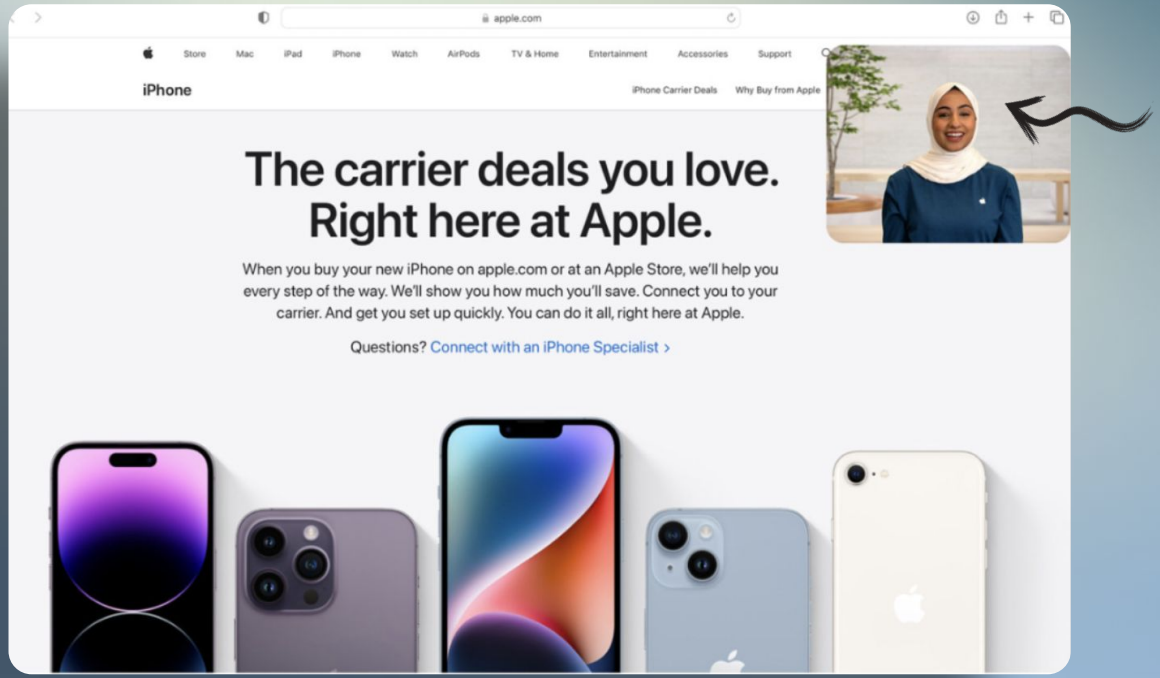
Shoppers have the opportunity to virtually meet directly on category pages.



APPLE - CATEGORY PAGE

Apple leverages 1:1 video chat to build human connection

The specialist walks customers through the purchasing process.



Apple Playbook

Creator	Employee Generated Content
Video Format	1:1 Video Chat
Refresh Frequency	Daily
Placement	Category Page, Home Page, PDP
Content Cost	No additional cost

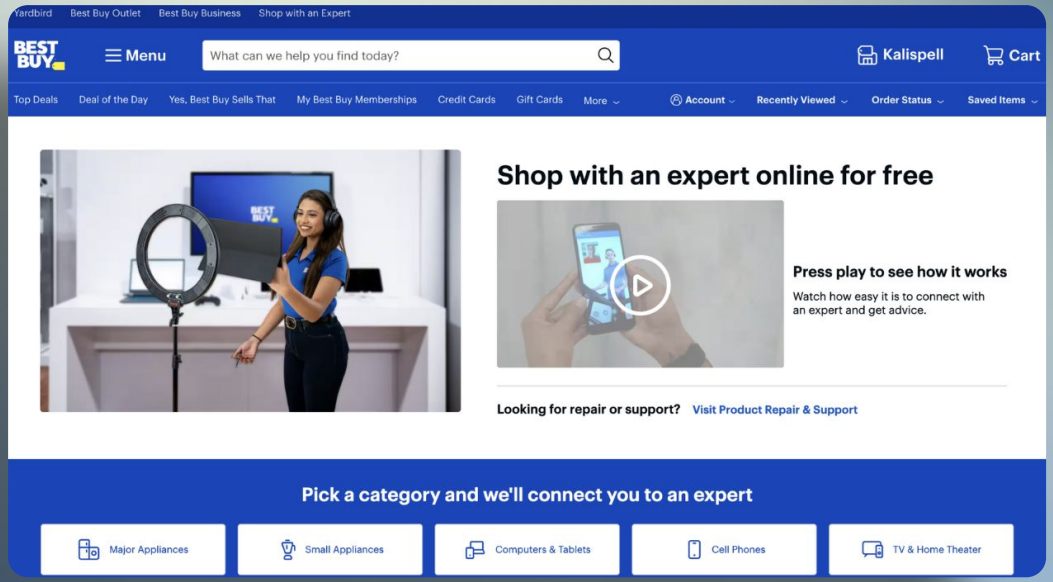
KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

BEST BUY - CATEGORY PAGE

Best Buy uses 1:1 video chat to personalize the shopping experience

Customers can connect via live video chat to receive product recommendations, troubleshooting support, and guidance on purchases.



Best Buy Playbook

KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

Creator	Employee Generated Content
Video Format	1:1 Video Chat
Refresh Frequency	Daily
Placement	Category Page, Home Page, PDP
Content Cost	No additional cost

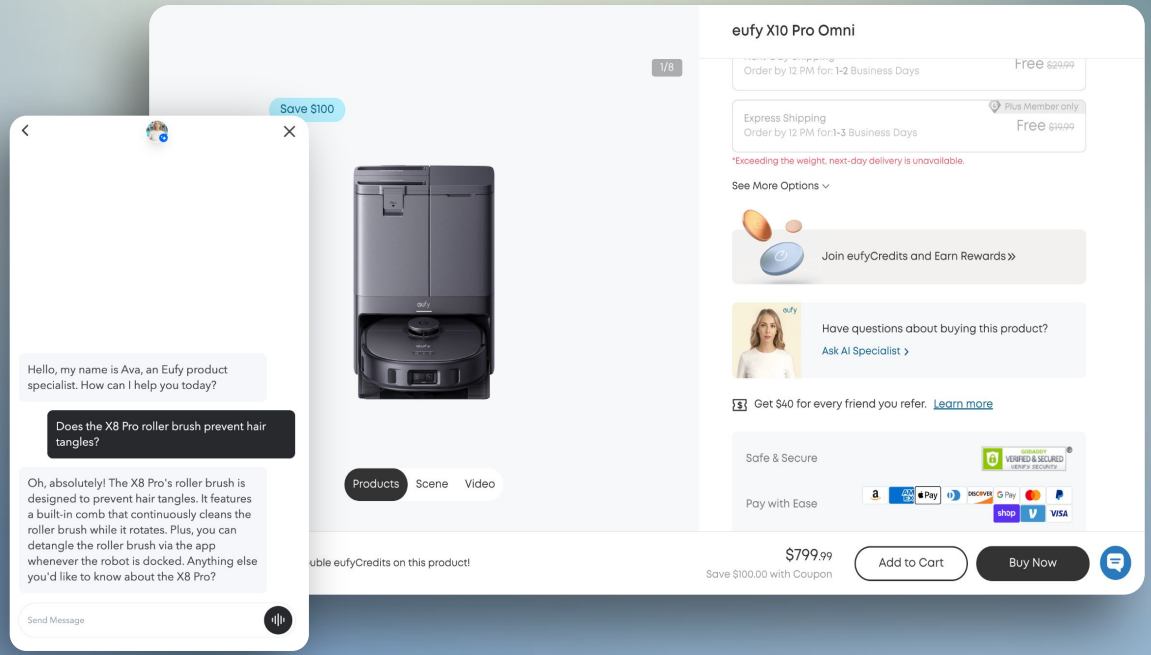
AI Virtual Assistant

Firework

ANKER - PDP

Anker leverages AI to personalize the shopping experience

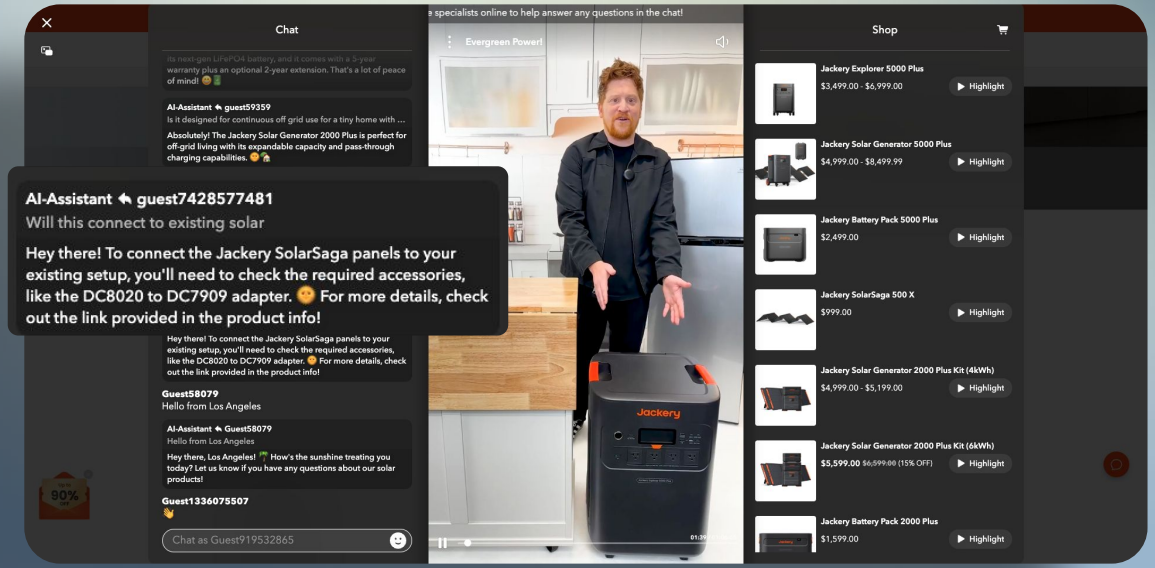
Anker enhances the shopping experience with an AI-powered virtual assistant that provides real-time support and personalized recommendations.



JACKERY - HOMEPAGE

Jackery leverages AI to respond to customer questions

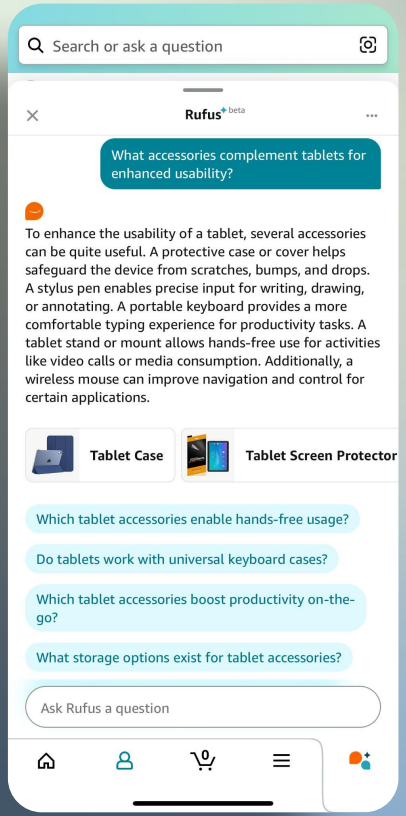
The Fresh Market utilizes AI-powered video technology to answer customer questions in real time, providing a more interactive and personalized online experience.



AMAZON - APP

Amazon Rufus leverages AI to personalize the shopping experience

Amazon uses AI to enhance the customer experience by providing personalized product recommendations, answering product questions, and offering real-time insights.



Content Best Practices

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Content Creation **does not** have to be:

Expensive

Time Consuming

Complicated

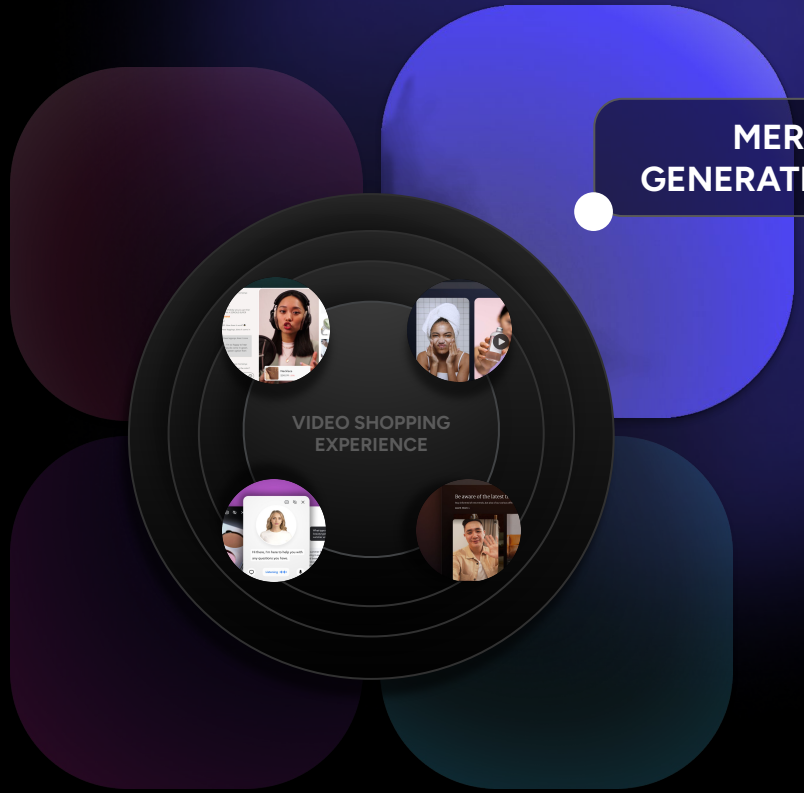
STORE ASSOCIATE GENERATED CONTENT

MERCHANT GENERATED CONTENT

AI CURATED CONTENT

USER & INFLUENCER GENERATED CONTENT

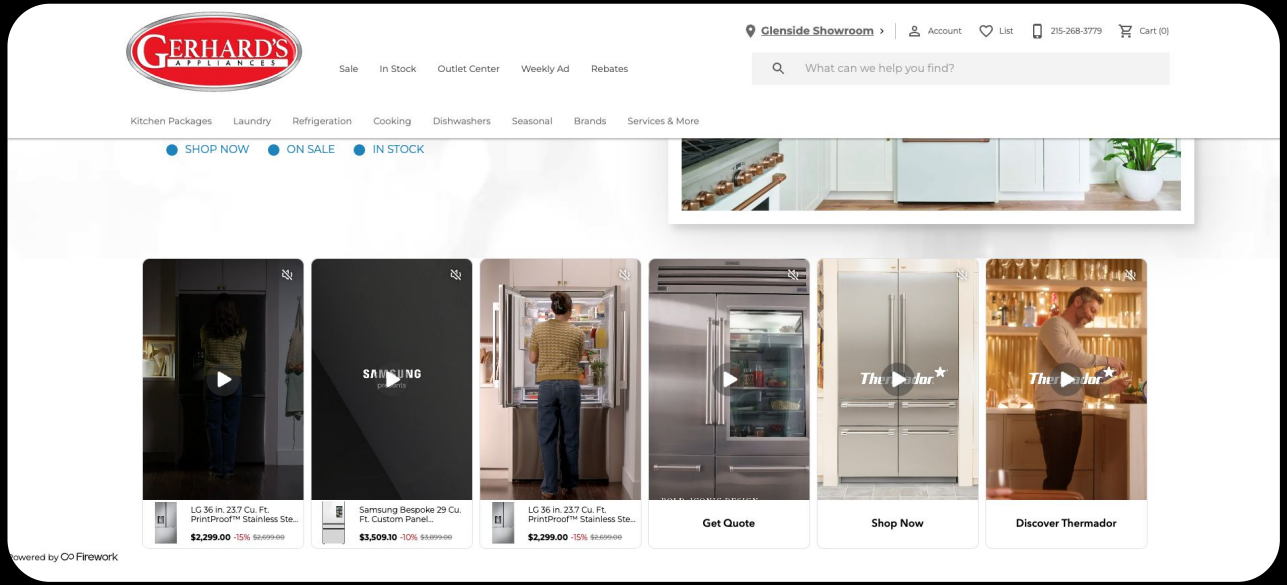
MERCHANT
GENERATED CONTENT

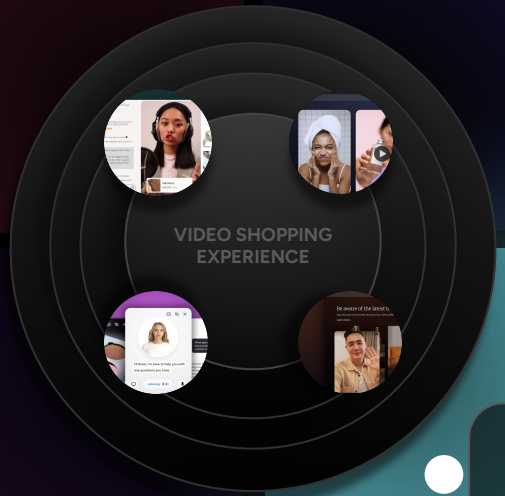


MERCHANT GENERATED CONTENT

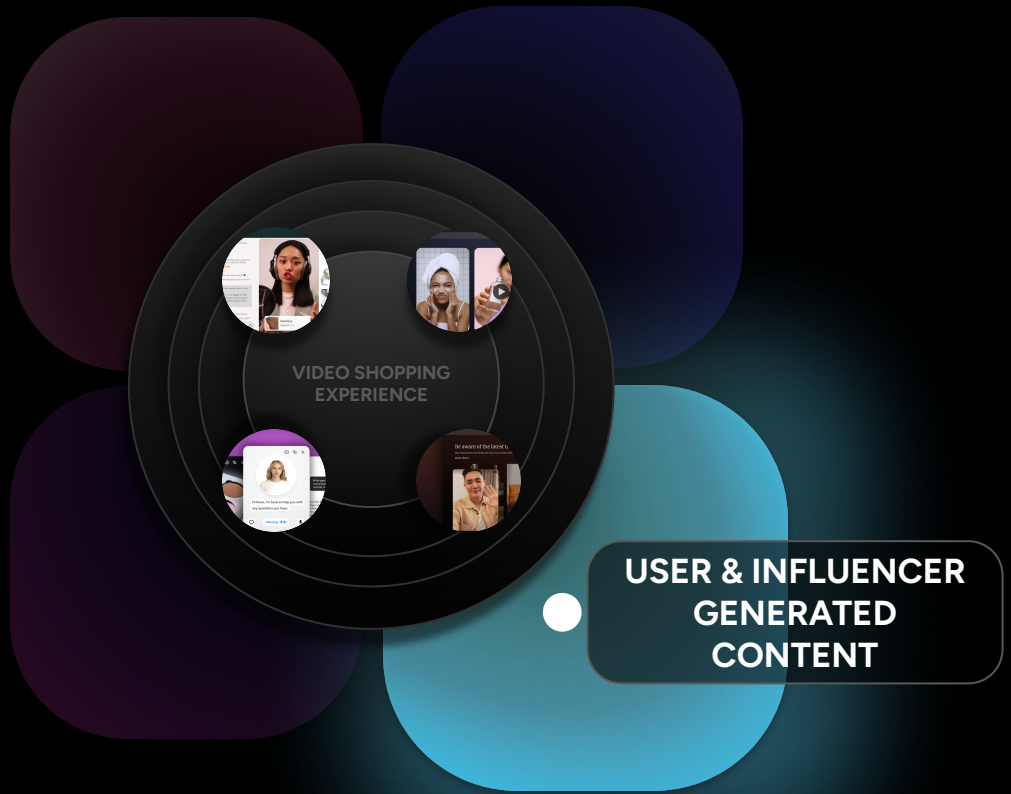
Feature engaging product demos, tutorials, and promotional content from top brands to increase conversions and drive monetization.

Sponsored brand content on a retailer's website highlighting product usage.





USER & INFLUENCER GENERATED CONTENT



USER GENERATED CONTENT

Leverage organic, unsponsored customer created content to build trust and foster a sense of community.

INFLUENCER GENERATED CONTENT

Leverage influencer generated content to boost awareness and drive sales.

Sourcing UGC Content

Contests & Giveaways – Reward users for sharing their experiences with brand recognition or prizes.

Branded Hashtags – Encourage customers to tag their posts with a dedicated campaign hashtag.

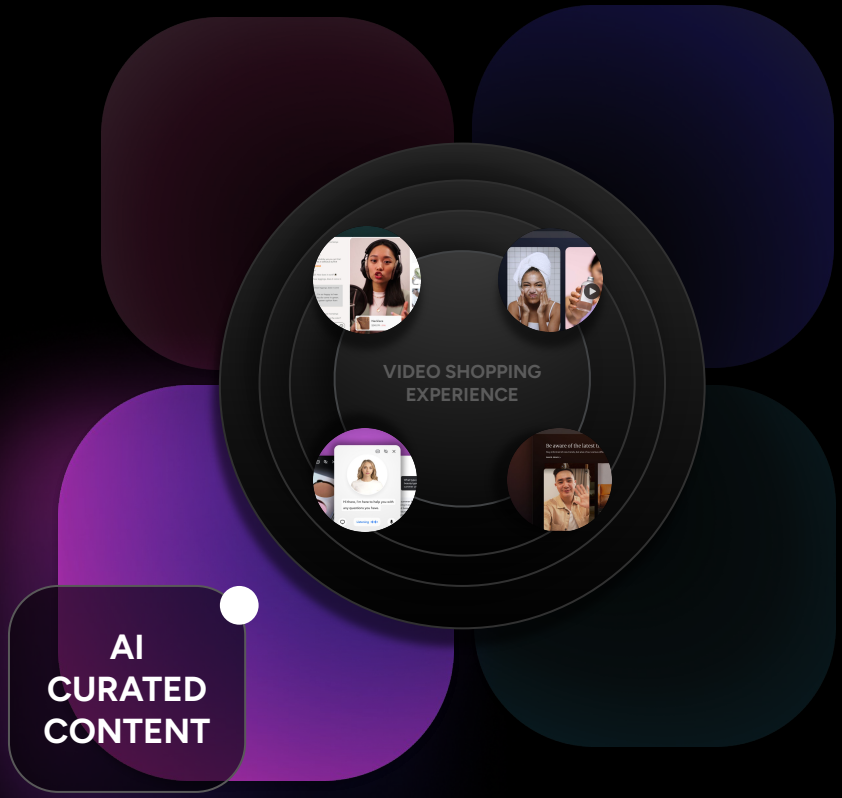
Incentives – Provide discounts or complimentary products for high-quality UGC submissions.

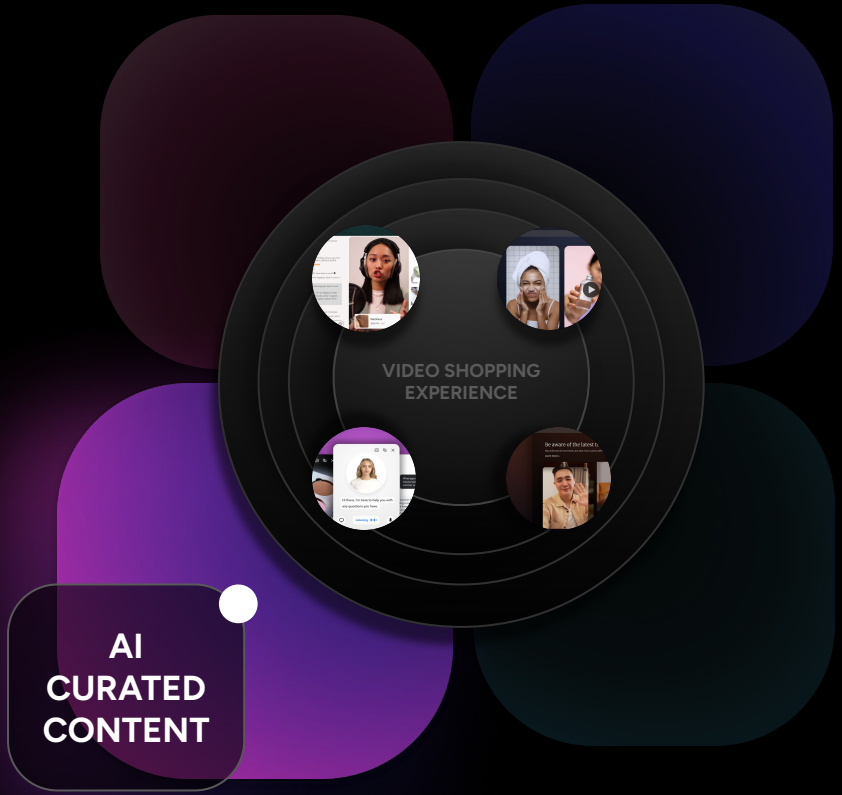
Sourcing IGC Content

Sponsored Collaborations:
Partner with influencers to create branded content that aligns with key product launches, seasonal campaigns, or trending topics.

Affiliate & Commission-Based Models:
Incentivize influencers through commission-based sales, ensuring a direct ROI on influencer-driven engagement.

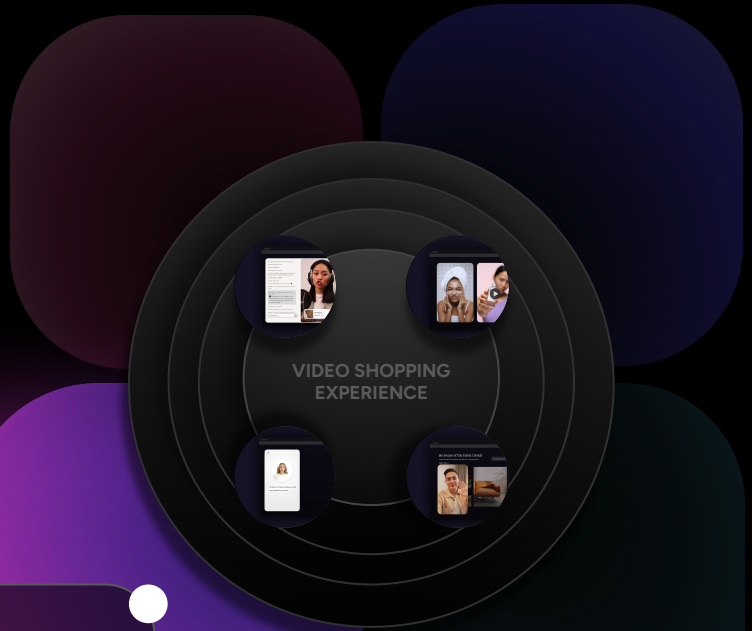
Influencer Content Library:
Store, organize, and repurpose influencer content across multiple marketing channels, maximizing value.


VIDEO SHOPPING
EXPERIENCE
AI
CURATED
CONTENT

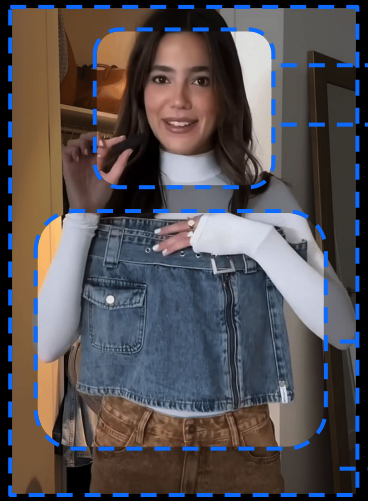


AI CURATED CONTENT

AI-driven content curation intelligently selects and showcases the most relevant videos, to maximize conversion.



AI CURATED CONTENT



Sentiment:
Positive

Age:
25

Product Matched:
Dean Denim Skirt

Video Type:
User Review

Video summary:
Promotional Video focusing on Dean Denim Skirt to engage users through TikTok's #foryou page

Product Matching Score:
97%

How does it work?

1. AI Analyzes Video Data:
- Extracts key metadata (product name, age, sentiment, engagement rate).
- Assesses content performance (likes, views, completion rate).

2. Intelligent Product Matching:
- Matches videos to PDPs using product tags, visual recognition, and text-based context.
- Ensures high-relevance content appears on retailer websites, enhancing shopping experiences.

3. Continuous Optimization:
- AI refines recommendations over time based on shopper interactions.
-Prioritizes high-performing videos to maximize conversions.

Sentiment:
Positive

Age:
25

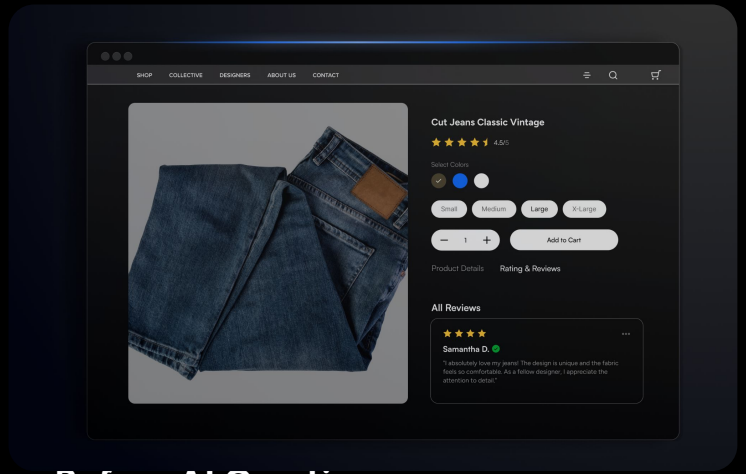
Product Matched:
Dean Denim Skirt

Video Type:
User Review

Video summary:
Promotional Video focusing on Jean Denim Skirt to engage users through TikTok's #foryou page

Product Matching Score:
97%

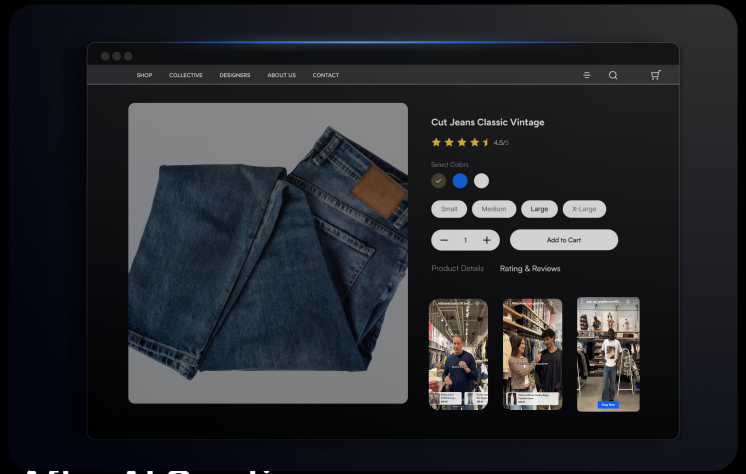
AI Content Curation in Action



Before AI Curation:

- Static product pages with minimal video integration.

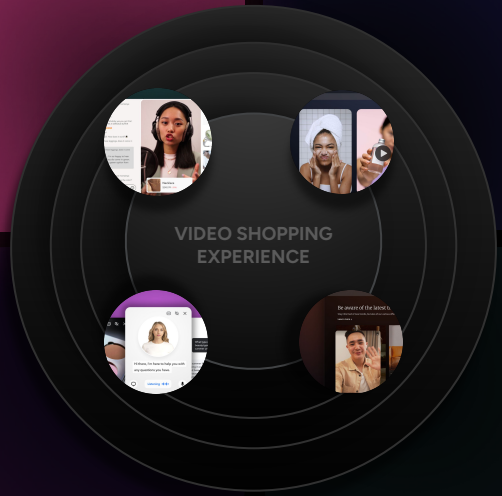
- Generic brand content with limited personalization.



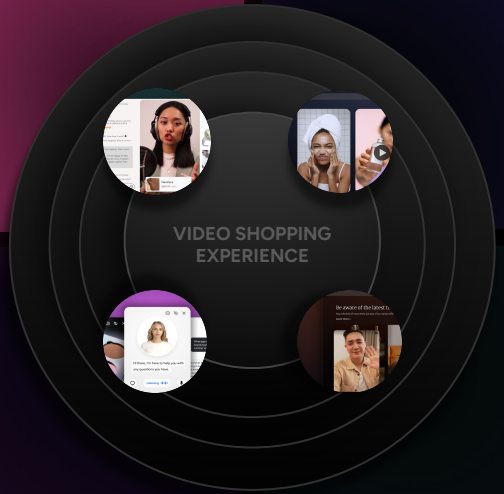
After AI Curation:

- Personalized, high-performing videos dynamically placed on PDPs.
- Content intelligently selected to align with customer preferences.
- Real-time updates to keep product pages fresh and engaging.

STORE ASSOCIATE GENERATED CONTENT



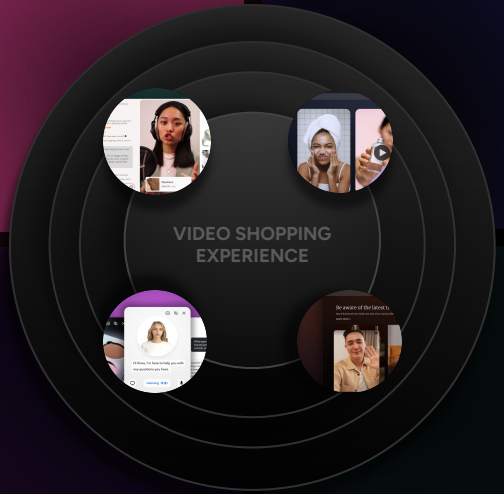
STORE ASSOCIATE GENERATED CONTENT



STORE ASSOCIATE GENERATED CONTENT

Create authentic content by in-store associates highlight product features, styling tips, and real-world applications.

STORE ASSOCIATE GENERATED CONTENT



Why Store Associate Generated Content?

Cost Efficient

Brands can reduce marketing expenses by leveraging employees instead of paying influencers.

15% of US businesses spend over $500,000 on influencer content.

Builds Trust

Consumers are more likely to trust recommendations from real employees who work directly with the brand.

81% of consumers considering trust essential when making purchasing decisions

Authentic

Employee-led content provides a genuine, behind-the-scenes look at company culture, craftsmanship, and product expertise.

Engaging

EGC humanizes the brand, leading to stronger connections with customers and increased interaction rates.

Brand Storytelling

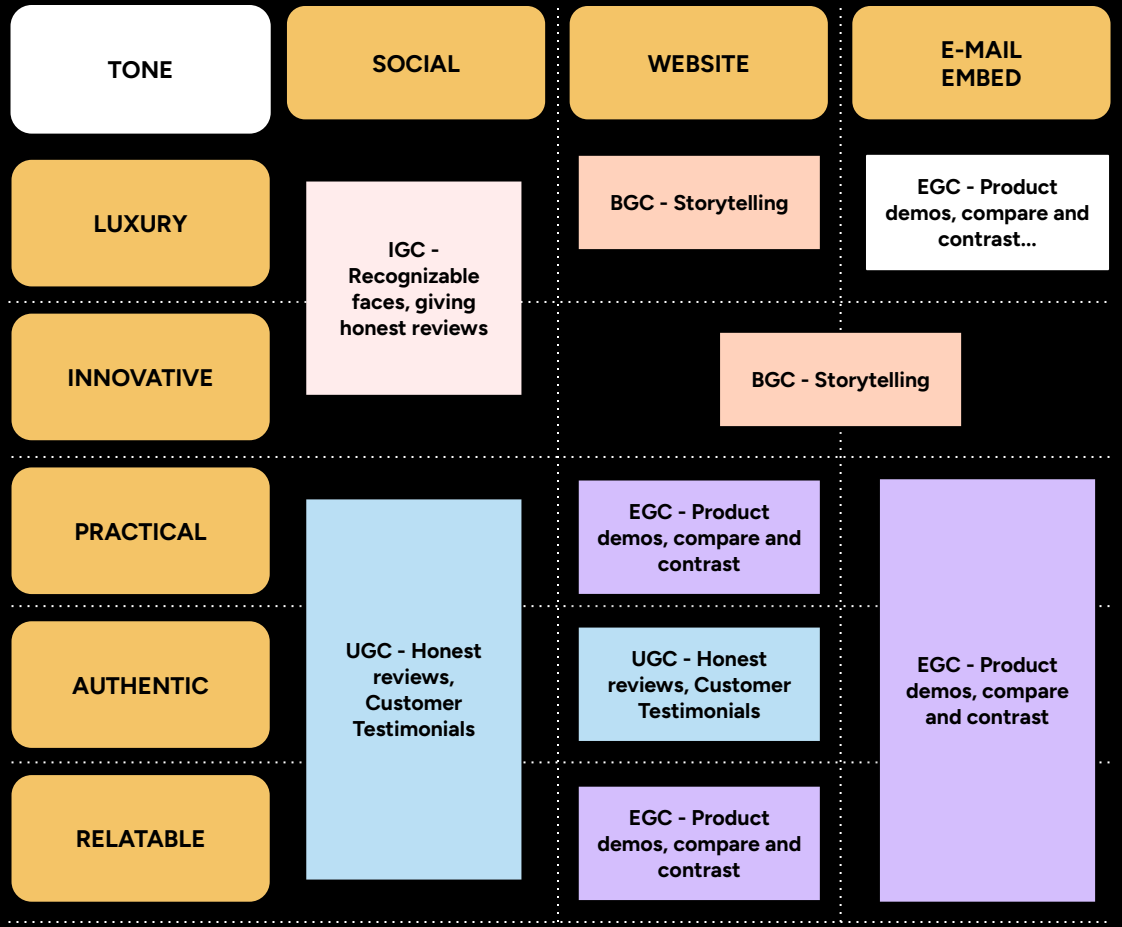
Employees showcase the brand's values and expertise in a way that resonates with audiences.

Scalable

Unlike influencer campaigns, EGC can be continuously created across multiple locations without high production costs.

Tone and Channel Alignment

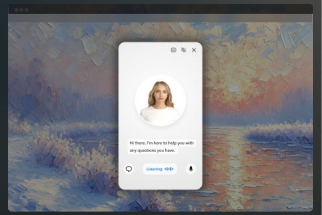
Leveraging IGC for credibility, UGC for authenticity, BGC(Brand Generated Content) for storytelling, and EGC for product education across different channels to drive engagement and conversions.



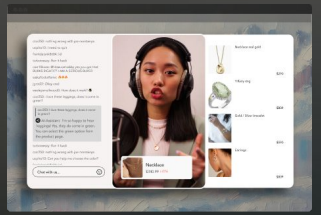
Firework

Firework is the leading **AI-powered** video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences

AI VIDEO ASSISTANT

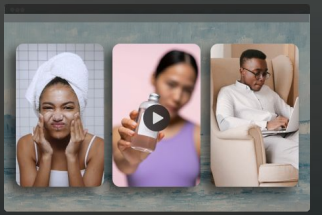


VIDEO SHOWROOM



LONG VIDEO

SHOPPABLE VIDEO



1:1 VIDEO CALL

TALK TO AN EXPERT