

## New Research - 90% Of E-Commerce Stores Do Not Use Product Videos on Their Websites

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Digizuite, a Digital Asset Management (DAM) software provider finds that 90% of e-commerce stores do not use videos on their product pages, [according to a new study](#) conducted by IMPACT.

E-commerce studies report that 85% of consumers have purchased a product or service after watching a video.

As a gold sponsor of the Omnichannel Index, Digizuite wanted to find out how many e-commerce businesses use video in their go-to-market strategy. The Omnichannel index, which is a study conducted by [IMPACT](#), analyzed 280 retail websites and 65 customer touchpoints to find out how companies engage with customers using rich media and assets,

“We consume so much video through YouTube, TikTok and Instagram, but we rarely see video being used on e-commerce product pages. We supported IMPACT on this study as a benchmark for retailers to understand how big of an opportunity it is for their business”, says Charlotte Blicher, CMO at Digizuite.

In 2022, online video accounts for 82% of all consumer internet traffic - yet so few retail stores use videos on their websites to sell their products.

“Video is a great way to enable omnichannel experiences. Companies that implement an omnichannel strategy increase retention rates, customer spend and average order rates. Using video might just be the biggest growth opportunity in retail e-commerce”. Says Charlotte Blicher, CMO at Digizuite

Here are the key findings from the new study:

- 90% of retail e-commerce stores do not use videos on their product pages
- 97% of retail e-commerce stores do not use 360-degree image view
- 58% of retail e-commerce stores do not use zoom/ product close up
- 46% of retail e-commerce stores do not use lifestyle images (images on a person).

Read more about the study and detailed findings [here](#).

Digizuite helps B2B companies deliver consistent, relevant and personalized digital experiences across all channels. Founded in 2000, clients use Digizuite to reduce costs, increase lifetime customer value and create meaningful experiences with their customers.

### About the IMPACT Omnichannel Index

The Omnichannel Index study is conducted by one of Scandinavia’s largest commerce consultancies, IMPACT. With 277 companies audited, 65 touchpoints and more than 18.000 data points crunched in total, the IMPACT Omnichannel Index is the most comprehensive analysis of omnichannel in the Nordics. Based on a combination of in-store mystery shopping, digital performance analysis and desk research the study evaluates 113 Danish, 95 Swedish and 67 Norwegian companies across 12 industries.

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### About Digizuite A/S

Digizuite is a SaaS company in [Digital Asset Management software \(DAM\)](#) that streamlines all digital content in one central platform. Through automated workflows and agile integrations, Digizuite removes manual workflows and streamlines the entire content value chain. Customers choose Digizuite to have control over who, where, and how corporate materials are used. It ensures brand control, risk reduction and helps to increase efficiency and revenue.

Digizuite is a global company that has realized 600% growth in ARR between 2017 and 2020. Today, the company has more than 70 employees between its headquarters in Denmark and its subsidiaries in the United States, United Kingdom, Belgium, and Ukraine.

## **Attachments**

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