



ENGAGE BUYERS WITH PRODUCT VIDEOS

Increasing Conversions With Dynamic Listing Content



ONLINE TECHNOLOGY IS CONSTANTLY CHANGING. VIDEO, FOR EXAMPLE, IS NOW COMING INTO ITS OWN IN THE eCOMMERCE SPACE BECAUSE OF FLASH, IMPROVED HOSTING, AND BETTER INTEGRATION WITH MARKETPLACES AND SELLING PLATFORMS. IN FACT, 15% OF THE TOP 500 eTAILERS ARE NOW USING VIDEO TO IMPROVE PRODUCT SALES ON THEIR WEBSITES. USING VIDEO TO SELL PRODUCTS ONLINE IS AN EMERGING TREND THAT PROMISES TO CHANGE THE COMPETITIVE LANDSCAPE. BUT THE HURDLE MANY eTAILERS FACE IS THAT THEY HAVEN'T BEEN ABLE TO EASILY MANAGE AND DISTRIBUTE HIGH QUALITY VIDEO FOR PRODUCTS ACROSS ONLINE SELLING CHANNELS—UNTIL NOW.

Infopia has partnered with Onstream Media to bring you powerful, easy to use video technology. This technology enables you to create, manage, and deliver product videos for offers on eBay and your website. The integration between Infopia's Marketplace Manager and Onstream Media's Auction Video helps you take full advantage of emerging eCommerce 2.0 technology in your target markets. Video, as part of your online offers, can significantly improve the buying experience and sales. It can also enable you to build a stronger brand that buyers return to.

MAKING IT FUN TO SHOP AND EASY TO BUY

By integrating your Marketplace Manager eCommerce platform with Onstream Media's Auction Video you can demonstrate how your product works, highlight the benefits, show authenticity, and inspire buyer confidence. Video in your product offerings engages buyers and lets them see exactly what you have to offer and why they should purchase it—all in a way that typical ad copy can't.

Enhance your auctions and website with video to

- :: Attract more buyers
- :: Increase buyer trust
- :: Improve offer conversion rates
- :: Boost profits on eBay and your website

THE INNER POWER OF MARKETPLACE MANAGER

The core strength of Infopia is found in Marketplace Manager, an award-winning, on-demand software solution. Developed specifically for eTailers, Marketplace Manager controls all your online business processes from a single platform. Use Marketplace Manager to manage your inventory-to-cash cycle, optimize your company's market visibility, and build your brand throughout all major online marketplaces, including eBay. Marketplace Manager also provides exclusive tools to help you analyze your business and gain insight into the lifetime value of your customers.

■ a higher state of eCommerce



PRODUCING RICH CONTENT DOESN'T HAVE TO BE DIFFICULT

Because of the robust integration between Marketplace Manager and Auction Video, it's extremely easy to build better product offers that help you increase buyer trust and online sales.

Through the simple steps below you can create offers on eBay and your website that include product video.

1. **Log into Infopia's Marketplace Manager**
2. **Choose the SKU you want to associate a video with**
3. **Upload a video in the integrated interface or create one on the fly using a webcam and microphone**
4. **"Publish" or save the video in your SKU record for use in product offers**

Product Video
Powered by Auction Video



Upload product video for display on your storefront or eBay listings.

[Upload New Video](#)
[Delete Video](#)

DETAILS ABOUT THE INTEGRATION

Your video is automatically included in eBay and website offers when you list the associated product to that sales channel. Videos should be 15-30 seconds in length and be no bigger than 32 MB. All video content is stored with Onstream Media. Positioning of videos in listings is dependent upon which Infopia template you're using.

The integration between Marketplace Manager and Auction Video also produces HTML code that you can cut and paste to other websites. This means you can begin seeding social media sites with viral-style marketing videos you may be using for regular product offers. In a similar process to product videos, you can also create About Me page videos specifically for eBay. All these capabilities let you leverage the power of video to help you sell more online.

THE NEXT STEP

Video technology for eCommerce has evolved drastically—transcending the challenges of early years and becoming a powerful tool to help you sell more successfully online. Getting started with product videos and managing them effectively across online selling channels is easy with the integration Infopia provides. The value of these videos is tremendous in terms of the better shopping experience it provides to your potential buyers and the increased revenue it can bring to your business.

To find out more about Infopia, and what its technology solutions can do for your business, call 888.337.6352 or visit www.infopia.com.

HIGH-LEVEL COMPANIES FIND INFOPIA'S HIGHER GROUND

eBay	UPS
Salesforce.com	FedEx
Overstock.com	USPS
uBid	Google Checkout
Bid4Assets	PayPal
Amazon.com	VeriSign
Google	Authorize.Net
Yahoo!	buySAFE
Shopping.com	Cardservice International
Shopzilla	ShipWorks
HammerTap	Akamai
	Oracle

AWARDS & RECOGNITION

*Breakthrough Application of the Year –
Salesforce.com*

Oracle-on-Demand Customer Advisory Board

eBay Star Developer 2004 and 2005

eBay Certified Solution Provider

eBay Developer's Program Member

Top Performer – Marketing Experiments Journal

*One of the Best Companies to Work For –
Utah Business Magazine*

LEARN MORE TODAY

See how Infopia can transform your online business. Contact an Infopia eCommerce Expert or visit the Infopia website for more information. Experience a higher level of eCommerce with Infopia.

INFOPIA

**56 EAST BROADWAY, 4TH FLOOR
SALT LAKE CITY, UT 84111
PHONE: 801.990.4700
FAX: 801.990.4710
TOLL-FREE: 888.337.6352
www.infopia.com**