



Interactive Video

c a s e s t u d y



‘Choose Your Path’ –
Interactive video for
landing page optimization

About Gaiam

Gaiam TV is a streaming video subscription service offering streaming of over 5,000 films and documentaries dedicated to yoga, fitness, conscious media, personal growth and spirituality.



What's the Goal?

Deliver a premium landing page experience that allows viewers to engage with the content before buying to dramatically increase subscriptions.



The Challenge

The marketing team at Gaiam TV always knew it had compelling video content for subscribers, but were struggling with a way to leverage that content to drive new subscriptions. Using interactive video they devised a landing page optimization strategy, pitting an IV landing page against a standard one to see the impact on subscriptions.



The Results

- **Doubled** subscription revenue in less than 4 weeks
- Reduced shopping cart abandonment by **3X**
- Increased page viewing time by **35%**
- Decreased clicks to purchase



How Can I Get Results Like this?

Check out how you can get started
using interactive video by getting in
touch with us.



Vodcast HUB

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