

Video Testimonial Case Studies



5 Video Testimonial Case Studies From Which to Learn

BudLight

Super Bowl Correspondent Audition

How did they do it



Bud Light held a casting to find its ultimate fan. Customers could submit 60-second videos on Facebook and the beer company's website, showcasing why they were Bud Light's ultimate fan.

The winner was flown to the Super Bowl to attend VIP events and to report on the ground as a correspondent to the Bud Light community.

The Results

- 25 super influencers who shared their entries with 1,000+ friends
- 2-minute average video view time
- 70% increased page traffic from organic sharing
- 8% increase in Facebook followers

Conclusion:

Create campaigns where you incentivize your customers to share a review of your product in their network to drive traffic and increase your brand awareness.

Reference:

<https://cxl.com/blog/how-why-you-should-invest-in-getting-good-testimonials-w-examples/>

Körkortskolan.se

32% Increase in Sales by Using Video Testimonial on Check-Out Page

How did they do it

Körkortskolan.se ran a test on conversions of a sales page with and without a video testimonial.

The test was done using Google Optimize A/B-testing, in which Körkortskolan.se designed two different versions of the check-out page: one with the video and one without the video.

The screenshot shows the checkout page for Körkortskolan.se. At the top, there is a yellow navigation bar with the logo on the left and links for 'START', 'KÖRKORTSFRÅGOR', 'KÖRKORTSBOKEN', 'VIDEOLEKTIONER', and 'KÖRKORTSTEORI' on the right. Below the navigation bar, the page is divided into three main sections:

- Produkt:** A product card for 'Premium' priced at 499 kr. It features an image of a laptop and a smartphone displaying the website. Below the image is a link to 'Använd en rabattkod'.
- Logg in:** A section titled 'Steg 1: Välj inloggningsuppgifter' containing input fields for 'E-Post' and 'Lösenord', and a blue 'Fortsätt' button.
- Video Testimonial:** A section titled 'Vad säger våra kunder?' featuring a video of a man speaking. Below the video is the text 'Själva situationen att skriva provet -'. Underneath the video, there are logos for 'Klarna', 'VISA', and 'Direktbank'.

Additional text on the page includes 'Lägg till: Körkortsboken 2019 för endast 199 kr' and 'HANDLA SÄKERT NOS KÖRKORTSKOLAN Faktura och delbetalning'.

The Results

The original version (without video) of the check-out page received 1,192 sessions and produced 31 conversions — a conversion rate of 2.6%.

The test version (with the video) received 1,052 sessions and produced 38 conversions — conversion rate of 3.6%.

“Out of the test, we saw an increase in sales with 32% (based on the increase in conversion rate), which we are really pleased with,” says Joel Bergqvist from Körkortskolan.se.

According to the Google Optimize estimations, the page with the video has a 91% probability to perform better than the original one.

Conclusion:

People are influenced by video reviews to make purchasing decisions. Showcase your best reviews on your checkout pages to increase conversions.

Reference:

<https://www.trustmary.com/blog/case-example-32-increase-in-sales-by-using-video-testimonial-on-check-out-page/>

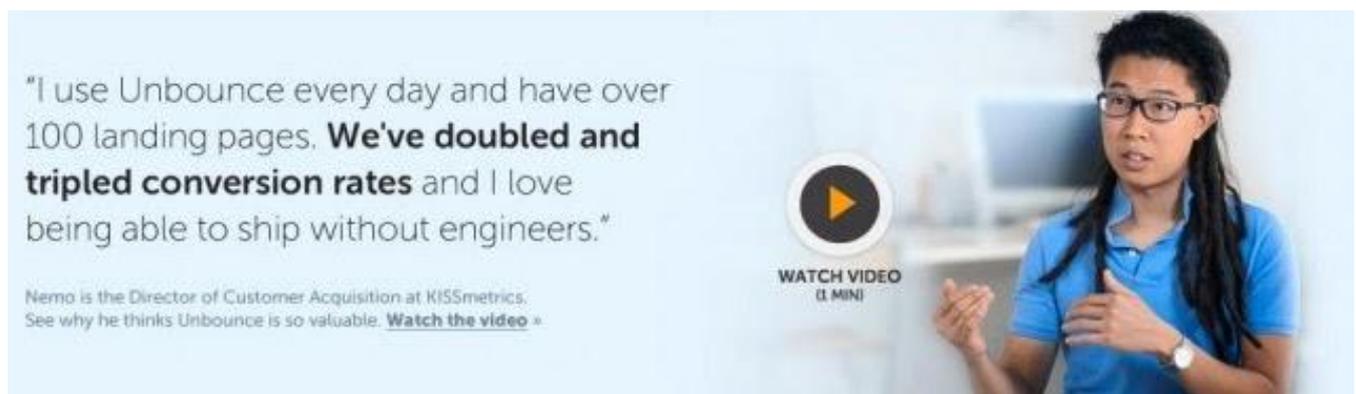
Unbounce

Videos Are Better Than Text

How did they do it

Imagine that your company generated significant improvements to Microsoft's business storytelling strategy, and Shivonne Byrne, the strategy director, is so impressed that she's willing to give you a short video testimonial.

Unbounce ran a split test to determine the effects of video testimonials. Their control page contained a text testimonial while their test page let visitors watch a video version:



Something to consider with video testimonials—if you're in B2B—is the customer's position within their company. Generally speaking, the more their job title reflects your ideal customer, the more credible the testimonial appears.

Results:

The video testimonial won, yielding a 25% lift in free trial sign-ups.

Conclusion:

The beauty of video testimonials is that they're almost impossible to fake. Video testimonials from people who are well-known to your target audience can be a powerful tool to increase your conversion rate.

Reference:

<https://cxl.com/blog/how-why-you-should-invest-in-getting-good-testimonials-w-examples/>

First Republic Bank

Video Testimonial Highlights in Targeted Social Media Ads

How did they do it

With a diverse demographic of customers, split across age, geography and use case, it's necessary for First Republic Bank to be able to demonstrate their success with a lot of different types of people. Fine-grained audience filters on Facebook, including interests and college graduation dates, enable First Republic's marketing team to target different customer types with the appropriate customer video most relevant to them.



Results

Audience targeting can increase engagement and click-through rate (CTR) dramatically, with a recent experiment by AdEspresso increasing CTR by over 75%.

Conclusion:

Because customer videos can be a great way to communicate value, you can use clips for highly targeted social media campaigns.

The “people like me” principle requires more customer testimonials to demonstrate value with diverse audiences. Create lots of customer stories that showcase all angles of your offering.

Reference:

<https://vocalvideo.com/resources/great-examples-of-testimonial-advertising/>

Codecademy

Credibility Campaign

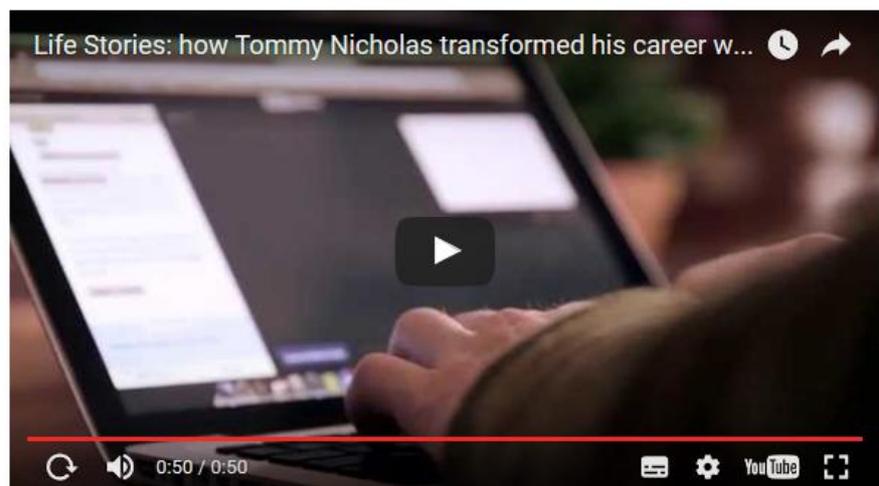
How did they do it

Codecademy, a site offering free coding classes, was founded in 2011 by Zach Sims and Ryan Bubinski. Within 5 years, they had built an impressive customer base numbering 25 million users.

The following video is a testimonial by one of their customers, Tommy Nicholas, who talks about how Codecademy transformed his career.

How can coding help you?

Hear how Tommy went from knowing nothing about code to building one of Time's '50 Best Websites' after learning with Codecademy.



What makes this video testimonial particularly effective is that Tommy Nicholas went on to build one of Time's 50 Best Websites in 2013, which gives Codecademy tremendous credibility. The video is inspirational because it leaves the viewer thinking, "If he could do it with Codecademy, so can I."

Results:

Within 50 seconds, viewers are able to understand exactly how Codecademy can help them.

Conclusion:

Having clients tell their before-and-after story creates connections with cold leads, who don't yet know about you and your product/service. When they hear someone else speak about a problem they share in common and the solution that is being offered, they are more likely to make a purchasing decision.

Reference:

<https://www.uscreen.tv/blog/21-powerful-video-testimonial-examples-to-inspire-you/>