

# YOUR NEXT BIG CONVERSION DRIVER IS ALREADY PLAYING



## GLOBAL MARKET PROJECTION:

From \$695B in 2023 → **\$3.7T in 2029 (That's 32% growth!)**

Source: [Research and Markets](#)

## CONSUMER BEHAVIOR SHIFT:

**84%**

of consumers are influenced by brand videos

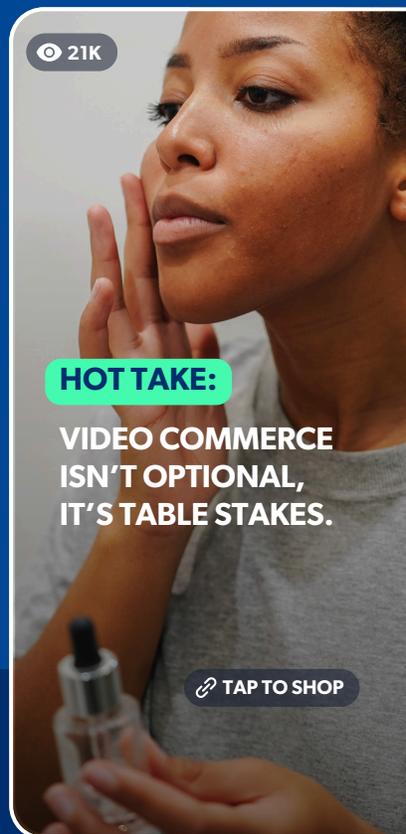
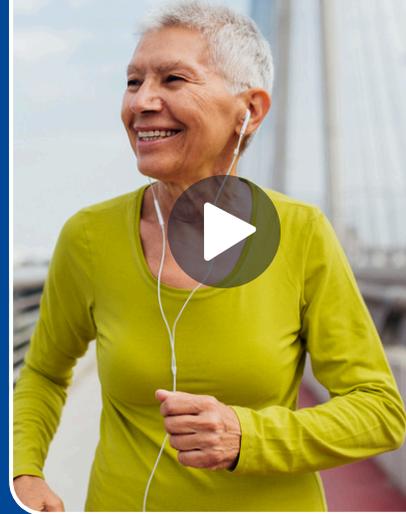
**65%**

consider UGC video critical to their decision-making

**46%**

say short-form videos like Reels, TikToks, and Shorts are highly persuasive

Source: [SEI 2024](#), [SPR 2025](#)



## HOT TAKE:

**VIDEO COMMERCE ISN'T OPTIONAL, IT'S TABLE STAKES.**

## BUT SCALABLE VIDEO COMMERCE STILL FACES FRICTION

**"We don't have enough video."**

Sourcing relevant, fresh video across platforms is time-consuming and resource-heavy.

**"UGC feels risky."**

Without proper moderation and rights management, UGC can threaten brand integrity.

**"Our tools are disconnected."**

Fragmented platforms/tools for sourcing, publishing, amplifying and analytics hinder performance.

**"ROI is hard to prove."**

Teams struggle to connect video to real KPI and sales outcomes without full-funnel analytics.

## EXPERTS SAY:

**Today's shoppers don't just watch, they act. Video content at scale is only possible and powerful if it's immersive, connected, and measurable.**

# YOUR BRAND-SAFE BLUEPRINT TO SCALABLE VIDEO MARKETING

## 1 Source smart to scale authenticity

- Activate a community of creators & consumers to fuel your video pipeline.
- Use AI-powered discovery to find aligned creators across TikTok, IG, and YouTube.

## 2 Create with brand-safe controls

- Ensure every video is ready to represent your brand out there:
  - a. Add closed captions for SEO & accessibility.
  - b. Sound control for consistent experiences.
  - c. Manage all video from a centralized UGC hub.

## 3 Build immersive on-site video experiences

- Bring TikTok-like swipeable videos to your PDPs.
- Use auto-play, picture-in-picture, and scroll features to extend time on site.
- Add custom covers and captions to tell a richer brand story.

## 4 Prioritize format & audience fit

- Short-form = Awareness; Long-form = Education + Conversion.
- Gen Z loves social-native snippets.
- Millennials respond to testimonial-driven, longer-form videos.

## 5 Schedule & publish across channels

- Use a unified social media management system and calendar to plan Reels, TikToks, Shorts, and long-form content.
- Avoid tool overload, consolidate your video stack.
- Stay consistent in voice and cadence.

## 6 Distribute across the funnel seamlessly

- Deploy omnichannel shoppable video experiences across social, PDPs, and retail sites.
- Match content type to each stage, awareness to conversion.

## 7 Measure what matters

- Move beyond vanity metrics, track conversions, AOV, and revenue.
- Prove ROI with full-funnel analytics.
- Benchmark performance across PDPs, social, and retail.

## Ready to go all in with video commerce?

Explore [Bazaarvoice Vibe](#) to power brand-safe, scalable video at every stage  
Watch our on-demand: [Video Commerce 2025: Amplify & Convert Across Channels](#)

