



# The AI video revolution in retail and eCommerce

How organizations are leveraging  
ai-driven video interactivity to enhance  
training, marketing, and customer experience

***vimeo***

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# Executive summary

Video content is now a cornerstone of modern retail and eCommerce marketing, with organizations creating unprecedented volumes of video assets to engage customers across multiple touchpoints. Many organizations now produce fifty to one hundred video assets each month. This shift toward video is being accelerated by artificial intelligence, which marketers can use to enhance video production, translation, and distribution.

This report explores how leading retailers and eCommerce brands are using strategic video content and AI-driven interactivity to enhance training and the customer experience. Readers will gain insight into the future of AI-driven video and explore how they can drive measurable results in their own business through video interactivity and an AI-enhanced strategy.

## About the respondents

# 100

Senior leaders from retailers and eCommerce brands across verticals were surveyed to generate the results featured in this report. They occupy roles in marketing, merchandising, eCommerce, CX, learning & development, internal communications, and onboarding.

# 60%

Most of the organizations featured in this report (60%) have 25,001 employees or more.

## Key insights

**56%** create 51-100 new video assets each month.

**74%** use video content for marketing and product showcases.

**86%** distribute video content through social media platforms.

**64%** currently have AI-driven video editing and production capabilities.

**38%** have implemented interactive shoppable video elements extensively.

**51%** say their biggest challenge is content that becomes outdated too quickly.

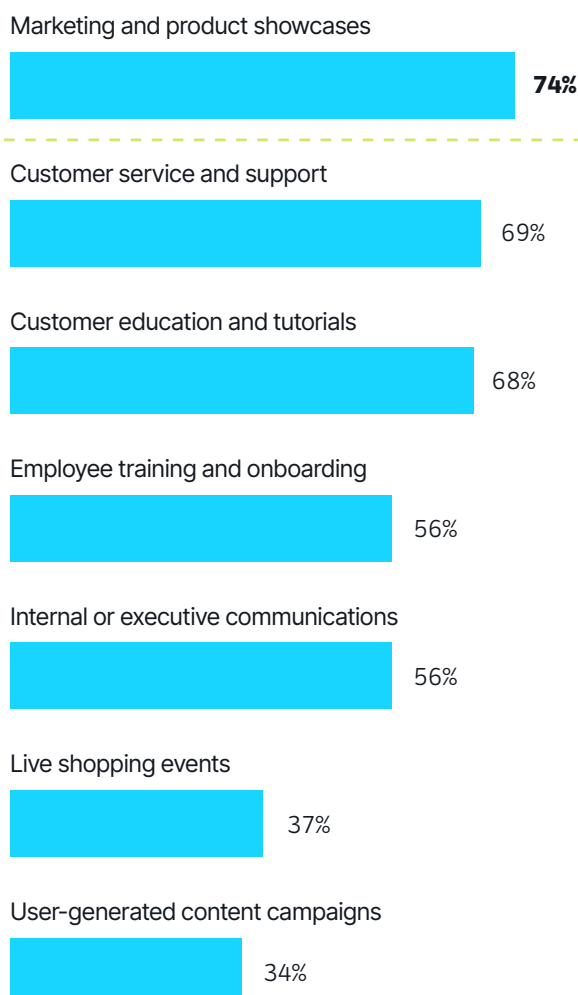
# The current state of video content strategy in retail and eCommerce

The retail landscape has witnessed a fundamental shift toward video-first marketing strategies, with organizations recognizing video's unparalleled ability to engage customers and drive conversions.

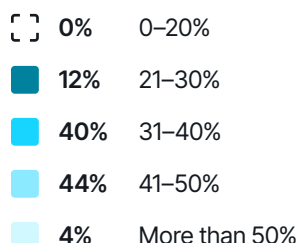
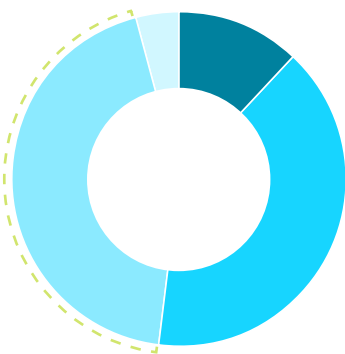
Survey data reveals that over two-thirds of respondents identify marketing and product showcases (74%), customer service and support (69%), and customer education and tutorials (68%) as their primary video content applications. This demonstrates that leading retailers view video not merely as a marketing tool, but as a comprehensive communication medium spanning the entire customer journey.

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## How is your organization currently using video content?



### What percentage of your digital marketing budget is currently allocated to video content production and distribution?

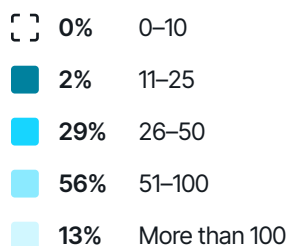
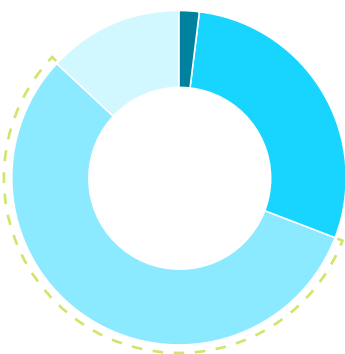


Budget allocation patterns reflect this strategic importance, with most respondents allocating 31-40% (40 percent) or 41-50% (44 percent) of their digital marketing budgets to video content production and distribution. This suggests that visual storytelling has become essential for competitive differentiation in increasingly crowded digital marketplaces.

Production volume data reveals the scale of video operations in modern retail organizations. Most companies create between 26-50 (29 percent) and 51-100 (56 percent) new video assets monthly. Video content creation has become a consistent strategy rather than a periodic, campaign-based activity.

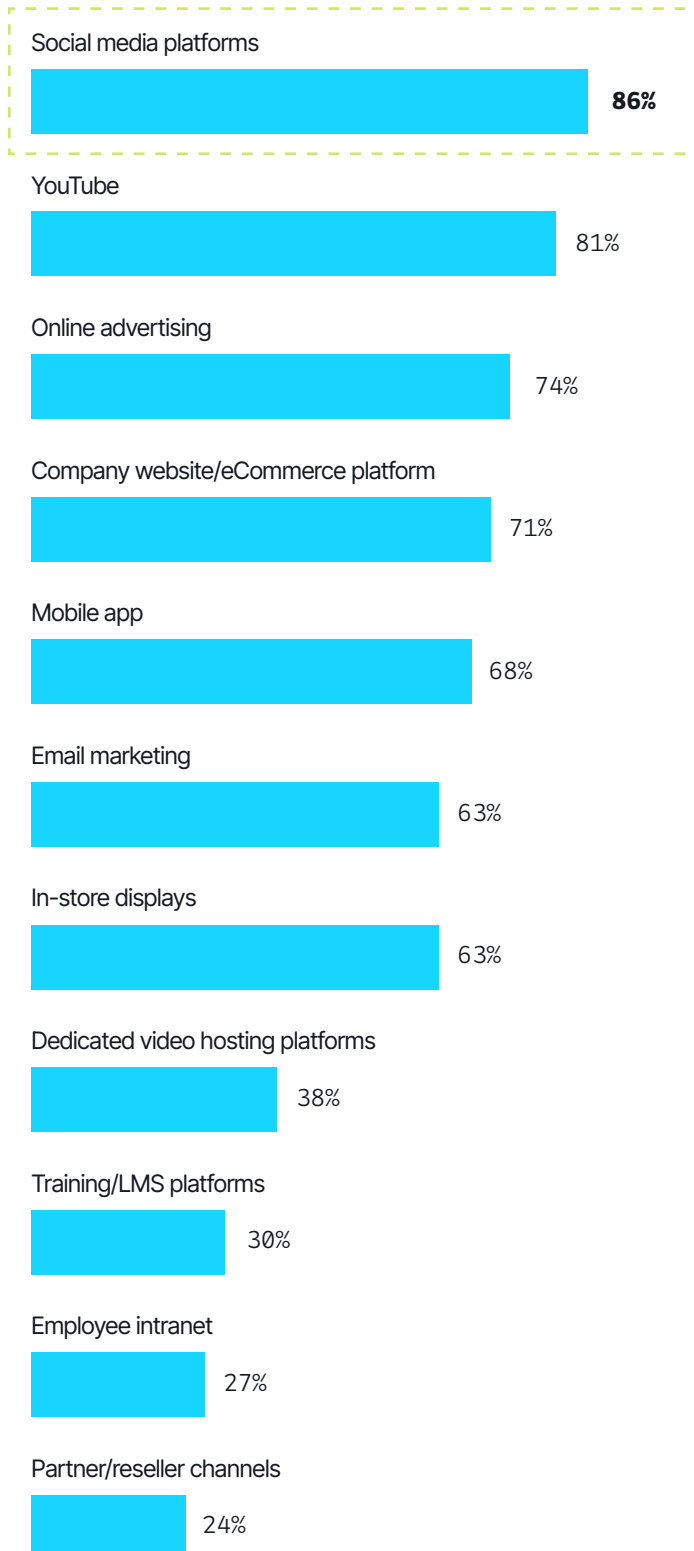
This production intensity also reflects shifts in the public's expectations for video-based media. Consumers now expect brands to produce relevant content regularly. As such, brands need to maintain engagement across multiple platforms and product categories.

### Approximately how many new video assets does your organization create monthly?



Production volume data reveals the scale of video operations in modern retail organizations. Most companies create between **26-50 (29 percent)** and **51-100 (56 percent)** new video assets monthly. Video content creation has become a consistent strategy rather than a periodic, campaign-based activity.

### Where does your organization currently distribute video content?



Distribution strategies demonstrate sophisticated multichannel approaches, with organizations leveraging social media (86%), YouTube (81%), online advertising (74%), and company websites or eCommerce platforms (71%) to maximize reach and engagement.

This type of diversified distribution is likely a response to consumer habits as well. A given customer may interact with a brand across numerous touchpoints throughout their purchase journey, each of which supports video content. A customer may discover a video on social media, watch it in full on YouTube, and then click through to a landing or product page to explore the content further.

Platform-native content is important, and it must resonate with each channel's unique audience expectations and algorithmic preferences. However, video content must be orchestrated across channels as part of a holistic omnichannel strategy. This is how brands can create active funnels of buyers using video content.

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# Brands struggle with video quality consistency, production processes, and scaling interactivity

Despite widespread adoption, retail organizations face significant operational challenges in video content management and production.

The most frequently cited challenge is content becoming outdated too quickly (51%). This reflects the fast-paced nature of retail and eCommerce, where product lines, pricing, and promotional offers change frequently. This challenge is particularly acute in the fashion and technology sectors where seasonal trends and product lifecycles demand constant content refreshment.

Traditional video production workflows, involving **scripting, filming, editing, and post-production**, can take weeks to complete. Long production processes make it difficult to respond quickly to market opportunities or trending topics.

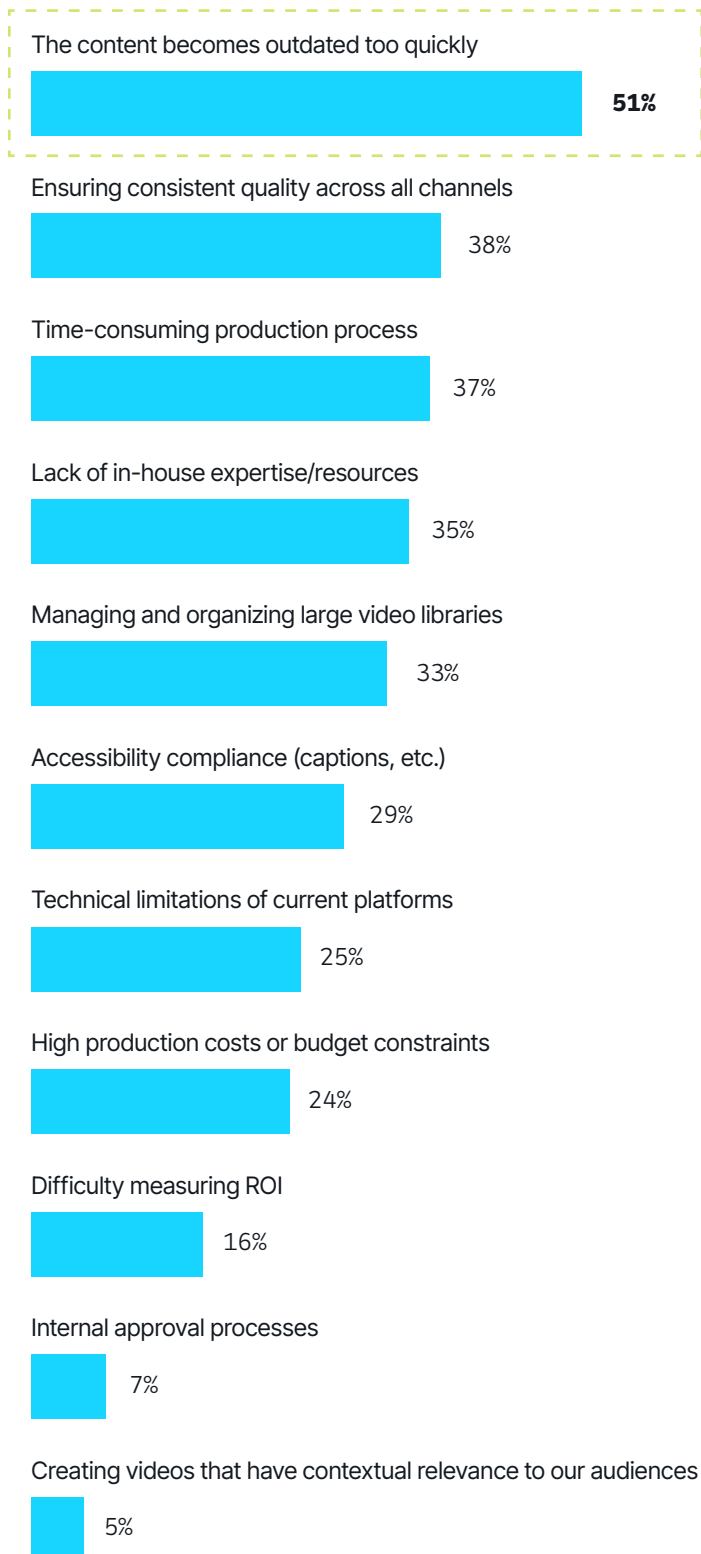
Quality consistency across channels represents another critical pain point. Specifically, 38% of respondents struggle to maintain uniform standards across their diverse distribution networks.

This challenge intensifies as organizations scale their video operations and work with multiple production teams, freelancers, or agencies. The complexity increases when considering platform-specific requirements, where content optimized for Instagram may require significant modifications for YouTube or company websites.

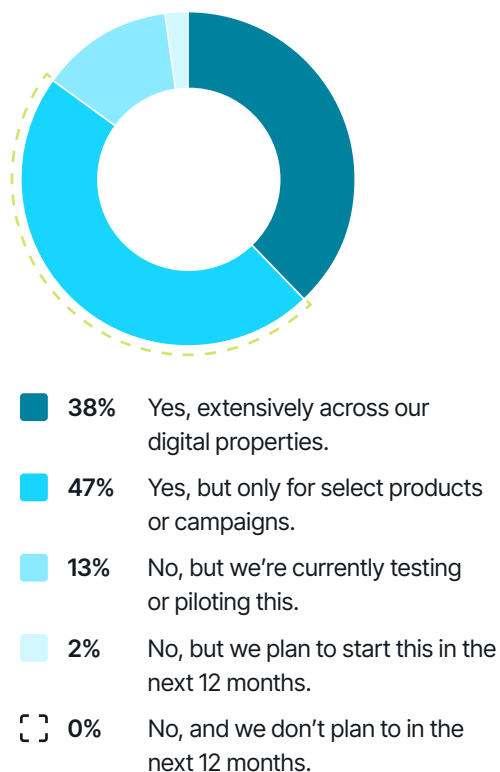
Time-consuming production processes (37%) and lack of in-house expertise or resources (35%) further compound operational difficulties. Traditional video production workflows, involving scripting, filming, editing, and post-production, can take weeks to complete. Long production processes make it difficult to respond quickly to market opportunities or trending topics.

Furthermore, resource constraints may force organizations to choose between video quality and production speed, often resulting in suboptimal outcomes for both metrics.

### Which of the following are the three most significant challenges your organization faces with video content creation and management?



### Has your organization implemented interactive or shoppable video elements on your digital platforms?



Challenges to video content creation and management can make it more difficult for organizations to implement interactive and shoppable videos as part of their strategy. Indeed, there is a maturity gap across the industry.

While 38% of respondents have implemented interactive shoppable video elements extensively across their digital properties, the remaining organizations are in various stages of adoption.



Among those still developing capabilities, 47% have implemented elements for select products or campaigns, 13% are currently testing or piloting these features, and 2% plan implementation within the next 12 months. This distribution suggests that while early adopters are seeing success, many organizations are still evaluating the technical and resource requirements for widespread implementation.

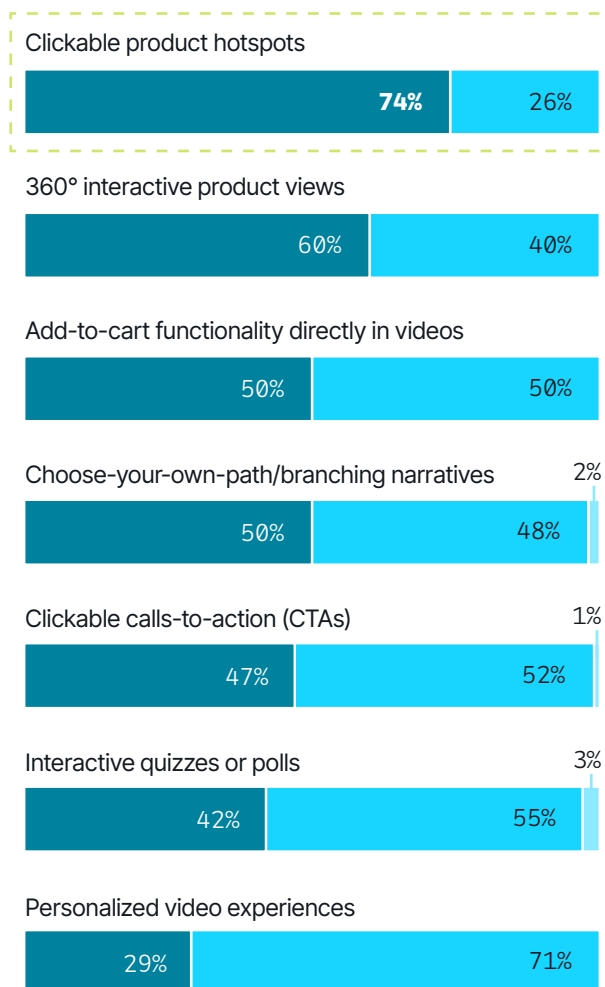
Among organizations utilizing interactive elements across only select products or campaigns, as well as those piloting this capability or planning to implement it, most already use clickable product hotspots (74%) and 360° interactive product views (60%). Notably, **almost all the respondents either already use all the interactive video elements presented or plan to use them in the next 12 months.**

These features align with consumer preferences for immersive shopping experiences that replicate in-store product examination capabilities. Interactive videos can increase conversion rates and drive more engagement than static media, making them powerful tools for bridging the gap between online browsing and purchase decisions.

Among organizations utilizing interactive elements across only select products or campaigns, as well as those piloting this capability or planning to implement it, clickable product hotspots (74%) and 360° interactive product views (60%) represent the most common implementations.

**You indicated that you have implemented, are piloting, or plan to implement interactive or shoppable video elements on your digital platforms, but you have not already done so extensively across your digital properties. Which of the following interactive video elements has your organization used, or which ones are you planning to use in the next 12 months?**

- We currently use this.
- We don't currently use this, but we plan to use it in the next 12 months.
- We don't currently use this and have no plans to use it in the next 12 months.



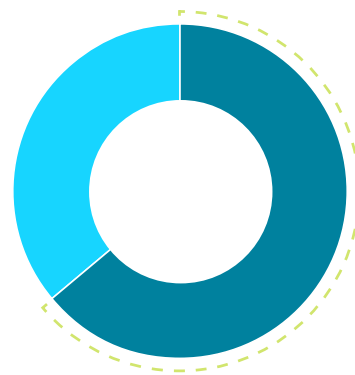
# AI-driven video capabilities improve marketing reach and training

Artificial intelligence has emerged as a transformative force in retail video operations. AI video tools enable organizations to translate, edit, repurpose, and generate highlights from their videos.

This helps them reach a wider audience, avoid time-consuming tasks, make quick edits, and format videos more effectively.

Currently, 64% of surveyed organizations have AI-driven video editing and production capabilities. The remaining 36% of organizations express interest in adopting these technologies. There is now near-universal recognition of AI's potential to revolutionize video operations.

**AI video tools enable organizations to translate, edit, repurpose, and generate highlights from their videos, helping them reach a wider audience, avoid time-consuming tasks, make quick edits, and format videos more effectively. Does your organization currently have AI-driven video editing and production capabilities like these?**



■ 64% Yes  
■ 36% No, but we are interested.



**Which of the following are the three most significant challenges your organization faces with video content creation and management?**

Marketing campaigns (e.g., personalized video ads, automated social media clips)



Customer experience (e.g., generating personalized support videos, enhancing help content)



Employee training and onboarding (e.g., automated creation of training modules, summaries/highlights, ask the video questions)



Product information and showcases (e.g., generating variations for different platforms)



Internal communications (e.g., creating highlights from meetings or updates)



Localization and translation of video content for different regions/languages



Current and planned AI video applications reveal strategic priorities across multiple business functions.

Marketing campaigns lead adoption at 77%, reflecting AI's ability to generate personalized content at scale and optimize creative elements based on performance data. Customer experience applications (62%) demonstrate AI's role in creating dynamic, responsive content that adapts to individual user preferences and behaviors.

Employee training and onboarding (58%) highlight AI's capacity to standardize learning experiences while accommodating different learning styles and languages.

Product information showcases (54%) represent another significant application area where AI enables the rapid creation of product demonstration videos from existing assets like images and descriptions. This capability is particularly valuable for organizations with extensive product catalogs, where manual video creation for each item would be prohibitively expensive and time-consuming.

**Regardless of whether you currently use AI-driven video tools or not, please rate your level of agreement with the following statements about AI-driven video capabilities.**

- Strongly agree
- Somewhat agree
- Somewhat disagree

AI-generated translations will help us reach more global customers.



The ability to search within video content will improve our training.



AI-generated highlight reels will improve our internal communications.



Our team lacks the skills to effectively leverage AI video tools.



AI-powered video analytics will help us better understand customers.



We have concerns about the quality of AI-generated video content.



AI will significantly reduce our video production costs.



Organizational expectations for AI-driven video tools remain highly positive. Respondents express strong agreement that these technologies will help reach global customers through automated translations (45% strongly agree, 47% somewhat agree).

Training enhancement through searchable video content also generates enthusiasm. Specifically, 44% strongly agree and 55% somewhat agree that this capability will improve learning outcomes. These expectations align with research showing that viewers retain 95% of messages from video content compared to just 10% from text, making searchable video libraries powerful knowledge management tools.

The convergence of AI and video technology addresses multiple operational challenges simultaneously. Automated translation capabilities enable organizations to create localized content for global markets without maintaining separate production teams in each region.

AI-powered editing tools reduce the technical barriers that prevent non-specialist employees from creating video content, democratizing production capabilities across organizations. These efficiency gains are particularly important as organizations seek to maintain high-volume content production while controlling costs and resource allocation.

# Leaders reveal the most impactful video technology innovations

The respondents openly discussed the most impactful innovations they've witnessed or learned about as well as how they would benefit their organizations. An analysis of the responses suggests that production and workflow efficiencies, advanced personalization, and comprehensive performance optimization are the most significant benefits.

## Enhanced production efficiency and workflow optimization

Retail organizations consistently prioritize technological improvements that streamline production workflows and reduce time-to-market for video content.

Respondents emphasize the value of **automatic trimming capabilities** that eliminate manual editing of "dead air" and awkward transitions, with one leader noting, "Automatic trimming is a lifesaver for me; it just lets me trim the video without going back and forth between the trimming tools."

This sentiment reflects broader industry frustration with time-consuming post-production processes that delay content deployment and increase production costs. Similarly, **real-time preview capabilities** represent another critical efficiency improvement, allowing creators to identify and correct issues during production rather than after rendering completion.

Organizations also value **AI-powered automation for routine tasks** such as caption generation, color correction, and audio enhancement. Typically, these tasks consume significant manual effort when applied across high-volume content libraries.

These workflow optimizations become increasingly important as organizations scale their video operations and seek to maintain quality standards while managing resource constraints.



## Advanced personalization and interactive features

Retail and eCommerce brands are becoming more reliant on sophisticated personalization capabilities. Overall, this reflects organizations' recognition that generic content performs poorly in competitive digital environments, at least compared to highly personalized content.

Survey responses highlight interest in **AI-driven personalization that integrates data** to create individualized video experiences. One respondent notes the potential for "Integration of CRM data so we can scale fully personalized video."

This capability addresses the growing consumer expectation for relevant, tailored content that speaks directly to individual needs and preferences.

**Interactive elements that enhance engagement and reduce purchase friction** represent another priority area. Organizations seek technologies that enable "shoppable video timelines that would show all the products in one overlay, letting the user pause to look up all the products, simplifying the path to purchase."

Viewers who watch shoppable videos are generally more likely to make purchases, compared to those who only watch traditional video content. As such, the respondents also mention the importance of **seamless integration between content consumption and transaction completion**, as this approach significantly reduces barriers to purchase decisions.

## Comprehensive analytics and performance optimization

Retail and eCommerce leaders consistently express frustration with their limited visibility into video performance and audience engagement patterns.

The respondents say they need more robust **analytics that can track viewer behavior and engagement statistics in real-time**. They also want "**emotion recognition in viewer analytics**" to better understand how content resonates with different audience segments.

These analytical capabilities will become essential as organizations invest larger portions of their marketing budgets in video content and require detailed attribution data to optimize spending.

Finally, **advanced search and content management capabilities** also rank highly among desired improvements. Organizations seek **AI-powered systems that can automatically categorize, tag, and retrieve content from expanding video libraries**.

One respondent highlighted the value of "smart archiving that automatically groups and tags content into categories such as campaigns, topics, or presenters." This would allow them to maintain organized, searchable content databases.

These organizational tools become critical as production volumes increase, and multiple teams contribute to shared content repositories.



# Conclusion: The strategic importance of video content

With companies increasing their production of video content and allocating more of their digital marketing budgets to video initiatives, the strategic importance of visual content is undeniable. The integration of artificial intelligence amplifies this transformation, with most organizations already leveraging AI-driven capabilities to enhance production efficiency, expand global reach, and create personalized customer experiences.

However, success requires addressing significant operational challenges including content obsolescence, quality consistency across channels, and resource-intensive production processes. Organizations that excel in video marketing are those that view these challenges as opportunities to innovate rather than obstacles to overcome.

More than one-third of companies have extensively implemented interactive shoppable elements. These leaders demonstrate that early investment in advanced capabilities creates competitive advantages through improved conversion rates and customer engagement.

Overall, the results of the study reveal **a convergence of high-volume production, AI-powered automation, and interactive functionality**. These capabilities position video as one of the primary media through which retailers will engage customers, train employees, and communicate brand values in the coming years.

The question is no longer whether to invest in video, but how quickly organizations can scale their capabilities to meet evolving customer expectations and market demands.



Organizations that excel in video marketing are those that **view these challenges as opportunities** to innovate rather than obstacles to overcome.

# Key suggestions

## **Implement AI-powered video production workflows:**

Artificial intelligence can significantly reduce production times, enable automated translation for global markets, and democratize content creation.

## **Prioritize shoppable video elements and clickable hotspots:**

These features reduce purchase friction and result in more completed purchases than with traditional content.

**Address the issue of content being rapidly outdated by implementing automated features:** These include AI-powered archiving, automated updating processes, and performance analytics that identify when content requires refreshment or replacement.

## **Diversify distribution channels with platform-specific optimization:**

Leverage the full spectrum of distribution opportunities including social media, YouTube, online advertising, and owned properties while tailoring content to each platform's unique audience.



**Artificial intelligence can significantly reduce production times,** enable automated translation for global markets, and democratize content creation.



# About the authors



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Learn more at [www.vimeo.com](http://www.vimeo.com).



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