

VIDEO Links now enabled!

Dear Supplier,

We have an exciting new feature that's been enabled in PEP, where you can now upload **VIDEO links** of your products. This has been a feature that we've received multiple requests for and we're happy to now have it enabled on the product pages of the website. Videos will be displayed on the Myer website product page right below the product images. The video landing page will be displayed as in the below example –



WHAT IS THE BENEFIT OF HAVING PRODUCT VIDEOS

- **Enhanced Product Understanding:** Provide a more detailed and immersive way for customers to understand and visualise the product. They can see the product in action, observe its features and functionality, and gain a better understanding of its benefits. This helps customers make more informed purchasing decisions. Videos also provide a good size representation of the product when coupled with human interaction or with other comparative products.
- **Increased Engagement:** Capture and hold a viewer's attention more effectively than static images or text. Engaged customers are more likely to stay on the page longer, explore the product further, and ultimately convert into buyers.
- **Improved Customer Experience:** Offer an interactive and dynamic element that breaks the monotony of text-heavy content. Provide a more enjoyable and informative experience, making customers feel more connected to the product and the brand.
- **Building Trust and Credibility:** Help build trust and credibility with potential customers. Seeing the product in action and hearing or seeing testimonials from satisfied customers can increase trust in the product's quality and effectiveness. Can also showcase your brand's expertise, professionalism, and commitment to customer satisfaction.
- **Mobile Friendly:** Video content particularly for items like Electronics/Appliances aligns with a **mobile-first** perspective that is also customer friendly as it enables Customers to consume lengthy written product data in a quick and easy way.

HOW TO UPLOAD VIDEO LINKS IN PEP

- Upload a link to the video under the 'Video 1' attribute. If you are uploading videos for multiple products, use the code 'video1' when importing the file via excel
- Currently, PEP only supports 1 Video per product. Hence, please avoid populating the Video 2 and Video 3 attributes. Any content entered in 2 and 3 will not flow through to the website

IMPORTANT GUIDELINES TO KEEP IN MIND WHEN UPLOADING VIDEO LINKS

1. ONLY Youtube and Vimeo links are accepted in PEP. Links to any other platforms will be rejected
2. Verify that the video link is not broken or encounter 404 errors
3. Ensure that the video is relevant to the product (not the Brand)
4. Only 'English' language videos are to be submitted
5. Ensure that the Video is not of low quality or blurry
6. Videos should not contain links to external sites
7. Ensure that videos don't contain any offensive, obscene or inappropriate content
8. For products where video links have been submitted in the past in PEP, please ensure the relevant rights and licensing is still valid for the video to be published online

This feature is live in PEP and you are welcome to start populating products with video links. As always, if you have any questions regarding this feature or have trouble loading the links in PEP, please email the team at onlineenrichment@myer.com.au and we'll be happy to assist.