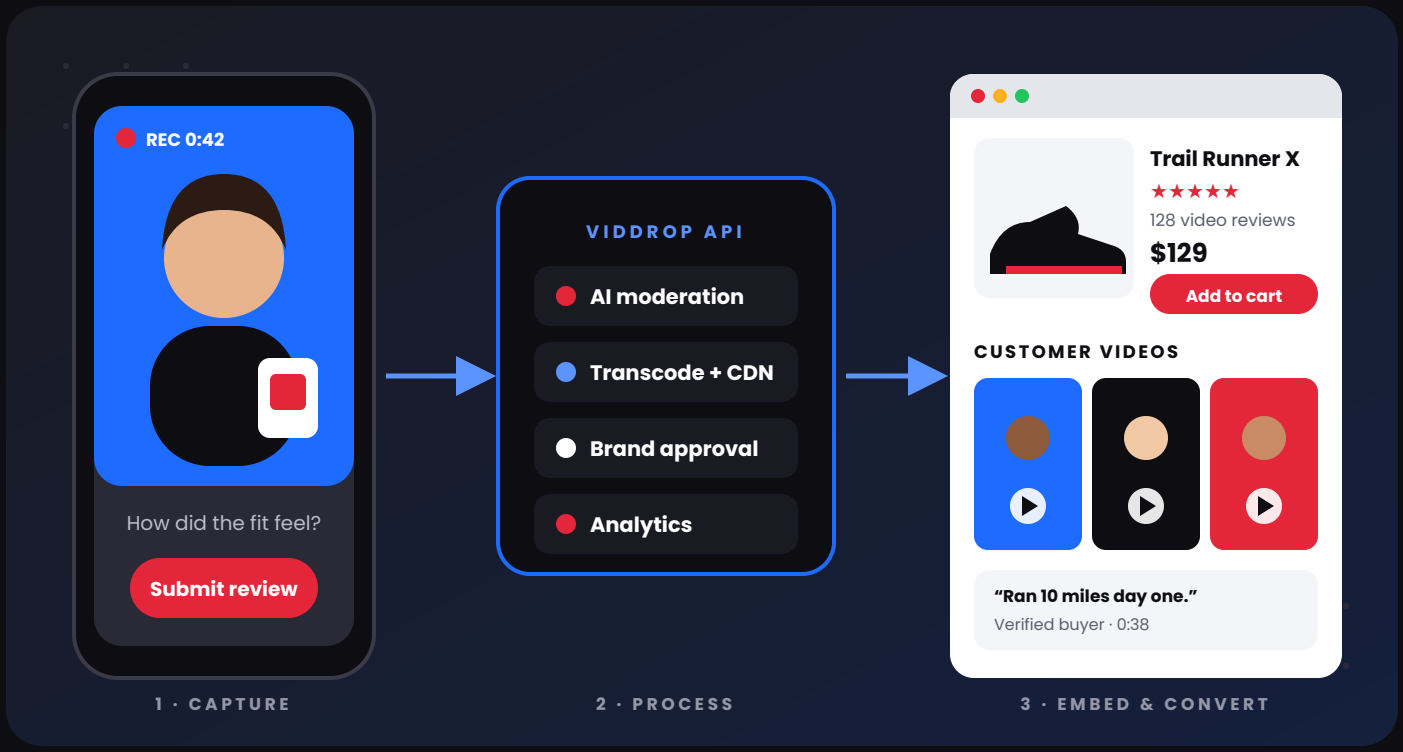
VidDrop

WHITE PAPER · VIDEO COMMERCE API · OCTOBER 2019

Video reviews that sell: the API that puts real customers on every product page.

VidDrop collects authentic customer video reviews, moderates them with AI and embeds them on any store, Shopify, BigCommerce or headless, through one API. It does for video what Trustpilot did for text.



134% conversion lift with video

52% of consumers gain confidence

49% watch 5+ videos a day

3x longer time on site

PREPARED BY

Danielle Erica Clark

Product Marketing · VidDrop

Text reviews built e-commerce. Video reviews will win it.

Static photos and star ratings were fine for the early web. Today's shoppers want proof. **VidDrop is a B2B SaaS platform and API** that turns verified buyers into on-camera reviewers, then delivers those videos to product pages, ads and email, measured all the way to revenue.

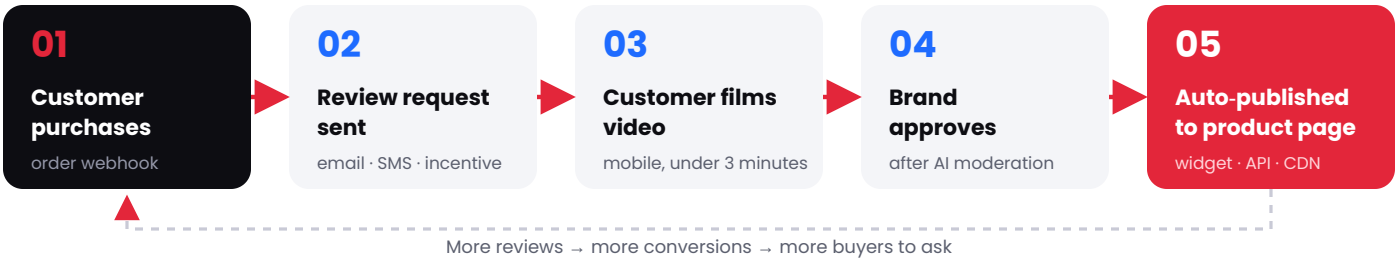
134%
conversion lift from video-enabled product pages

52%
of consumers report higher purchase confidence after video

49%
of users watch five or more videos a day across devices

3x
longer time on site when video reviews are present

The VidDrop commerce loop



Three platform pillars

Collect
Mobile-first capture, automated post-purchase prompts and a built-in incentive engine. Submissions take under three minutes.

Moderate
AI filtering for brand safety, approval queues, tagging and lifecycle management, so only the right videos go live.

Embed
Responsive galleries, shoppable overlays and a REST API that delivers video anywhere, with analytics tied to revenue.

"Video is not the future of commerce. It is the present."

THE VIDDROP PLATFORM THESIS

The question is not whether to adopt video reviews, but whether you can afford to wait while competitors convert your shoppers.

DTC and e-commerce brands
Lift conversion and cut returns on Shopify and BigCommerce stores.

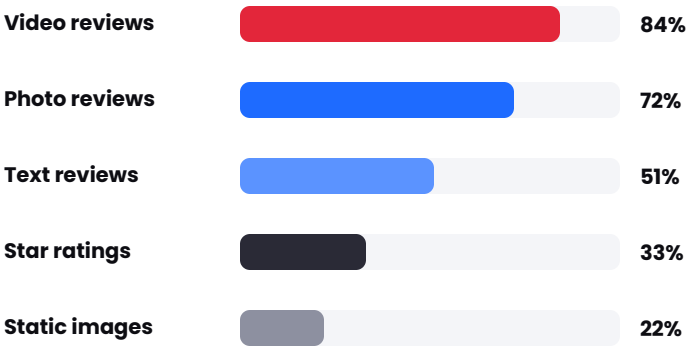
Retailers and marketplaces
Add verified video to large catalogs at scale.

Developers and agencies
Build custom and headless experiences on the API.

Why text reviews and star ratings are failing shoppers.

Catalogs are growing into the millions and ad costs keep climbing, yet traffic lands on product pages that don't convert. **Text reviews get gamed. Star ratings lack nuance. Stock photos misrepresent real use.** Shoppers who can't verify, abandon.

CONSUMER TRUST BY REVIEW FORMAT



Share of shoppers reporting high purchase confidence.

THE COST OF THE GAP

Every unconvinced shopper is paid traffic that leaves, or a sale that comes back as a return.

Lost revenue

High-intent visitors bounce without proof the product performs.

Avoidable returns

Wrong expectations at checkout become refunds and support tickets.

Review format comparison

Capability	VidDrop video	Text reviews	Star ratings	Static images
Real-world usage context	●	◐	○	◐
Emotional authenticity	●	◐	○	○
Feature demonstration	●	○	○	◐
Manipulation resistance	●	○	○	◐
Engagement and time on page	●	◐	○	◐
Mobile-native experience	●	●	●	●

● / ● Strong ◐ Partial ○ Limited or none

THE BOTTOM LINE

These gaps compound across millions of product pages into lost revenue, unnecessary returns and eroding brand equity. VidDrop was purpose-built to close them.

03 · PLATFORM ARCHITECTURE

Built for commerce, not just video.

Most video platforms serve media companies. VidDrop serves merchants. Every workflow and integration exists to **turn authentic customer experiences into revenue-driving assets at scale**, in a three-layer commerce stack.

HOW THE PLATFORM STACKS UP

Layer 1 · Capture — Where reviews are created

- **Mobile capture** — iOS · Android · PWA
- **Email and SMS triggers** — Post-purchase automation
- **Incentive engine** — Rewards · discounts

Layer 2 · VidDrop Core Engine — THE INTELLIGENCE

- **AI moderation** — Auto-filter · brand-safe
- **Content CDN** — Global · under 2s load
- **Analytics suite** — Views · clicks · revenue
- **API gateway** — REST · webhooks

Layer 3 · Commerce Integrations — Where reviews convert

- **Shopify** — Native app + API
- **BigCommerce** — Plugin + REST API
- **Custom API** — Headless · PWA · custom

Three core capabilities

COLLECTION ENGINE

- Mobile-first capture, no app download
- Automated post-purchase prompts
- Incentive management built in
- Submission in under three minutes

MODERATION & MANAGEMENT

- AI content filtering
- Brand-level approval queues
- Tagging and categorization by SKU
- Content lifecycle management

EMBED & DISPLAY

- Dynamic video galleries
- Responsive, lightweight widgets
- Shoppable overlays
- Conversion-optimized UX patterns

<3 min	**<2s**	**3**	**7–14**
to submit a review	video load via global CDN	integration paths	days to first live video

From checkout to product page, end to end.

VidDrop plugs into the store's order events and returns approved video to the storefront. Here is the full path a review takes, across **four systems and two API touchpoints**.

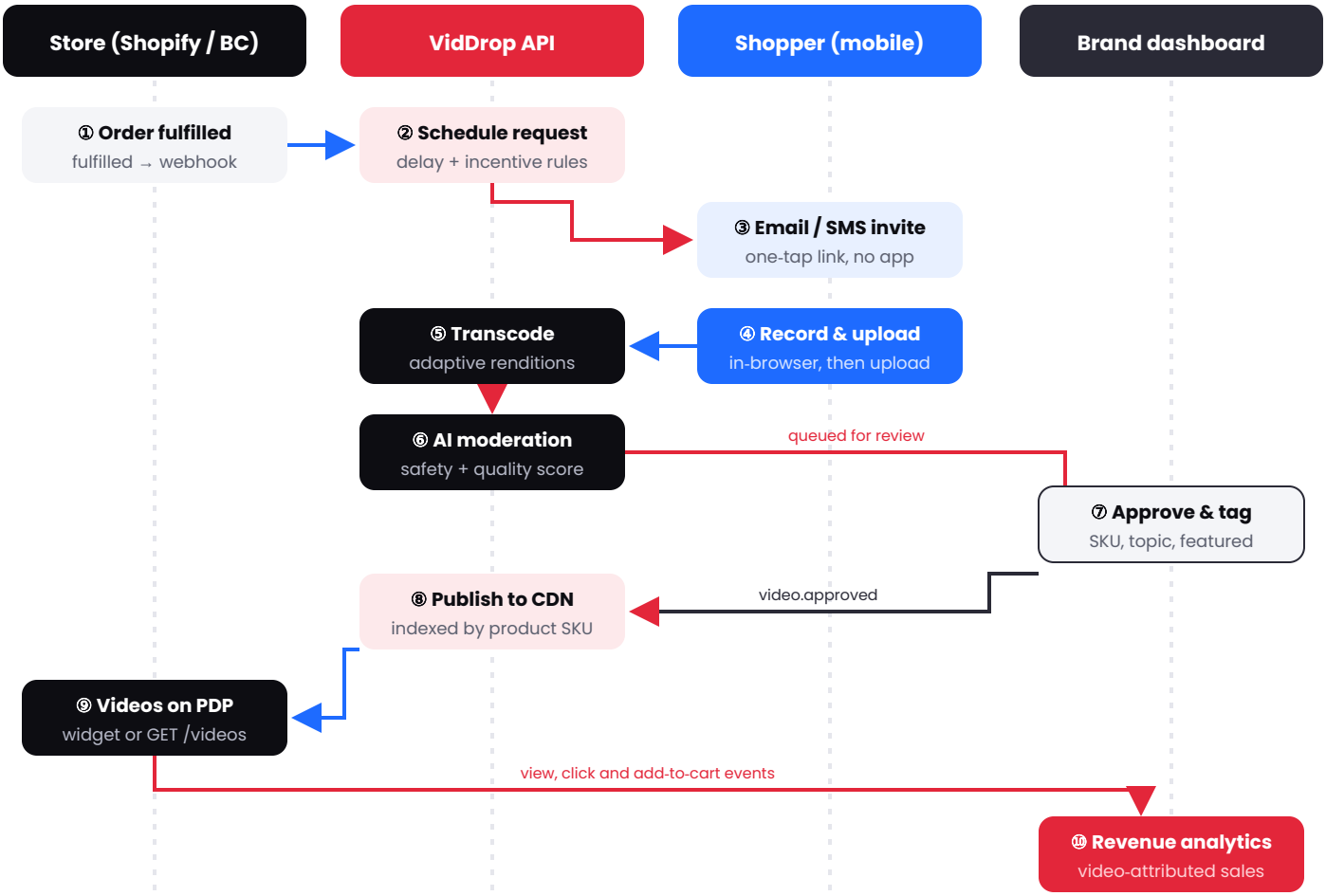


Figure 1. Review lifecycle across store, API, shopper and brand.

Inbound
Order webhooks from the store start every request automatically.

Outbound
A JavaScript widget or REST call returns approved video by SKU.

Closed loop
Storefront events flow back so every video is tied to revenue.

<3 min
shopper effort to record and submit

AI + human
two-stage moderation before publish

<2s
adaptive video load via global CDN

100%
of videos mapped to SKU and revenue

05 · DEVELOPER & API

Live in a day with a plugin. Fully custom with the API.

Merchants choose their path: the **native Shopify app or BigCommerce plugin** with no engineering, or the **REST API and webhooks** for headless storefronts, PWAs and custom builds.

EMBED IN TWO LINES

```
<!-- Product page template -->
<div id="viddrop-gallery"
     data-sku="{{ product.sku }}"></div>
<script src="/viddrop/widget.js"
        data-store="YOUR_STORE_KEY" async>
</script>
```

OR FETCH VIDEOS FOR ANY FRONT END

```
GET /v1/products/TR-X-129/videos
    ?status=approved&limit=12
Authorization: Bearer sk_live_•••

{ "sku": "TR-X-129",
  "count": 128,
  "videos": [{ "id": "vd_8f2a",
    "hls_url": "/v/vd_8f2a/master.m3u8",
    "duration": 38, "rating": 5 }] }
```

Illustrative code. Endpoint names and fields are examples.

Endpoint	Purpose
`POST /v1/review-requests`	Trigger an invite for an order
`GET /v1/products/{sku}/videos`	Approved videos for a product
`PATCH /v1/videos/{id}`	Approve, tag or feature
`POST /v1/incentives`	Define reward rules
`GET /v1/analytics/revenue`	Video-attributed sales

WEBHOOK EVENTS

- review.requested
- video.uploaded
- video.flagged
- video.approved
- incentive.issued

Integration timeline: time to first video

Day 1
Platform setup
Account, brand config, API keys

Days 2–3
Integration
Plugin, catalog sync, widget embed

Days 4–7
First requests
Invites sent to recent purchasers

Days 7–14
Live on site
First videos on product pages

Auth
API keys per store; OAuth for Shopify app installs

Delivery
Adaptive streaming via global CDN, under 2s load

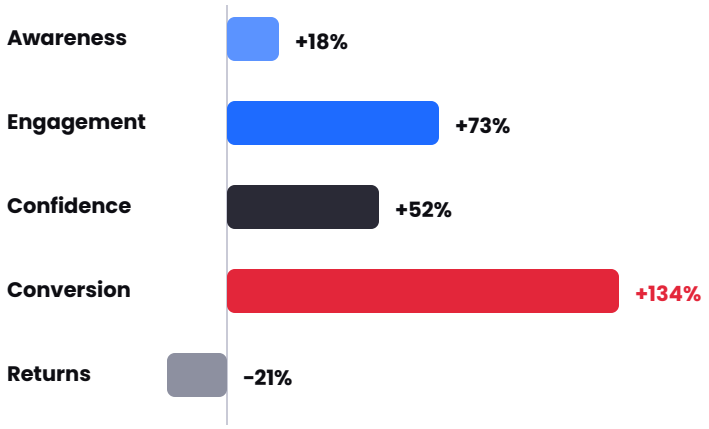
Performance
Async widget loading keeps page speed intact

Data
Catalog sync maps every video to its SKU

Measurable lift across the whole commerce funnel.

VidDrop delivers trackable outcomes at every stage of the purchase journey, from first engagement to long-term retention. Figures reflect **documented impacts from video-enabled product pages** across e-commerce verticals.

LIFT VS. TEXT-ONLY PRODUCT PAGES



3.2x
higher lifetime value for customers who watched video reviews

4.7★
average perceived product quality with video reviews

68%
of shoppers share video reviews with friends before buying

Impact by business function

Marketing performance
Always-on UGC improves organic SEO and gives paid campaigns authentic social proof.

+43%
ad CTR

Product understanding
Shoppers reach checkout with accurate expectations, cutting post-purchase disappointment.

-21%
return rate

Customer experience
Fewer support tickets and higher satisfaction when video is present at point of sale.

+31%
CSAT

Brand trust and equity
Real customer storytelling builds a compounding trust asset at scale.

+57%
brand trust NPS

One video, many channels.

The same approved review powers product pages, paid social, email and SEO, so content cost falls as the library grows.

07 · COMPETITIVE LANDSCAPE

Video-first, not video as an afterthought.

The review market is crowded but text-centric. Yotpo, Trustpilot and Bazaarvoice were built when written reviews were the gold standard and **treat video as an add-on**. VidDrop is built natively for video commerce workflows from day one.

Feature	VidDrop	Yotpo	Trustpilot	YouTube UGC
Native video review collection	●	◐	○	◐
Post-purchase auto-trigger	●	●	●	○
Commerce-native embed widget	●	◐	○	○
AI content moderation	●	◐	◐	○
Shopify and BigCommerce native	●	●	◐	○
Video analytics and attribution	●	○	○	◐
Mobile-first video capture	●	○	○	○
Incentive management	●	◐	○	○

● / ● Strong ◐ Partial or add-on ○ None. Based on public product information, 2019.

Four structural advantages

01 Video-first UX
Video is the primary review format. Every interface decision maximizes engagement and conversion.

02 Seamless API integrations
Native Shopify and BigCommerce plugins mean zero-friction onboarding and no custom engineering.

03 E-commerce native workflows
Post-purchase triggers, approval queues, catalog sync and conversion analytics out of the box.

04 UGC at scale
The incentive engine and mobile capture drive high submission rates across large catalogs.

"Trustpilot made text reviews a platform. VidDrop does the same for video."

THE VIDDROP DIFFERENTIATOR

Where video commerce goes next.

FROM STATIC PRODUCT PAGES

→ Interactive video

Every page becomes a living showcase, refreshed with new customer video.

FROM ANONYMOUS STARS

→ Human storytelling

Real faces and voices build trust person to person.

FROM PASSIVE BROWSING

→ Immersive buying

Shoppers experience products through others' eyes first.

Product roadmap, 2019–2022

CURRENT · 2019

- Shopify integration
- BigCommerce plugin
- Mobile capture
- AI moderation v1
- Analytics dashboard

NEAR TERM · 2020

- Magento integration
- WooCommerce plugin
- Shoppable overlays
- Advanced A/B testing
- Multi-brand accounts

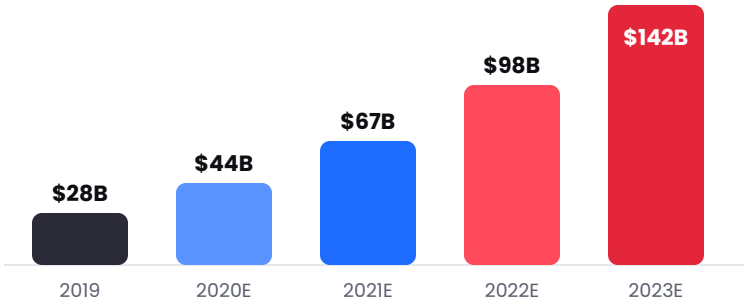
MID TERM · 2021

- AI video summaries
- Creator marketplace
- Live video reviews
- Custom branding
- Sentiment analysis

LONG TERM · 2022

- Influencer marketplace
- AR try-on
- Predictive targeting
- Headless commerce APIs
- Global CDN expansion

VIDEO COMMERCE MARKET, PROJECTED (USD BILLIONS)



~38%

five-year CAGR. VidDrop is positioned to capture a meaningful share as the category-defining video review platform.

In a crowded marketplace, trust is the ultimate differentiator.

VidDrop helps brands build trust at scale, convert more customers and deliver the immersive shopping experience today's consumers demand.

GET STARTED

See VidDrop on your store.

Request a platform demo.

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