

Online marketplace uses video and tagging for interactive promotions



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Online marketplaces are nothing if not ubiquitous, but most still rely on text and photos to describe the goods on offer. Not so [VideoDeals](#), a Dutch site that lets sellers tap the power of videos and tagging to promote their products interactively.

Anyone can create an account and upload a product video to VideoDeals.com, which is now in beta. Then, using the site's tagging technology, they can place interactive "buy" tags on the items they wish to sell, enabling viewers to order the product being displayed simply by clicking in the video. Whether for individual sellers advertising a single product or businesses promoting a daily deal, videos can remain live on the site for up to three months. The service is currently free to use, but eventually, businesses will pay a commission when they make a sale, the Luxembourg-based company says. The company also plans to soon release its own platform for video creation.

There's no denying that "a picture is worth a thousand words," as VideoDeals points out, so it stands to reason that tagged videos could give sellers a key advantage. One to test out for your next big promotional push?

Website: www.videodeals.com/?Culture=en-US&LanguageId=1&e=1#

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