

# **GREENROOTS GARDEN CENTER**

CASE STUDY PRESENTED BY  
INTERACTIVE VIDEOS CO.

# ABOUT

GreenRoots Garden Center is a family-owned gardening business located in Melbourne, Australia. Known for its lush nursery, personalized planting advice, and eco-friendly gardening solutions, GreenRoots has been a local favorite for over a decade. With a growing e-commerce presence, they wanted to offer customers the same knowledgeable and warm experience online that they were known for in-store.



# THE GOAL

GreenRoots wanted to increase online sales and engagement, especially among beginner gardeners. They aimed to educate customers on plant care, help them find the right products easily, and build long-term loyalty through an experience that mimicked the in-person guidance they were known for.





# THE CHALLENGE

Despite having a visually appealing website, users were often overwhelmed by product variety and uncertain about which plants or tools suited their needs. High bounce rates, cart abandonment, and low engagement on product pages revealed a disconnect between shoppers and the content. They needed a solution that could simplify decision-making while still educating and entertaining.





# THE SOLUTION

We crafted a suite of custom interactive video experiences to reimagine their online customer journey:

- "Build Your Garden" video journey — Users selected plant types, sunlight conditions, and soil types to receive personalized plant bundles.
- Interactive tutorials on how to repot, fertilize, and care for specific plants.
- Clickable product videos that allowed customers to explore tools, pots, and fertilizers directly in the video.



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# THE RESULTS

- 1 +40% increase in online purchases
- 2 +62% engagement on product pages
- 3 +50% time-on-site growth
- 4 -35% drop in customer support inquiries related to product selection and plant care
- 5 +4.8★ average review score, with many users citing “helpful videos” as a reason for satisfaction

# WANT YOUR GARDEN BUSINESS TO FLOURISH LIKE THIS?



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