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**The Fresh Market celebrates successes of shoppable videos**

The Fresh Market and shoppable video platform Firework marked a milestone in their ongoing partnership, which brings next-generation customer experiences to the online grocery shopping space. Earlier this quarter, The Fresh Market surpassed 365 days of total watch time for its Firework-enabled video content — including all short-form, shoppable video and live commerce content across the company's owned media channels.

Since first implementing Firework's video-driven customer experience platform, The Fresh Market has seen rapid, double-digit growth across a variety of key performance indicators, including:

- 97 percent conversion rate for Firework videos on TheFreshMarket.com vs. site-wide average since launch
- 47 percent click-through rate for dedicated Firework emails vs. overall email click-through rate pre-launch
- Double-digit increase in click-through rate and ad recall on Facebook posts featuring Firework video vs. those without

"A differentiated customer experience has been integral to The Fresh Market's identity since our founding," said Kevin Miller, chief marketing officer at The Fresh Market. "With Firework, we've finally been able to replicate those premium customer experiences in the digital sphere — and based on the response from our customers, it has been a resounding success. What we've been able to accomplish with Firework in such a short period of time has been nothing short of transformative."

The Fresh Market first selected Firework for its digital transformation initiative in Q4 2021, with the stated goal of extending its brand's reach and appeal to next-generation consumers, and cementing its position as an industry leader in the digital-first era.

On the road to this historic milestone, TFM hosted a hugely successful livestream sales event, which showcased its new Palm Beach Gardens, FL, location and outperformed industry averages in a variety of key performance indicators — including an eightfold increase in live engagement rates, triple the product click-thru rates (compared to eMarketer industry averages). Perhaps most notably, the fully-managed, Firework livestream — hosted on TFM's owned and operated web property — attracted 4.8 times more viewers than the event's social media simulcast.

"Video is the new lingua franca of next-generation digital consumers," said Jason Holland, president and chief business officer for Firework. "With Firework, forward-looking brands like The Fresh Market are able to translate their own identity and messaging into this new, universal language with the fluency, ease, and authenticity that resonate with these audiences and keep them engaged."