

Maximizing Video Investments: Opportunities on Amazon, Walmart, and Target

By Russ Dieringer // December 22, 2022 //

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Amazon, Walmart, and Target are all busily adding more content to their websites as shoppers seek a richer experience.

But creating video content was historically costly, and often the ROI was limited.

Join Russ Dieringer and Abigail Amundson, eCommerce Creative Director at Flywheel Content Studio, to learn how these three sites are putting video to work and how consumer brands can maximize the investment they're putting into video.

Attendees will leave with a clear understanding of what's possible and/or required video-wise across Amazon, Walmart and Target and best practices for driving an ROI on video assets.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with Amazon, Walmart and Target.

[See the Recap Here](#)
