endava

Video •• Shopping Mall of the Future

Monetising your content through affiliate marketplace using AI

Transform your **static legacy videos** into interactive experiences, and **viewers into active shoppers.** Elevate engagement with **AI-driven context-led shopping**, delivering the right products at the right moment to your customer base.

Features
- New eCommerce channel
- Agent AI automated workflow
- Bidding Marketplace
- Sponsor-embedded video
- First Party Data
- New Engagement Data Product
- Integration to existing tool stack

Value Proposition
- Increase up to **30% conversion** rate
- **23% increase** in engagement rate
- **9x higher** purchase intent
- Purchase action increase **by 41%**
- Tap into a growing $3.7 trillion market

How Endava can help

At Endava, we bring **deep expertise in AI, video management & distribution**, and digital commerce to help clients unlock new revenue streams through innovative solutions like shoppable video. With a proven track record in delivering intelligent, scalable platforms, we support clients in transforming passive content into **dynamic, frictionless commerce experiences.**

From AI-powered context-led tagging to seamless affiliate integration and bidding marketplaces, we design and build technology ecosystems that **enhance engagement, drive conversions, and deliver measurable business outcomes.**

Our experience spans **media, retail, and advertisement technology** - ensuring we can tailor solutions to your brand's goals and user behaviours.

Partner with Endava to turn your content into a commerce engine and stay ahead in the rapidly evolving digital economy.
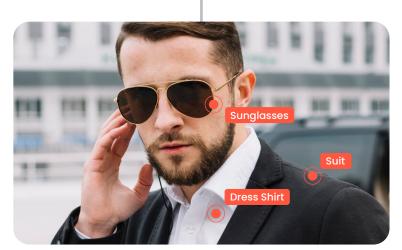
For more information   **Get in touch with us!**

How it works

1 **Context-aware AI Agent** scans the video catalogue and detects and tags **shoppable assets** as hotspots

Sunglasses
Suit
Dress Shirt

2 Hotspots are made available for **product-placement bidding** via the affiliate marketplace

Powered by **ML-driven dynamic bid pricing** based on attributes like frame-time, product-framing, etc.

Product placement bidding
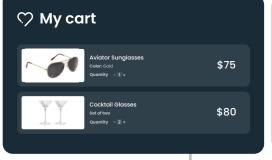Affiliates
CITYWEAR   SHOPPER   MODELLA

3 User watches a video - **AI tags products** (e.g., sunglasses in a spy movie)

Users are provided with **in-video links** to relevant products (from affiliates), to shop on all channels

Aviator Sunglasses
$75
Add to cart

4 Users engage - They can
- **Purchase items in-video** and continue the viewing experience
- Click-through to buy (**via affiliate links**) on the affiliate side

My cart
Aviator Sunglasses $75
Cocktail Glasses $80

Summary
Aviator Sunglasses $75
Cocktail Glasses $80
Shipping $15
Total $170
Check Out

3.1 **Extensions for social platforms** like TikTok and Instagram that automatically embed shopping links using official integration tools or APIs.

Aviator Sunglasses
$75
Add to cart

5 **Insights**
- User satisfaction, **engagement & conversions** tracking
- **New revenue** generated through CPC, commissions & bidding fees
- **AI-powered Predictive Analytics** forecasting product demand trends, seasonality, engagement patterns, etc.