

Kolkata Tech Startup Tech Wishes Cracks the Code on Shoppable Videos with Glow Videos - A Game Changer for D2C Brands

kolkata, West bengal Sep 5, 2024 ([IssueWire.com](https://www.issuewire.com)) - For years, D2C (direct-to-consumer) brands have grappled with a frustrating reality: [shoppable video apps](#) slowed down websites, hindering user experience and ultimately hurting sales. Tech Wishes, a passionate Kolkata-based [Shopify app developer](#), has been at the forefront of solving this problem for its 100+ premium D2C clients.

“We saw firsthand how clunky shoppable video apps weighed down websites,” says Abir Basu, CEO of Tech Wishes. **“Videos are powerful tools for customer engagement, but slow loading times negate their impact. We knew there had to be a better way.”**

This relentless pursuit of a solution led to the creation of Glow Videos, a revolutionary app that rewrites the rules of shoppable video experiences. Glow Videos doesn't just enhance engagement, it guarantees **zero impact on page speed**, ensuring a seamless browsing experience for your customers.

Here's how Glow empowers D2C brands to finally unlock the true potential of shoppable videos:

- **Effortless Clickable Videos:** Engage customers with interactive video product cards that drive conversions.
- **Unlimited Engagement:** No restrictions on video views – let your content shine and maximize customer interaction.
- **Personalized Touch:** Customize button colors and styles to match your brand identity and organize videos into curated playlists.
- **Seamless Integration:** Effortlessly integrate shoppable videos into your store for a cohesive customer journey.
- **Zero Performance Impact:** Glow Videos achieves this magic by loading **zero scripts on DOM load**, ensuring your website remains lightning fast.

This translates to a win-win situation: captivating video experiences that keep customers engaged and a smooth, fast website that drives sales. We're so confident in Glow's transformative power, we even offer a **money-back guarantee**.

Stop settling for slow, clunky shoppable video experiences. Embrace the Glow difference and see your D2C brand reach new heights.

Sign up for your free trial today!

<https://apps.shopify.com/glow-videos>

About Tech Wishes

[Tech Wishes](#) is a **Kolkata-based Shopify app developer** with a mission to empower D2C businesses of all sizes. Driven by innovation and exceptional customer service, Tech Wishes helps brands unlock new possibilities and achieve success in the competitive online landscape.

Media Contact

Glow Videos

support@techwishes.com

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