



PERSONALIZED VIDEO

Data Sheet
Jul 2019

Engage and Learn

Video that connects you with your customers.

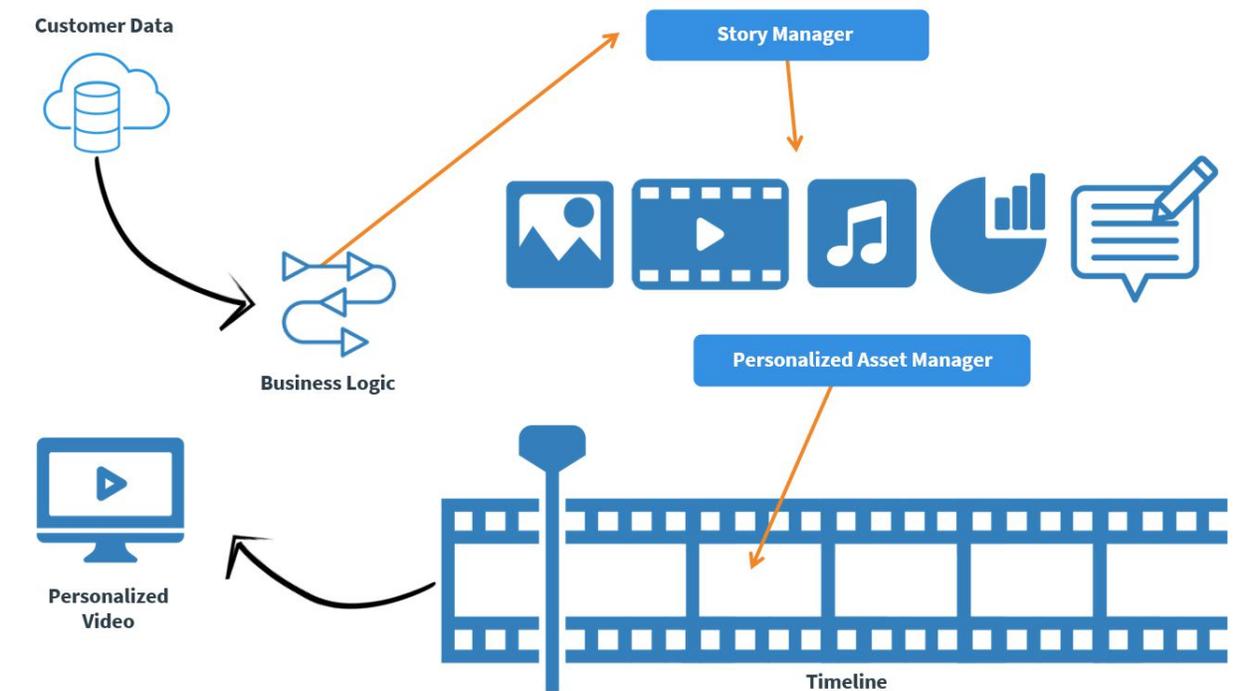
Customer experience has a profound impact on any business. Video more than any other type of content has a unique ability to entertain and inform, and thus help create a positive customer experience. The CreoVideo platform allows your team to deliver rich interactions with your content that is personalized for each customer or visitor.

CreoVideo empowers users by giving them an way to interact with the content you provide and provide valuable feedback. Your business will see increases in open and click-thru rates, and dramatic improvements in engagement metrics. Plus, you can expect measurable increases in customer acquisition, retention and satisfaction.

HOW IT WORKS

CREATING YOUR BRAND STORY

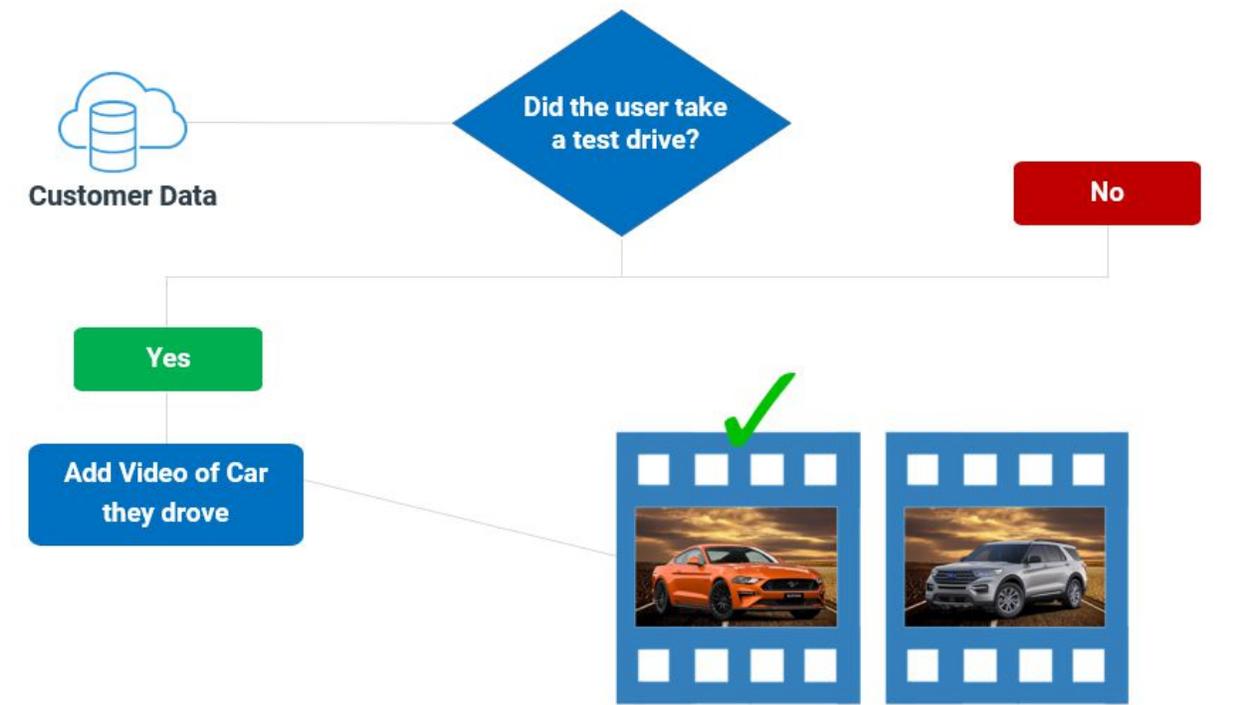
Every brand has a story to tell. Now, you have a tool that can help you personalize your message to speak directly to each individual customer. Personalized video gives you a direct one to one connection with the person you are trying to reach. You can import your existing customer and marketing data to segment and target specific users. Imagine being able to directly customize your video in real-time using location, age, time of day or season, buying patterns or other demographics.



You can setup business rules that will determine how different story elements will come together. The rules engine will evaluate the data you specifically tell it to consider and based on what is there it will automatically create and personalize the video with different media assets you add. Fields in the customer data such as age, credit worthiness, vehicle stock, can be combined with other elements such as the day of the month to create a custom offer for a potential car buyer, and based on test drive data you can create a video that is personalized and presents the offer. For example, the car dealer can use different video clips of cars based on what a user test drove while visiting the dealership. Features that the potential buyer said were important to them can be specifically identified in the video.

The Personalized Asset Manager (PAM) is a library that allows you to store all the individual elements that you will use to create the video. You can easily store different types of content in the PAM that will be used to personalize the final video. You can add pictures, videos, music, charts and graphs from Microsoft Excel, and text content that can be overlaid at specific points during the video. You can add these elements directly to the timeline or have the business rules engine add them automatically based on the customer data that you choose to use. You can use stock videos and images that we provide as part of our industry specific library, or you can add your own media to your own PAM repository.

As shown in the graphic below, if the user test drove a Ford Mustang, they would get a video personalized with not only their name and other identifying information, but the video could show a video clip containing a Mustang of their preferred color driving. Items stored in the personalized asset manager library can be automatically selected and added to the video based on the business rules defined. Text overlays can also be displayed in the video showing features about the vehicle the user test drove. Depending on certain factors in the customer data different information can be displayed. For example, age, marital status, and the vehicle they test drove can determine whether or not you choose to highlight safety features or performance aspects of the vehicle. The user can also receive a survey after the video that collects additional information.



BUSINESS BENEFITS

INFORM AND EDUCATE

Regardless of whether you are looking to reach a handful of important customers or millions of customers and prospective customers, Creovideo helps dramatically improve engagement with your content. Personalized video greatly outperforms standard video engagement. By creating personalized content that is driven by customer data, you can respond to the viewer's preferences directly. You can educate viewer's on your product or service, push individualized offers, explain billing, or onboard and welcome new customers.

SALES AND SUPPORT

Providing your customers with a rich, interactive video that is personalized for them is a great first step in interacting with them. A personalized video addresses the needs of customers and prospects and can be designed to automatically qualify leads. This allows your sales team to focus on your best prospects and deliver effective cross-sell and up-sells. Video is a great service and support tool. You can use it to explain billing or customer issues in an engaging way allowing you to deliver quality support and can present next best action recommendations.

GETTING PERSONAL

TELLING YOUR STORY TO AN AUDIENCE OF ONE

There are several benefits to using our Creovideo personalized video framework:



TARGETING – You can create a 1-1 messaging that allows you to talk directly to each individual customer or prospect. You provide the data that helps segment your audience and adjust the messaging on an individual basis.



DATA – You let your data decide which users to select and create a personalized story directly for each individual customer/prospect. You have complete control over which topics to include or exclude based on the customer data and other factors you define.



APPEARANCE – The look and feel of the video itself can change based on who the user is that you are talking to. You can swap media elements (video, images, text, graphs), colors, fonts and other factors to completely change the appearance of the video to match the viewer.



GOALS – You can measure the behavior changes of your viewer in order to determine how the personalized video has performed and whether or not it has impacted your business case.



DYNAMIC STORYTELLING – You can control the specific story shown to a viewer through a story board process. Relevant topics that correlate to your overall goals can be included based on data and business rules.



REACH – You decide the delivery channels and touch points that you will use to deliver your personalized story to your customers and prospects.



SURVEY – More than just a read-only video, personalized video gives you the opportunity to survey your customer or prospect, usually at the end of the video. Customer responses can automatically trigger back office functions such as generating orders, contact follow-up, billing and even trigger a sms message or email campaign.



ANALYTICS – You get a powerful dashboard that provides detailed insight into your customers' engagement with the video. Learn what selections they made in response to your survey questions and learn where they are dropping off on video views. Our consulting team can work with you to review the analytic data and optimize video journeys to provide a better business outcome.



DEPLOY – We make it simple and easy to create personalized video projects using our cloud based Creovideo platform. Our scalable infrastructure lets to quickly deploy and deliver video content in real-time. Completed videos can be deployed via our delivery servers, or you can host the video content directly on your own infrastructure.

QUESTIONS

WHAT YOU NEED TO KNOW TO GET STARTED

Do I have to be an expert with video?

No, you do not. If you can assemble a powerpoint, you can create a powerful story using our tool.

Can you help me if I need it?

Yes, we have a great consulting services team that can help you create an effective story around your product and brand and ensure your business goals are achieved.

Do people really watch?

You bet they do. Personalized video usually provides a great incentive to watch the video all the way through, and as a result engagement rates go up dramatically over regular video.

Can you integrate with my existing software?

Yes, we have a flexible REST based API that can be used to integrate our platform with your CRM, ERP, Ecommerce, Marketing Automation or billing system.

What if I need to make changes?

We can help you plan for any changes. The system is flexible, so it is easy to adjust special offers and other content elements if necessary. You own your personalized asset manager library and can change or modify the elements you stored there.

Is it easy to get my data in?

Yes, we make it very easy to import your data into the system. We can also get data from an external database.

How long does it take?

That is really up to you. You control your creative direction and story process. Most projects can be up and running within 60-90 days, and our consulting team can help meet your tight deadlines.



Creovideo is a powerful and effective way to communicate with customers and prospects.

Creovideo users see a:

- 35% increase in video Completion Rate
- 65% increase in CTA Click Rate
- 90% Positive Feedback Rate

**For more information,
Visit us online at:
creovideo.com**



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