

# Personalized Video: Turning Viewers Into Customers



A new way to engage, convert, and delight video audiences by connecting with each viewer on an individual level

As digital marketing has evolved, the use of personalized content and videos has emerged as one of the most effective tactics to help marketers cut through the noise while increasing engagement and conversion rates.

## CONSIDER:

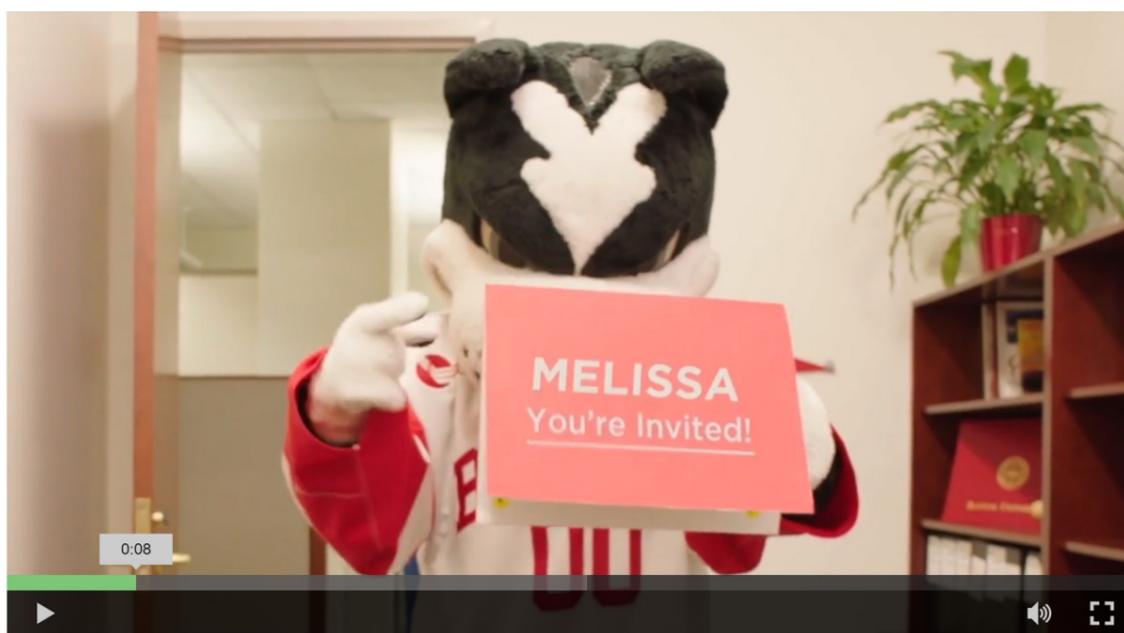
**95%** Rate of [information retention by users watching video](#) (compared to 10% when reading text), providing the best ROI for marketers

**68%** Percentage of marketers who say [personalization based on behavioral data](#) has a high impact on ROI

**80%** [Increase in conversion rate](#) when video is used on a landing page

**14%** [Uplift in sales](#) seen by companies who use personalized marketing

**96%** [Increase in click-through rate](#) when an initial email includes video



[See sample video](#)

Combining video with personalization allows marketers to deliver truly unique messages to viewers that integrate their name, company, industry, photo, or any other variable you have in your user database. For the typical user who receives thousands of digital messages per week, personalized videos are a powerful tool that get noticed.

We can create videos that pull in people's names or other personalized elements for anywhere from 1 to 1 million people. Our personalization platform then pulls in your list of users and renders out custom videos and thumbnail images that catch a user's eye, keep them engaged, and delight them with a personal touch.

## PERSONALIZED VIDEO BENEFITS

### Stand Out

Personalized content catches attention. Your customers can't help but take notice.

### Attract

Personalization increases initial engagement like click-through rates.

### Engage

The average retention rate of personalized videos is 35% higher than non-personalized videos

### Convert

When people feel connected with a brand, they're more likely to act. Personalized video helps propel prospects through the funnel.

## USES FOR PERSONALIZED VIDEO

### Marketing

- Personalize landing pages and websites
- Automated follow-up emails after a user submits a form
- Personalized nurturing campaigns
- Drive event registration

### Internal Communications

- Employee engagement
- Onboarding and training

### Sales Enablement

- Prospecting and nurturing
- Product or campus tours
- Improve conversion and retention
- Customer onboarding and success

### Education

- Admissions yield marketing
- Donor solicitation

Are you ready to delight your audience with personalized video?

Get in touch to step up your next video campaign

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