



Driven By Personalization

Agenda



Video: Key Insights

Our Solutions

This is how we personalize video

Data Flow

Platform Security

Why Go Visual

Since we are visual by nature, we can use this skill to enhance data processing and organizational effectiveness.



90% of the information transmitted to our brain is **visual**



Human brain **processes** images **60,000** times faster than text



93% of all human communication is visual

Video vs. Text



Video

Text



80%

Content Preference

20%

59%

Bounce Rate

87%

350 sec

Average Time on Site

42 sec

50%

Memory Retention

22%

53x

Google Preference

1x

Audio +Video +Text

Comprises

Only Text



Encourage Social Share



Data Source –
[Google](#)

Effectiveness of Video over Text

82% of **Twitter** users watch video content

More than **500 million hours** of video are watched on **YouTube** every day

Almost **50%** of internet users look for videos related to a product or service before visiting a store

People can spend **2.6** times longer

Data Source –

<https://www.forbes.com/sites/jiawertz/2018/08/31/personalized-video-content-can-be-the-marketing-breakthrough-brands-need/#2d94f94f2e6f>

Perks of personalization

Personalized videos engage twice as many people.

People who received personalized videos spent **62%** more time on the campaign landing page.

Personalized videos have **35%** higher retention rate over conventional videos.

Personalized videos have around **16x** higher click-to-open rate and around **4.5x** increase in unique click-throughs.

Using personalized videos for inactive users in your marketing campaigns can increase the open rate by **5x** than a standard, regular email.

Data Source –

<https://planable.io/blog/personalized-video-marketing/>

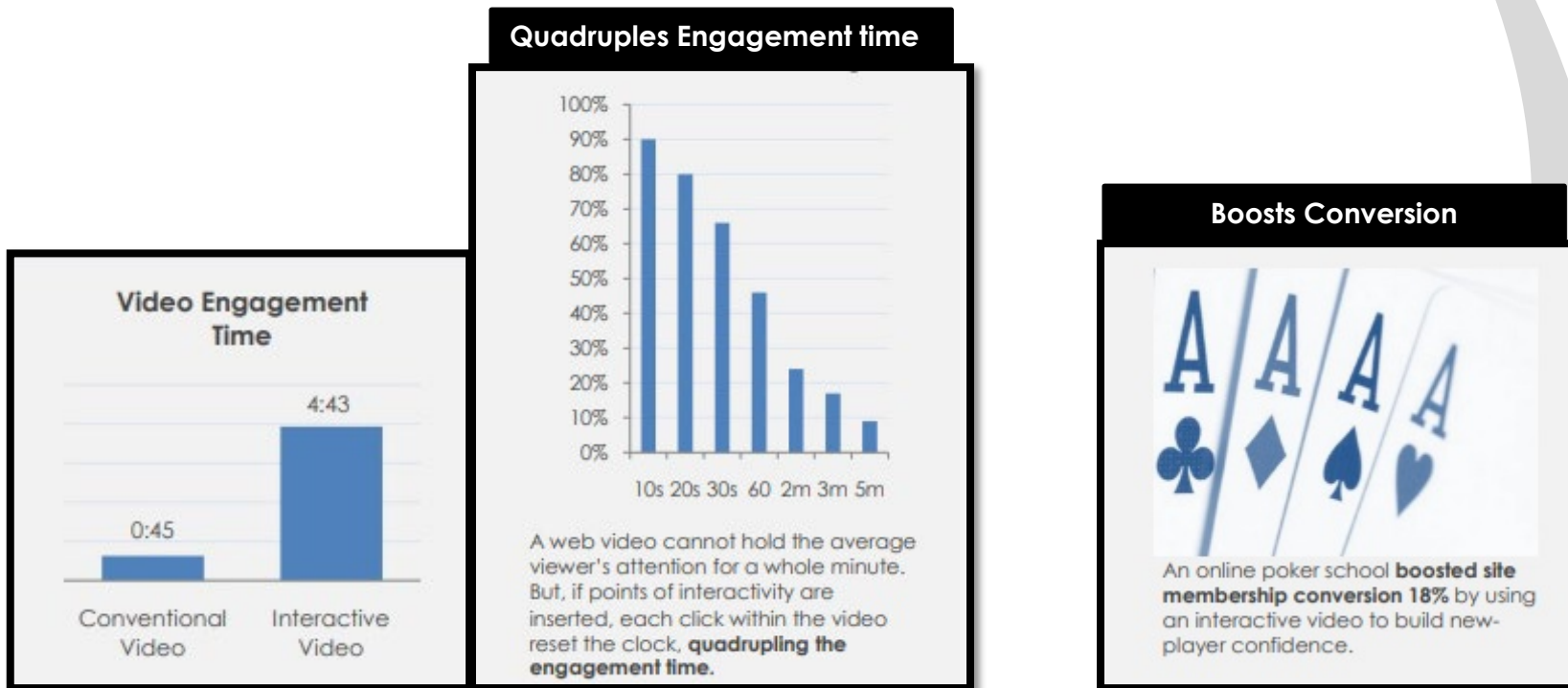
Email Monks reports that using personalized video results in a **280%** greater return than traditional email, especially because click-through rates improve substantially when video is included.

Data Source –

<https://www.ngdata.com/benefits-personalized-video-marketing/>

Interactive video vs. Linear video

Interactive video can extend the average viewing time **four-fold**



Data Source –

[https://s3.amazonaws.com/cfmedia.clicflic.com/web/misc/whitepaper/InteractiveVideoWave\(ClicFlicWhitepaper\).pdf](https://s3.amazonaws.com/cfmedia.clicflic.com/web/misc/whitepaper/InteractiveVideoWave(ClicFlicWhitepaper).pdf)

Why use Personalized Interactive video ?

Personalized & Interactive video is an incredibly diverse medium, making it perfect for any business.

Build Truly Engaging Experiences.

It delights the user

It's more engaging

It's more memorable

It's engaging and entertaining

It lets the user be part of the story

It's trackable

It connects

Power of Video

70% Online Customers watch videos with **64%** conversion propensity



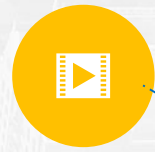
28% Growth in online video ad spent YoY

90% Consumers say video's help them to make buying decisions

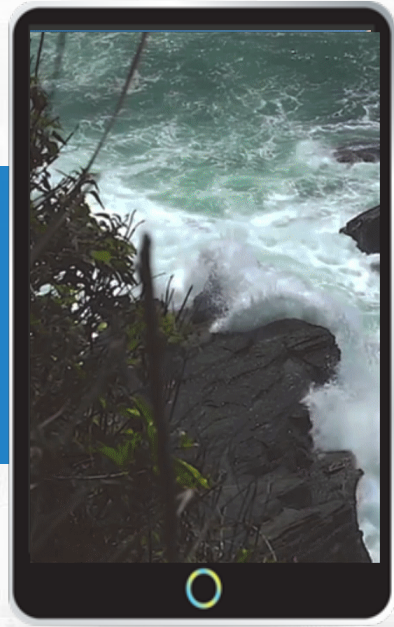


33% Ads viewed are online platform & **52%** more confident in online transaction

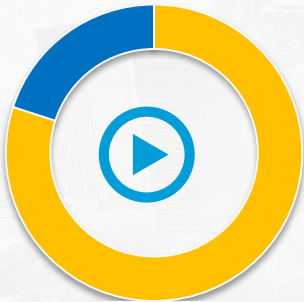
Video on an ecommerce product page increases the order by **50%**



80% Audience prefer to watch video from a brand than reading a blog Online

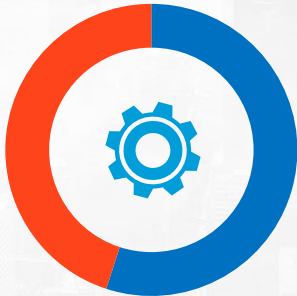


Source: Renderforest



Customers Preferred watching video

400% as many customers prefer watching video about a product than to read it

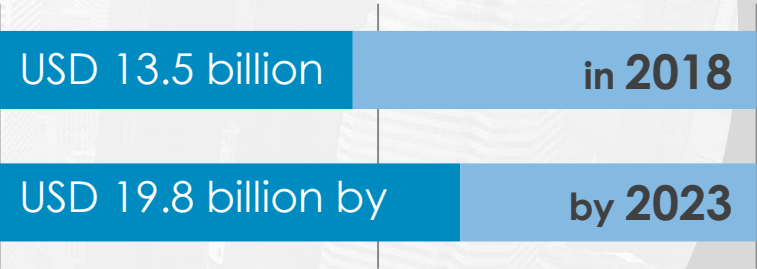


Organic Engagement on Facebook

is the highest (13.9%) when the post contains video

Growth rate

Grow from USD 13.5 billion in 2018 to USD 19.8 billion by 2023, at a CAGR of 7.9%



Cisco Prediction

Cisco predicted that by 2021, video will have accounted for 82% of all internet traffic

Marketers Challenge

Inability to use personalized videos for customer engagement



Performance,
Content and Scalability



Privacy & Compliance

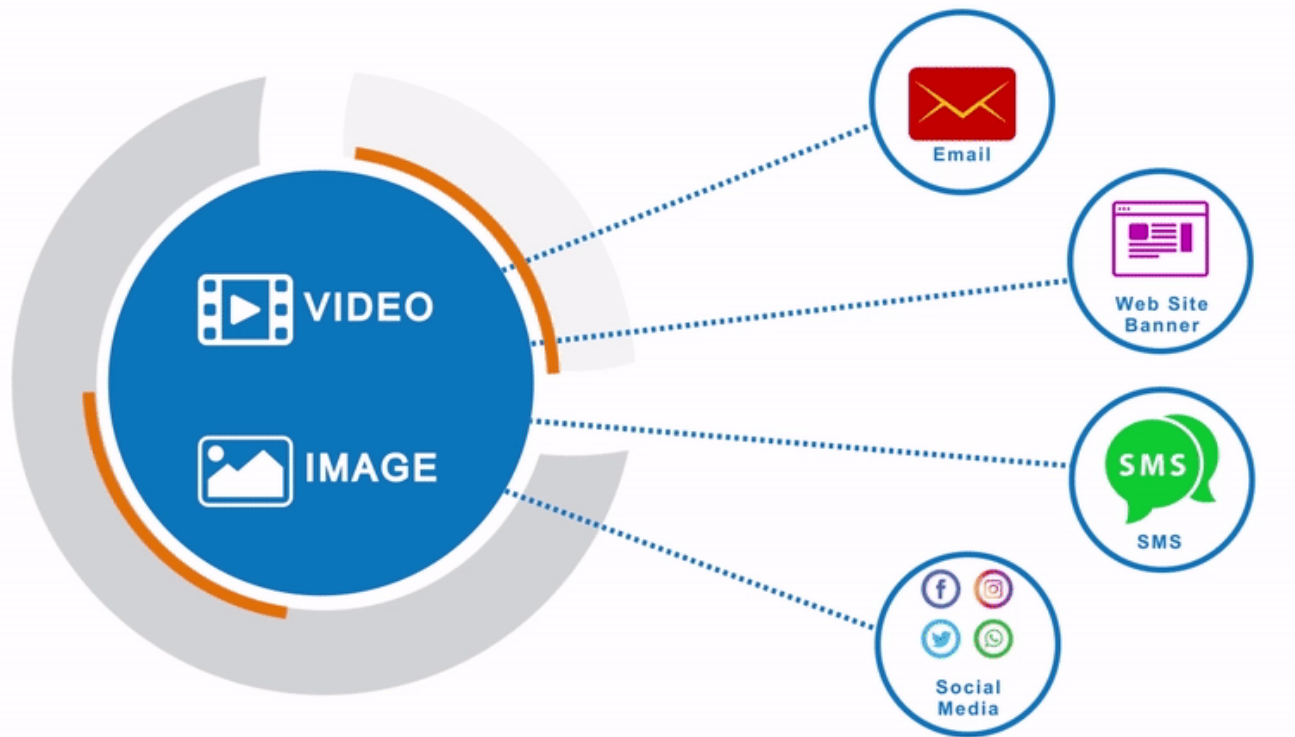


High creation, storage &
distribution Cost

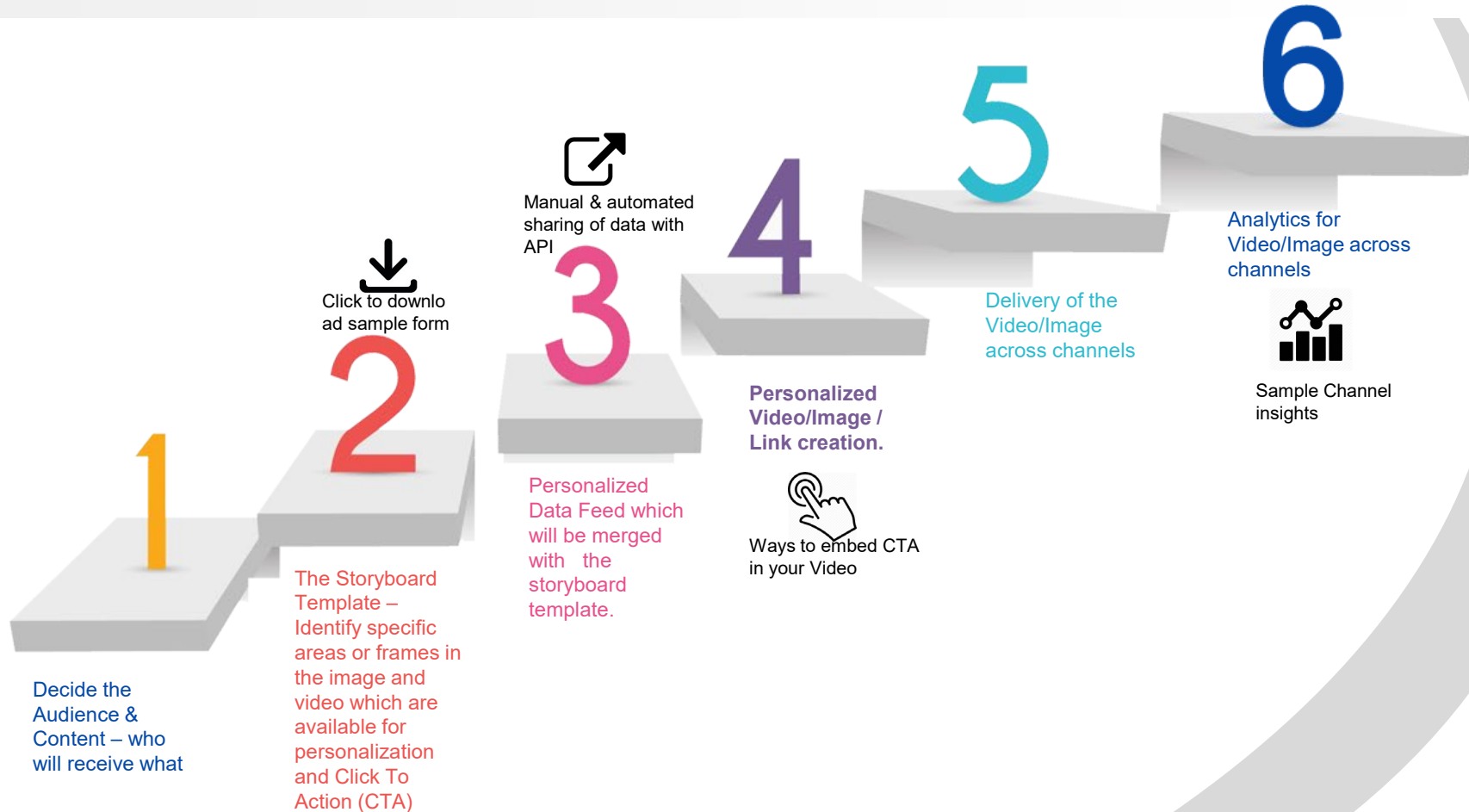


integration with internal
applications like CRM

VSPAGY – Personalized Offerings



On The Fly Video/Image Personalization

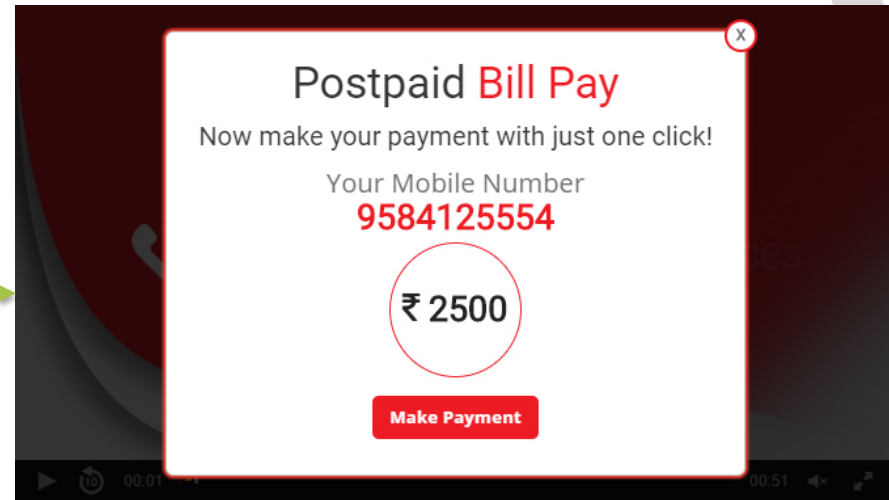
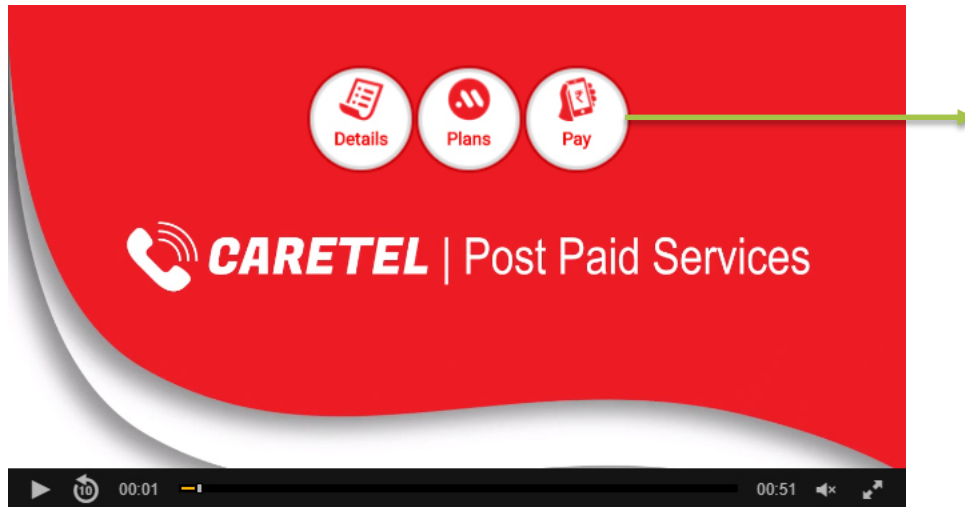


Personalized Interactive Video

Interactive Personalized Video drives the viewer to react and action through interactive options. This is simply the best engagement method to turn views into your desired results.

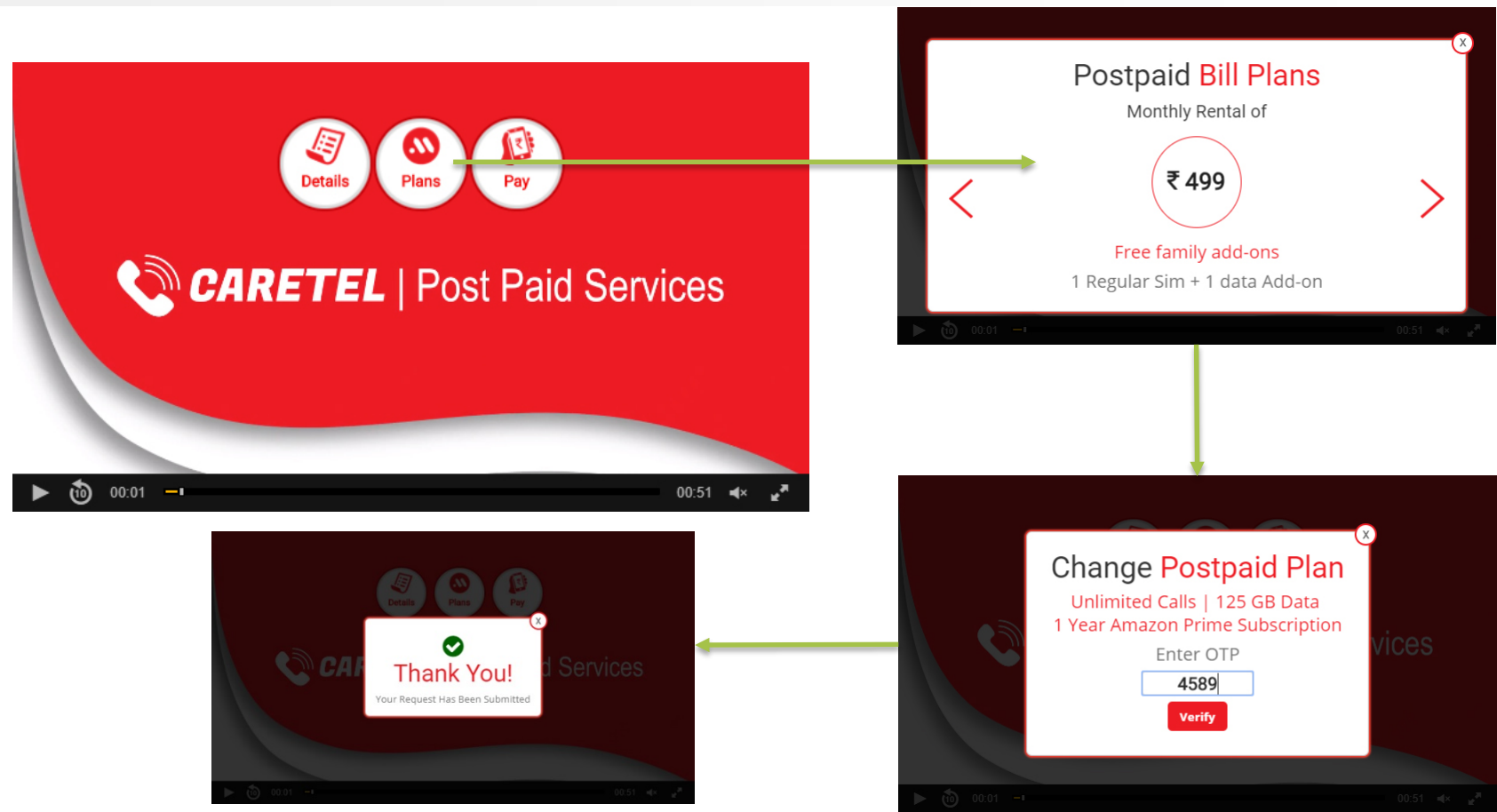
Allows you to customize your customer's experience and thus, entertain them by keeping them more engaged

Information received in an interactive Video retains focus, is personally relevant, and is even a recognized medium of education



Customer redirected to payment page

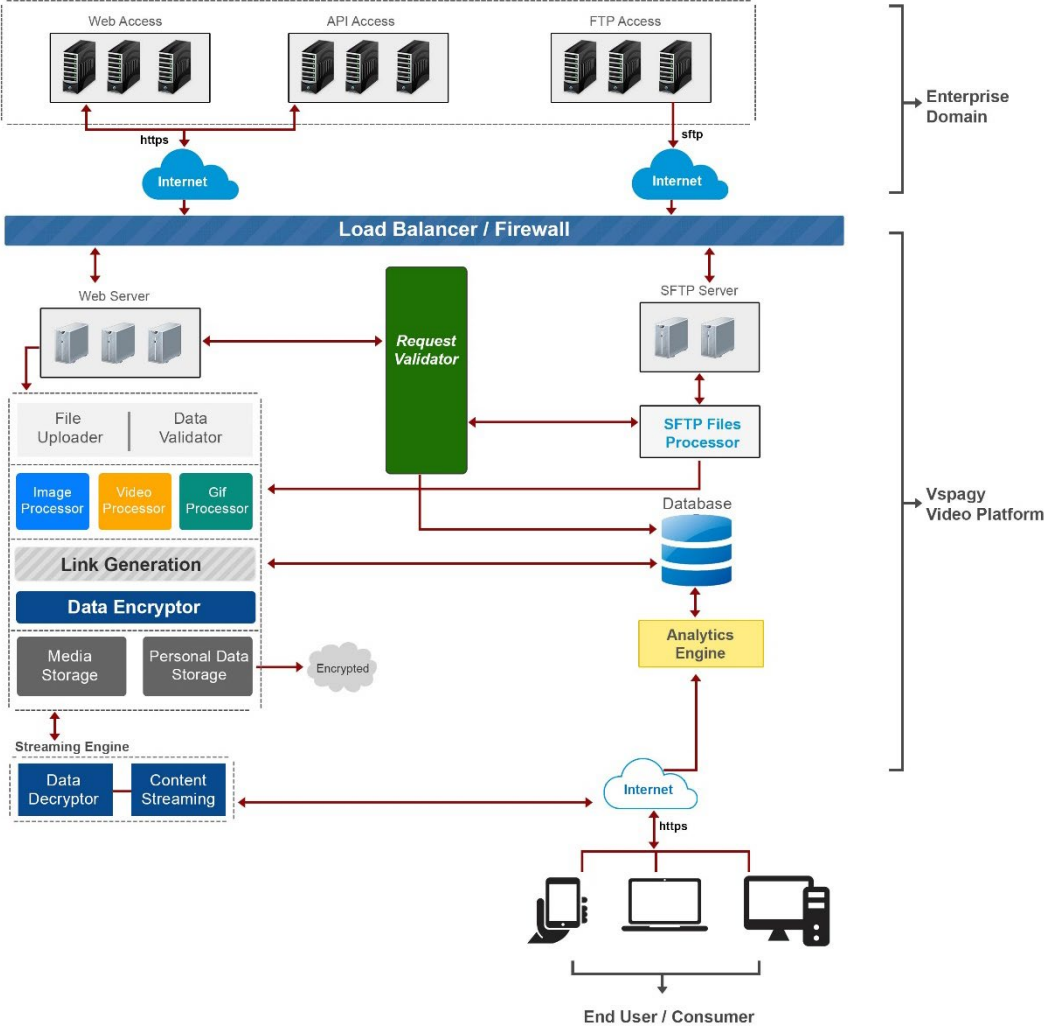
Personalized Interactive Video



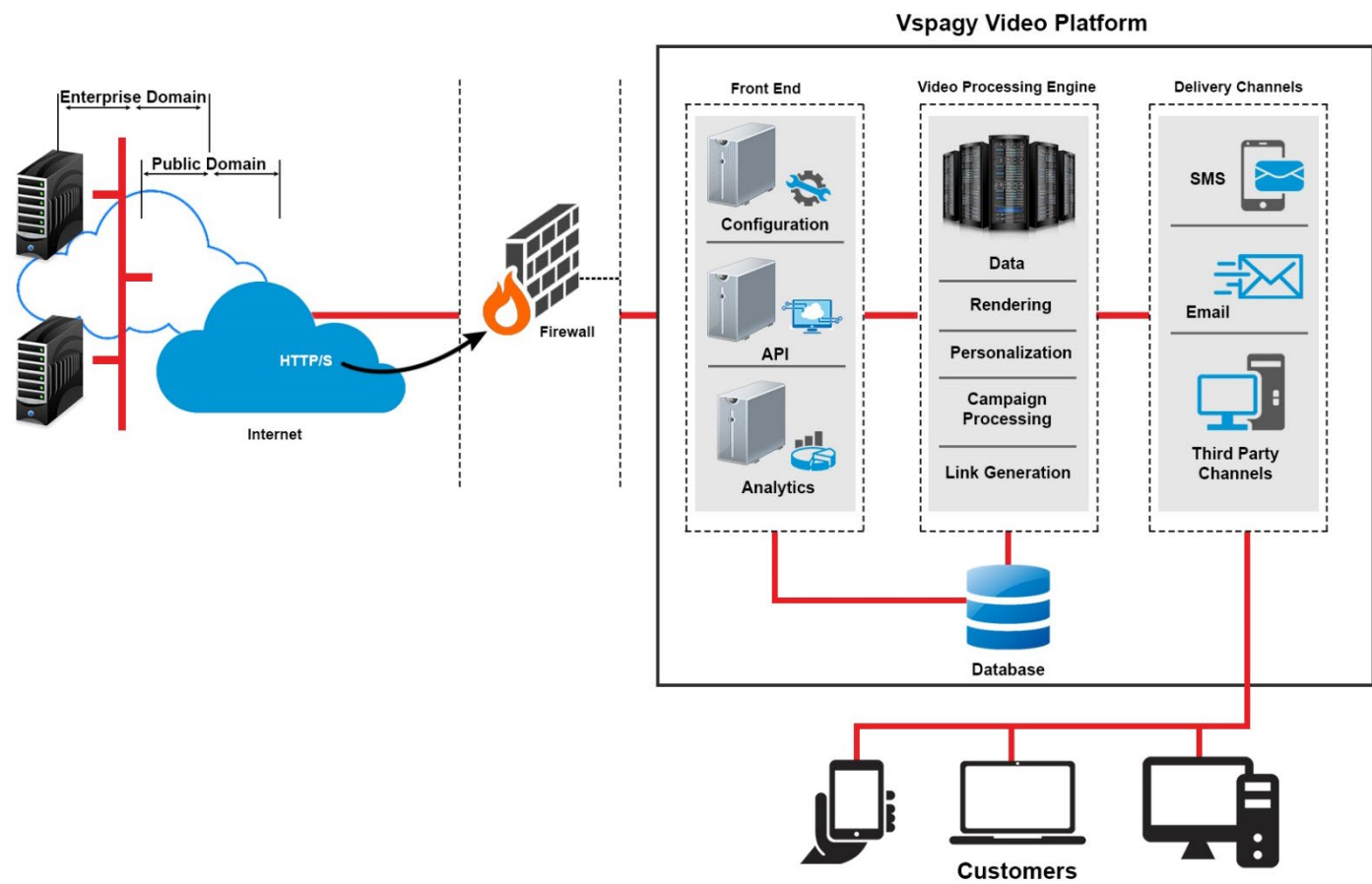
Personalized Interactive Video



Data Flow



System Architecture



- OWASP Compliance
 - SQL Injection
 - Broken authentication
 - Hide sensitive data exposure
 - XML External Entities
 - Cross Site Scripting (XSS)
 - Insufficient logging and monitoring
- Physical Security
 - Uses of locks, security guards, badges, alarms, and similar measures to control access to computers, related equipment (including utilities), and the processing facility itself.
- User Administration
 - Users granted accounts based on business need.
 - User responsible and accountable for all the activities performed by their owned accounts
 - User responsible for ethical use of the account and its associated privileges.

- **Data Backups**

- Regular backup of all important files, data, operating systems and test environments.
- Storage of all important documents and data in a safe place Server/Media.

- **Role Based System Access**

- Unauthorized system access prohibited. Every employee has been provided with their role based system access.

- **No Storage of Customer Data**

- Vspagy does not store any customer data
- Only pass personalization data as parameter to personalization engine and generates personalized link with reference to customer's reference ID.
- In case you use Vspagy SMS or Email delivery channel, personalized link will be generated against mobile number or email-id.

- **Data Storage Policy**

- All the sensitive data, passwords, credentials and personalization data provided by the enterprises are stored in encrypted form in the database
- All the personalized links are stored in a flat file in encrypted form
- When a streaming request comes from the customer, the respective flat file decrypted and merged with the raw media to start the streaming to the requester



Watch Demo

Headquarter

Office No. 16, Ground Floor, Tower A
Stellar IT Park, C-25, Sector-62,
Noida, U.P.-201309

India

Email – sales@vspagy.com

Phone - +91.120.4121301

Thank you