



PUT VIDEO TO WORK ACROSS YOUR ORGANIZATION



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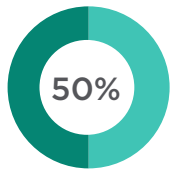
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PUT VIDEO TO WORK ACROSS YOUR ORGANIZATION

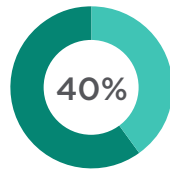
In today's hyper-connected world there is more digital clutter for us to sift through than ever before. In our work lives, we are struggling to connect authentically with customers, partners, and co-workers. So how do we cut through the noise and create experiences that matter? Video.

Video engages us on a deep level, quickly conveying more information than any other communication medium and tapping into what we feel—an emotional shortcut through the brain. This powerful ability to take communication to the next level isn't going unnoticed. Forward-thinking companies are leveraging video to create inspiring digital experiences that entertain, train, engage, influence, and convert like nothing else.

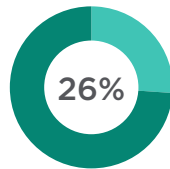
According to the analyst firm Aberdeen, on a year-over-year basis, companies that use video and rich media are achieving significantly better results than companies that don't, including:



50% increase in rate of total company revenue growth¹



40% greater decrease in customer acquisition costs²



26% increase in rate of profit margin growth³

While video often starts in marketing teams, it is quickly expanding into other parts of the business. From sales to support, ecommerce, corporate communications, and human resources, innovative companies are rolling out video company-wide and seeing serious business growth because of it.

Here's a look at what our customers are doing and how you can get the kind of results they are achieving by:

- Making video an integral part of digital experiences across your entire organization
- Evolving from just getting started with video to becoming a video leader
- Delivering measurable, bottom-line returns on video investments

SUPERCARGE MARKETING

Video is outpacing everything else when it comes to fostering engaging relationships between businesses and their customers, and leading marketers are taking note. They're integrating video into every step of the customer journey and seeing an increase in lead generation, conversions, loyalty, and referrals.

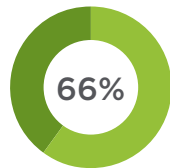
How are they doing it? The marketers really winning with video are those that are making it a holistic part of their strategy. Companies like [SAS](#), [Xero](#), [HCSS](#), and [ANA](#) are using video across the entire spectrum of their marketing activities and integrating it into their CMS, CRM, and marketing automation platforms. This allows them to easily incorporate video into web pages, social channels, emails, and newsletters. Plus, they are able to track all of their results from one place.

BY THE NUMBERS

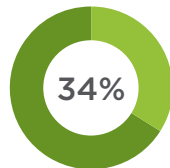
Marketers that use video and other rich media achieved the following year-over-year results compared to companies that did not.



50% increase in marketing's contribution to revenue⁴



66% increase in MQLs delivered to Sales⁵



34% higher website conversion rates⁶

GETTING STARTED

- Create YouTube and Facebook videos for awareness
- Add social players to increase time on site
- Experiment with hero videos on prominent site pages
- Collect basic viewer activity data

INTERMEDIATE

- Use video throughout the customer journey: landing pages, microsites, and video portals
- Tap into the immediacy and connections of live event streaming
- Add interactive links and cards to your videos
- Integrate video with your CMS
- Develop a social video strategy based on best practices
- Analyze engagement scores to refine marketing strategies

VIDEO LEADERS

- Add quizzes, branching and 360 to your videos
- Increase reach through direct and third party distribution
- Incorporate video into account-based marketing (ABM)
- Integrate video with CRM and marketing automation platforms (MAP)
- Leverage your analytics to enable personalization of content and post-conversion attribution

**WHERE ARE YOU
ON THE VIDEO SCALE?**

CREATE A HIGH-PERFORMING ORGANIZATION

Effectively onboarding and aligning talented and enthusiastic employees is a major factor in increasing the overall success of an organization. Now, HR, Training, and Corporate Communications groups are finding that video is the key to creating this kind of high-performing team.

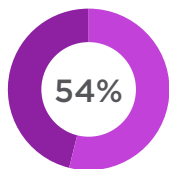
CORPORATE COMMUNICATIONS AND HR TEAMS

Live event streaming and on-demand videos are quickly becoming go-to resources for Corporate Communication and HR teams. Organizations like Smithfield Foods, [SAS](#), Restoration Hardware, and Dell EMC live stream important internal meetings like CEO addresses, earnings calls, and executive town halls to keep employees informed and to put a personal face on company messages.

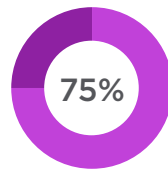
TRAINING

Training teams have also fallen hard for video. With video, every single employee, no matter where they're located, receives a consistent message and training experience—on their own schedule. Companies such as Samsung Electronics have built video hubs that engage their global workforce around everything—from administrative information to new skill development.

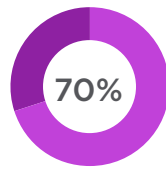
BY THE NUMBERS



54% of employees now expect to see video inside the organization⁷



75% of employees are more likely to watch a business video than read a written document⁸



70% of companies have already introduced video-based online training within their organizations⁹

GETTING STARTED

- Create and post on-demand training videos
- Live stream internal events
- Provide on-demand recordings of events and town halls
- Perform basic viewer activity analysis

INTERMEDIATE

- Add clickable video links throughout training content
- Create internal video galleries of employees and teams
- Integrate your video platform with the internal CMS
- Use single sign-on and IP restrictions to enhance security
- Analyze engagement scores to refine your video strategy

VIDEO LEADERS

- Curate employee-generated video galleries
- Implement live webcasts and live stream trainings
- Integrate with internal learning management systems
- Develop secure video training for partners and suppliers
- Analyze viewing data to track company engagement
- Add interactivity to videos to boost knowledge retention and ensure compliance certification

**WHERE ARE YOU
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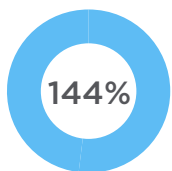
DRIVE REVENUE WITH ECOMMERCE VIDEO

Nothing brings online shoppers closer to an in-person shopping experience than video. That's why ecommerce retailers are embracing video at record speed. In fact, online retailers featuring video on their sites boost customer browsing time by 340%.¹⁰ Even better: ecommerce video increases add-to-cart-conversion by 37%.¹¹

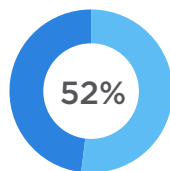
Companies like [Macy's](#) feature product demo videos, while travel brands like Grand Circle Travel position vacation-inspiring videos adjacent to their "View Dates and Prices" button. Sites like [Joyus.com](#) go even further, integrating video content with ecommerce platforms for even greater customer engagement. The integration allows for additional video features, including calls-to-action, hotspot interactivity, and live chat functionality.

Sites like [Cars.com](#) offer product launch galleries and recommend additional videos featuring items shoppers might like. They even produce editorial content to support their inventory. And brands like [Lowe's](#) and [Mitre 10](#) have become mini-media companies, creating long-form, TV-like content designed to drive brand awareness, loyalty, and subsequent customer purchases.

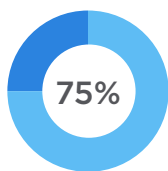
BY THE NUMBERS



144% increase in product purchases with the use of e-commerce video¹²



52% increase in confidence among consumers shopping with ecommerce video¹³



75% of U.S. millennials rely on ecommerce video when comparison shopping¹⁴

GETTING STARTED

- Use existing broadcast ads on website and social channels to boost discovery
- Create product information videos
- Analyze basic viewer activity data

INTERMEDIATE

- Create product demo and how-to videos
- Launch video galleries and portals
- Offer shoppable videos to drive purchases
- Live stream formal and informal marketing events
- Analyze video analytics to uncover purchase behaviors and increase cart values

VIDEO LEADERS

- Integrate shoppable elements into live streamed events
- Add interactivity and 360 videos to increase engagement
- Expand into AppleTV, Roku, and Amazon Fire
- Leverage individual viewing behaviors to enable personalization and revenue attribution
- Integrate video with your MAP and CRM platforms

**WHERE ARE YOU
ON THE VIDEO SCALE?**

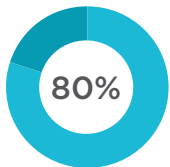
TURN CUSTOMER SUPPORT INTO A LOYALTY ENGINE

Customer loyalty is priceless. Satisfied customers make up a healthy portion of repeat business, and they're more likely to send first-rate referrals your way. But, in order to grow and retain a loyal customer base, it's crucial to provide support that delights and exceeds customer expectations. That's where video comes in.

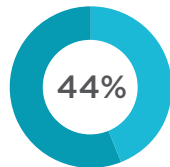
Big names like [Brit & Co](#) use DIY inspirational how-to videos and online classes that boost the overall customer experience. Small business accounting software provider [Xero](#) has taken this idea a step further, creating Xero TV, an entire video library of product guides and information. Extending that idea, [Mary Kay](#) and [Tableau](#) offer customers educational videos explaining how to do more with, and get more value from, their products—a creative approach that also drives upsells.

BY THE NUMBERS

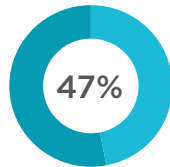
When learning about a new product or service...



80% improvement in customer retention rate after watching a video ¹⁵



44% of people prefer to watch a video, while 4% prefer reading a manual and 5% favor speaking to an expert ¹⁶



47% of customer service/customer experience teams are already supported by video ¹⁷

GETTING STARTED

- Use videos to introduce your support team members
- Send training videos to follow up on support calls
- Analyze video data to guide product improvements
- Post how-to videos and tutorials on your site and social channels

INTERMEDIATE

- Disperse video throughout support pages
- Create a comprehensive video portal for support content
- Add simple interactivity to how-to videos
- Create personalized videos from support team members
- Analyze viewer data to identify problem areas for product or training improvement

VIDEO LEADERS

- Augment how-to videos with recommended content
- Create video galleries for specific use cases, known problems, and best practices
- Use interactive branching in training videos to increase engagement and assess opportunities for improvement
- Use viewing data to proactively check customer health

**WHERE ARE YOU
ON THE VIDEO SCALE?**

CRUSH SALES QUOTAS

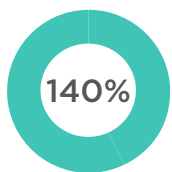
“Show, don’t tell” is a common mantra of top sales professionals. And that makes video a natural fit for engaging prospects. In fact, sales teams using video see a 38% lift in quota attainment, thanks to the added insight into buyer interests provided by analyzing video viewing behaviors.¹⁸

Direct sales teams that start by including video content in parts of their sales process are finding the results too good not to leverage video elsewhere. For example, software company [HCSS](#) has created a learning center on their website where potential customers can view a series of short videos answering questions related to their products and services.

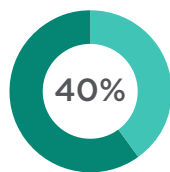
Channel sales and franchise organizations are using video as an effective and scalable way to deliver consistent messaging and training to their partners and franchisees. [Dunkin’ Brands](#) relies on video to keep its 2,000 global franchisees informed on new products, best practices, and service updates. Similarly, [SilverLine Athletics](#) shares live streamed and on-demand video content with over 45 partners to promote hundreds of sporting events every year.

BY THE NUMBERS

Sales teams that use video and other rich media achieved the following year-over-year results compared to companies that did not use video and other rich media:



140% increase in lead acceptance rate¹⁹



40% improvement in average deal size/contract value²⁰



4.3x reduction in length of sales cycles²¹

GETTING STARTED

- Create email campaigns with links to videos
- Show customer case study videos on your website
- Analyze viewer activity using data from disparate sources

INTERMEDIATE

- Create on-demand video demos
- Deliver personalized videos to prospects
- Use video for partner, channel training, and awareness
- Add basic interactive video links to your content
- Use engagement data to inform sales conversations

VIDEO LEADERS

- Add interactivity to videos to collect more in-depth prospect information
- Use video in account-based marketing (ABM) programs
- Incorporate video links into proposals and responses
- Incorporate individual video viewing analytics into your CRM system to easily identify hot prospects

**WHERE ARE YOU
ON THE VIDEO SCALE?**

TOP 4 TAKEAWAYS FOR TOTAL VIDEO SUCCESS

From departmental teams to global organizations, it's clear that companies are doing more with video. Most, however, are just getting started. The majority of brands, enterprises, and nonprofits are just scratching the surface of video's potential, using it for basic activities in one or two functional areas.

Throughout our decade of working with innovative video users, we've seen four key elements that are common to companies that succeed in doing more with video:

- A **comprehensive video platform** with the breadth of capabilities to support both internal and external business activities
- **Easy-to-use functionality** that helps all users deliver compelling video experiences without the need for coding or external technical resources
- **Enterprise-class manageability and security**, so that IT can support and manage video as a broadly-available, company-wide resource
- Access to **trusted video resources** to help design and support the implementation of a video strategy that drives measurable returns



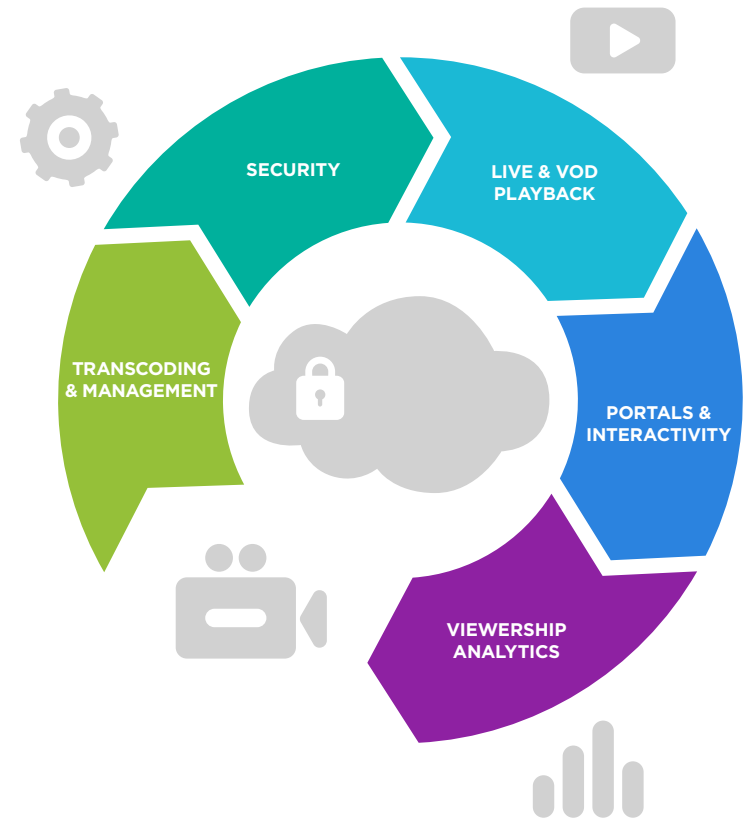
1 COMPREHENSIVE VIDEO PLATFORM

Capabilities to support both internal and external use cases are critical for video to succeed as a broad communications utility.

At a minimum, you should look for platforms that include:

- Fast, scalable transcoding
- A robust video content management system
- A fully customizable and high performing HTML5 video Player
- Fast, high-quality, and reliable video delivery
- A complete cross-platform solution for reaching the ever-expanding list mobile devices and Internet-connected TVs
- Reliable live video streaming
- Advanced video analytics across both your own sites and your social platforms
- Robust APIs, SDKs, and developer resources for easy integration with your existing IT investments
- Proven security, reliability, and scalability
- An extensive partner ecosystem that provides a wide range of proven, specialized capabilities that extend the core video platform

Given how quickly video technology is changing, it pays to look beyond a vendor's current functionality. Examine their track record of innovation over several years, and check out their roadmap of future development plans.



2 EASE-OF-USE FUNCTIONALITY

To get the most out of your video investment and promote organizational adoption of creating, managing, and publishing outstanding video experiences must be easy for every user, including non-technical teams. And even more than easy, you want a video solution that helps your functional teams be better at their jobs, whether that's marketing, sales, customer support, training or anything else. Look for solutions that offer the following:

Simple, Professional Video Portal Creation

Templates and wizards help non-technical users create professional, high-performing experiences utilizing video-rich portals and web pages. The trick is to find a set of tools that enables business users in any functional area to quickly create great video experiences without coding while at the same time helping video experts streamline many of their day-to-day tasks.

Easy Social Publishing

Your customers spend hours every day on social media. But natively publishing to multiple social media channels is time-consuming and error prone. And trying to analyze the results across multiple channels and compare them to your own website is even harder. Streamlining this task can yield a real competitive advantage.

Robust Live Streaming

Live streaming is getting a lot of love these days. Simplifying the end-to-end process, from encoding to creating dynamic video destinations before, during, and after the event to capturing and publishing clippings for on-demand use is becoming a mainstream need for both internal and external use.

Effective Analytics

Analyzing video viewing data to guide decision making should be at the heart of any video strategy. Effective analysis should span multiple levels of data, from viewing and engagement at an aggregate level down to a specific individual activities. The data should be accessible to both a specific vendor's own analytic tools as well as exportable to major third-party packages.



3 ENTERPRISE-CLASS MANAGEABILITY AND SECURITY

As video becomes a valued communication medium across the entire organization, IT teams are being asked to expand their support and management of this new utility. To help IT succeed in this role, a video platform must provide the following key capabilities:

Advanced Security and Control: companies need to ensure that sensitive video content remains secure and is only seen by intended individuals, be they internal employees or external partners. So, the ability to support single sign-on, define IP restrictions, and control permissions at varying levels of granularity is a must-have for virtually all organizations today.

High Network Performance: IT teams worry that widespread internal video viewing can put a strain on network performance. In many cases, IT has already adopted technical solutions to optimize their networks. Leveraging existing solutions for enterprise content delivery (eCDN) goes a long way toward addressing this concern.

Integration into Existing Technology Stacks: your company has invested huge amounts of time, money and expertise to create a robust technology infrastructure. You need to have your video solution leverage those investments. Vendor-supplied and supported integrations for core systems (e.g. CMS, CRM, Marketing

Automation, SSO, analytics, QoS, and more) is an important aspect of making video a manageable utility. So, too, is the availability of an open, API-rich platform.

Enterprise-Grade SLAs: Enterprise-Grade SLAs look for a clear service level agreement (SLA). This demonstrates a vendor's high level of confidence in the robustness and scalability of its solution.

Simplifying Complexity for Flawless Video Delivery: with continual pressure on their resources and budgets, IT teams don't have the time to troubleshoot and fix less-than-perfect video experiences. They depend on continual innovation by their chosen solution partner to deliver advances such as optimizing video quality with minimum bandwidth, future-proofing video libraries against format changes, using Quality of Service metrics to prevent or quickly resolve delivery issues, improving player performance, and supporting the explosion of new devices and formats.



4 TRUSTED VIDEO RESOURCES

Enterprise-class communication utilities require strong, trusted partnerships and shared commitments between an organization and its vendors. Support for video, with its rapid evolution and explosive growth, requires the following elements:

- **Global, 7x24x365 technical support** with response times that align with your business needs
- **Dedicated account managers** and customer success specialists with deep video production experience to support both end users and IT teams
- **Professional services** for consultation, special customizations, or key development projects



BRIGHTCOVE: START, GROW & SUCCEED WITH VIDEO

We're passionate about video and delivering impactful business results. We've helped thousands of companies in almost every corner of the globe start and grow with video. And now we're on a mission to help organizations take the benefits they are seeing and realize them on a much larger scale.

To help you put video to work across your organization we're focused on:

- Helping you make video an integral part of every digital experience
- Supporting your growth from getting started with video to becoming a leader
- Ensuring you deliver measurable, bottom-line returns on your video investments

Our video platform has been uniquely architected to provide a single solution for all your video needs, internal and external. So, with us, your company can start—and grow—with the best.



BRIGHTCOVE: ENTERPRISE CLASS SOLUTION

GARTNER NAMES BRIGHTCOVE A LEADER IN ENTERPRISE VIDEO

We've made it a focus of ours to address key elements that companies need in order to treat video as a communication utility—including security and manageability. Research and advisory firm Gartner recognized this when they ranked us a Leader in their [Enterprise Video Content Management Magic Quadrant](#).

THE TECHNOLOGY SERVICES INDUSTRY ASSOCIATION LOVES OUR SUPPORT

Our award-winning customer service team has been designed to deliver the industry's highest level of support, and has been recognized by the Technology Services Industry Association (TSIA) as a Certified Support Staff Excellence Center for three years in a row.

Figure 1. Magic Quadrant for Enterprise Video Management



This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Brightcove.

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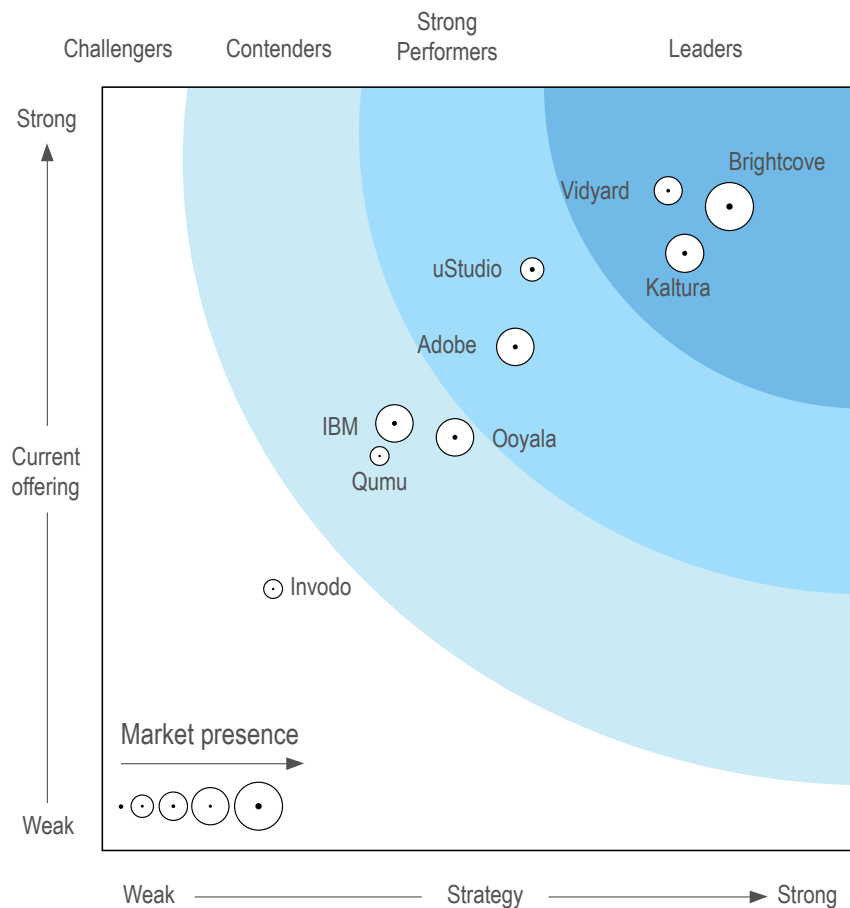
DON'T TAKE OUR WORD FOR IT

FORRESTER NAMES BRIGHTCOVE LEADER IN ONLINE VIDEO PLATFORMS FOR MARKETING AND SALES

We're known for marrying ease-of-use with powerful functionality so that all users can deliver great video experiences, no matter what their coding experience is. Market research firm Forrester recently recognized our ongoing success in this area by naming us as a Leader in its Wave for Online Video Platforms for Sales and Marketing.

FROST & SULLIVAN SAYS BRIGHTCOVE IS A GLOBAL LEADER

Our ongoing market dominance, breadth of easy-to-use, scalable video products, outstanding customer experience, and strong global brand led business consulting firm Frost & Sullivan to recognize as the global [market leader in the online video platform \(OVP\) market](#).



Source: The Forrester Wave™: Online Video Platforms For Sales And Marketing Q4, 2016

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ABOUT BRIGHTCOVE

Brightcove, Inc. is the leading global provider of powerful cloud solutions for delivering and monetizing video across connected devices. The company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring, and monetizing video across devices. Brightcove has thousands of customers in over 70 countries that rely on the company's cloud solutions to successfully publish high-quality video experiences to audiences everywhere. To learn more, visit www.brightcove.com.