

ENGAGEMENT+ MEASUREMENT

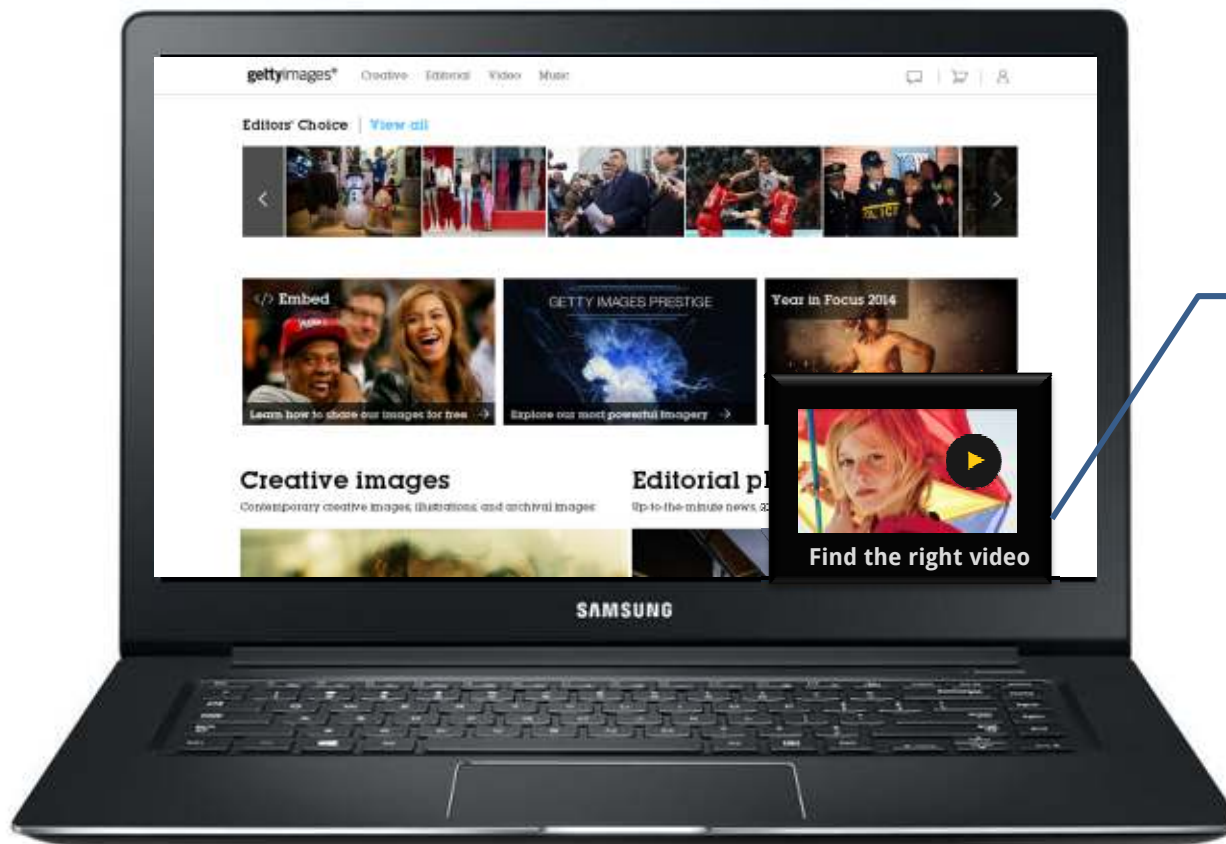
Video Engagement Campaigns

Set up video landing pages with time-based interactions like question, poll or a lead generation form



Video Targeting

Understand user behavior on the website and target relevant videos to improve conversions



Video Conversion

Enable hot spots on video and hyperlink products in the video to direct viewers to the store page

The image illustrates the concept of video conversion through a practical example. A laptop screen shows a video of a young child with freckles, wearing a red jacket and holding a red umbrella. A yellow hot spot overlay with a hand cursor icon and the text "Click to download coupon" is positioned over the video. To the right of the laptop is a mockup of the "Marvellous Malaysia" website. The website header features the brand name and a hero image. Below the header, the "Your Malaysia package includes" section lists various travel perks with checkmarks. A "Book today" sidebar on the right contains a form for booking, including fields for first name, last name, email address, and a dropdown for the number of guests, along with a "Contact me" button. At the bottom right, a green callout box states: "Create hotspots on video and link it to store page".

Marvellous Malaysia

Book today

Adult from
Rs 62,999

First name Last name

Your email address

Number of guests

Country

Contact me

Marvellous Malaysia

Your Malaysia package includes

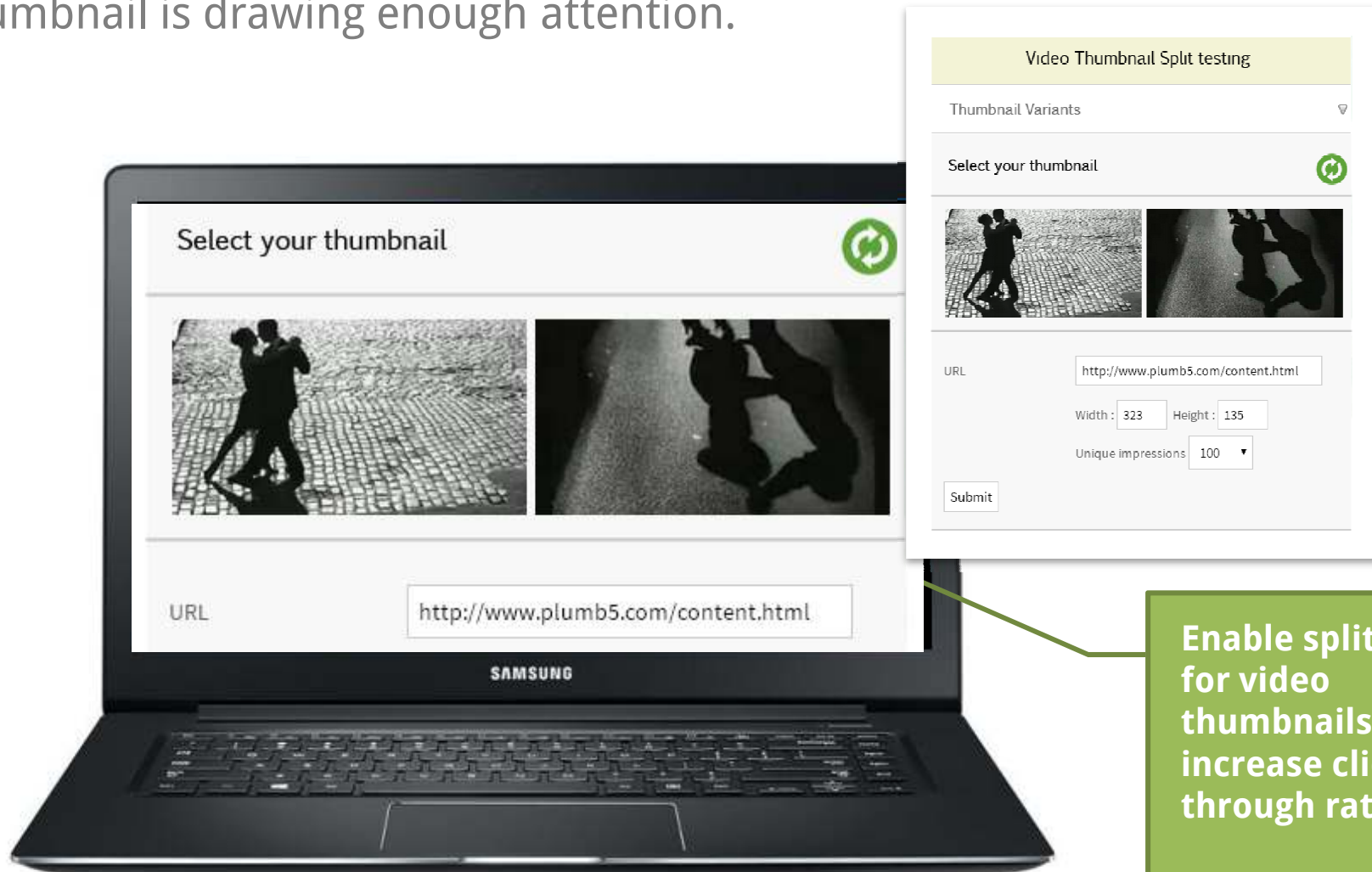
- Return economy airfare (Eis-Mumbai or Eis-Udhay)
- Travel guard only from at Kuala Lumpur with breakfast
- 2 night accommodation at Taman Negara with breakfast
- Malaysia tourist visa
- 1 night accommodation at AP-annua Resort with breakfast
- 2 night accommodation at Kuala Lumpur with breakfast

Key highlights

- AFamersa Cowboy Town and Animal World Safari at AFamersa Resort
- Celebrity walkway on the largest suspension bridge in the world
- Rapid Shooting and jungle night walk in the beautiful rainforest in Taman Negara

Video Click-through Optimization

Run split tests on video thumbnails and make sure, the video thumbnail is drawing enough attention.



Video Thumbnail Split testing

Thumbnail Variants

Select your thumbnail

URL:

Width: Height:

Unique impressions:

Submit

Enable split test for video thumbnails and increase click-through rates

Video Analytics by Usage

Get Performance metrics by number of impressions, video length played, by location, by sources and by campaigns

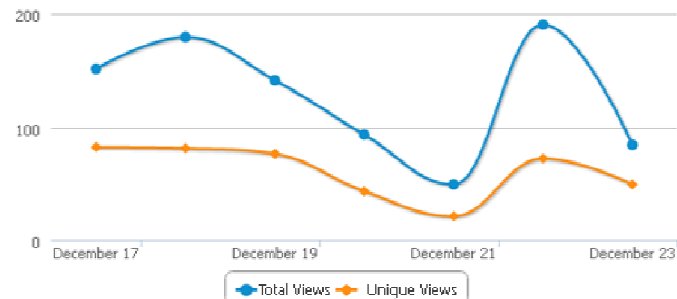
Measure each video campaign by popularity, effectiveness, by sources, and by campaigns

<http://ecom.plumb5.com/#store>

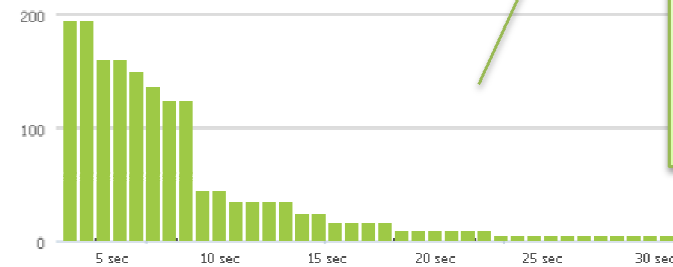
December 2013 - December 2013

DAY WEEK MONTH YEAR

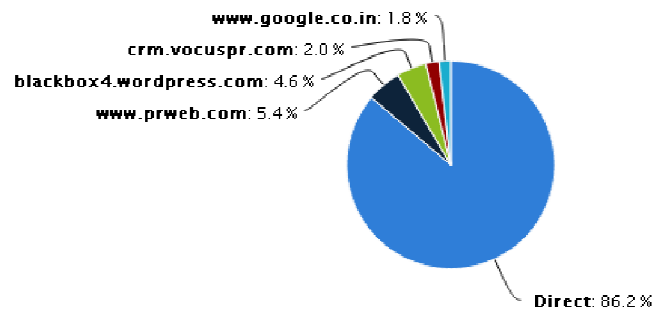
Weekly Popularity



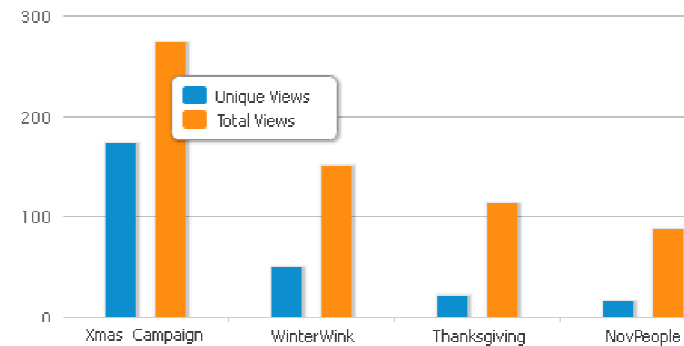
Effectiveness
Time Spent on Video



By Sources



By Campaigns



Video Analytics by User

Know which prospect/customer has seen the video and plan your next video campaign for effective demand generation

Check which user has seen a particular video campaign

All Contacts(Group - Thanksgiving)

Actions

Select Group for action

Filter By

People who have watched your "Thanksgiving" Video

<input type="checkbox"/> Name	Email Id	UCP	Valid MailId
<input type="checkbox"/> arun.indian	arun.indian@gmail.com		
<input type="checkbox"/> Madhu	madhu.rangalah@decisive.in		
<input type="checkbox"/> maurice.montoya	maurice.montoya@kreo.co		
<input type="checkbox"/> colleen	colleen@zaxcom.com		
<input type="checkbox"/> Vineeta	vineeta@decisive.in		
<input type="checkbox"/> gaurabs	gaurabs@drreddys.com		
<input type="checkbox"/> Jon	jziman@capcoverage.com		
<input type="checkbox"/> Arthur	arthur.hein@jarchem.com		
<input type="checkbox"/> Catherine	catherine.way@guycarp.com		
<input type="checkbox"/> Joshua	jsmith@hertz.com		
<input type="checkbox"/> Brad	bhancock@flowonix.com		
<input type="checkbox"/> Lorry	dicecco@marstonslundy.com		
<input type="checkbox"/> Shirley	shirley@tonathome.com		

Understand user's behavior after watching the video

R

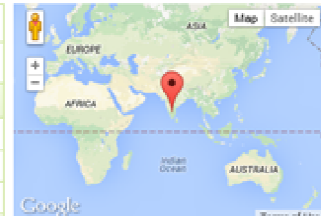
Lead from Plumb5 form

plumy1@gmail.com

IP Address : 27.34.243.30(m-5769)

VISITOR SUMMARY

Total Visits/Sessions	: 3	▲ 100%	Source Score	: 0	0%
Total Page views	: 8	▲ 100%	Page Score	: 9	▲ 100%
Total Purchases	: 0	0%	Time Score	: 6	▲ 100%
Average Time spent	: 2 Min 18 Sec	▲ 100%	Depth Score	: 2	▲ 100%
Bounce rate	: 0	0%	Frequency Score	: 6	▲ 100%
Last visited on	: Dec 23 2014 01:16:51 PM		Recency Score	: 8	▲ 100%
Location details	: BANGALORE, SOUTH INDIA, INDIA		Group Score	: 0	0%
Percentage is displaying based on monthly comparison.			Total Score	: 31	



Clickstream Mail Buzz Demographics Transactions Engagement Community

Last Session	Flow Analysis	Tag	Date
Direct	http://ecom.plumb5.com/	Plumb5 for your Online Store	Dec 23 2014 01:16:09 PM
	http://widgets.plumb5.com/	Plumb5 Widgets: Online Engagem...	Dec 23 2014 01:16:46 PM
Session 2	Flow Analysis	Tag	Date
Direct	http://plumb5.com/	Plumb5: Real time Customer Ana...	Dec 23 2014 12:41:55 PM
	http://plumb5.com/Mail.html	Plumb5: Automated Drip Email M...	Dec 23 2014 12:42:09 PM
	http://plumb5.com/content.html	Plumb5: Content Measurement an...	Dec 23 2014 12:43:05 PM
	http://plumb5.com/Lead.html	Plumb5: Multi-Channel Lead Man...	Dec 23 2014 12:44:18 PM
	http://plumb5.com/aboutus.html	Plumb5: About us	Dec 23 2014 12:48:03 PM
View More			

Video Attribution

Include video views to your attribution analysis and measure how much each video contributed towards conversions.



Add Video as an interaction source and measure video attribution

measure your **video campaigns** on

www.plumb5.com