



How Agencies Can Differentiate Using Personalised Video

Merge data and video to wow your clients



Agile Creativity: The Evolving Role of Agencies

Long gone are the days of *Mad Men*, where a single brilliantly creative idea and a bit of wining and dining was enough to land a new client. Clients are increasingly becoming more sophisticated in their understanding of their audiences and expect their agencies to help them translate these understandings into tangible results.

This requires agencies to adapt to the new reality by understanding how to work with and leverage data to deliver more impactful results to their clients.

How Does Personalised Video Help Agencies?

Video is by far the most effective communication channel: People retain and process audiovisual information much more effectively than any other media. However, video isn't usually data-driven, so it's often limited to big branding campaigns.

Personalised Video combines video and data to deliver a more effective form of video communication. Data-driven video speaks to an individual and changes based on demographic or contextual data. They are always relevant, always engaging, always effective.

We like to think of Personalised Video as low-hanging fruit – it's the fastest and easiest way to turn data-driven insights into tangible results for your clients.



Video

+



Data

+



Automation

=



Personalised Video

8x conversion
5x engagement
17x ROI

Personalised Video: When To Use It

Personalised Video has proven to be a powerful marketing tool across industries and customer lifecycles. Leading brands in banking, insurance, hospitality, ecommerce, travel, telecommunications and other sectors are using the technology to acquire new customers, onboard them and manage key moments in their lifecycle.

Sales

Leverage customer data for cross-selling and upselling, showing customers only the most relevant offerings. With this data-driven approach, clients have increased product sales by 3x.

Acquisition

Stand out from the digital noise with hyper-targeted content. Dynamic Video Ads beat legacy video formats with up to 5x higher CTR and up to 7x return on ad spend.

Onboarding

Make complex offerings easy to understand and add a human touch to the onboarding experience. Campaigns with 10x engagement speak for themselves.

Service

Serve your customers 1:1 at scale. With Idomoo, you can even add interactivity so customers can self-serve. We've seen personalised bill explainers slash call volume by nearly 75%.

Retention

Reach out when it matters most. Renewals, anniversaries, loyalty benefits and more are key opportunities to engage, and Personalised Video makes it easy, reducing churn by over 35%.

While our platform supports campaigns of all sizes, the ideal client has a significant database of accessible customer data.

Why Idomoo? It's All About the Platform

Built for the world of dynamic, data-driven video, our fully open Next Generation Video Platform leverages automation tools, AI and more to make launching campaigns stress-free.



Performance at Scale

Got clients with a massive audience? No problem. Render millions of Personalised Videos in up to 100x real time.



Quality at Scale

Got clients with a massive audience? No problem. Render millions of Personalised Videos in cinematic quality and in up to 100x real time.



Ease of Use

Our self-serve platform offers built-in integrations and robust APIs. Launch campaigns quickly and track results in our analytics dashboard.



Enterprise-Grade Security

We're ISO 27001 information security management certified and SOC 2 Type 2 compliant, able to meet the most stringent security demands.

How To Test Out Personalised Video

While data-driven video can sound complex, it really doesn't have to be. Our self-serve platform makes it easy. We use the same tools and processes you're used to, like Adobe After Effects, to make the transition from generic videos to Personalised Videos as seamless as possible.

NO RISK

Any agency can sign up for free [on our website](#) and get 100 video rendering credits. Signing up gives you complete access to our tools and even the ability to launch a small campaign at no cost to you.

SIMPLE TOOLS

Download our Adobe After Effects plugin to personalise new or existing video content. Upload user data via a CSV or real-time API call. Play around with the platform to build different stories and explore the future of video.

COMPREHENSIVE SUPPORT

View our training and support materials on our [Academy](#) or reach out to our support team with any questions. But first, be sure to read our [best practices](#) for a quick intro to the world of Personalised Video.



With Idomoo, we were able to create a full Personalized Video campaign in a very short timeframe, managed in a single place. The Idomoo platform perfectly fits into our existing animation and video creation workflow. We can keep using the tools we always have been using.

— **Pieter Mylle**
Multimedia Innovation Consultant, Instruxion



Idomoo's platform has enabled our agency to provide our clients with the ability to communicate with their customers in a manner which allows them to foster a deeper personal and emotional connection. Our agency worked with Idomoo to create the award-winning campaign for Barclays and we look forward to leveraging Idomoo's technology in order to build future campaigns.

— **Russell Garn**
Creative Director, RAPP

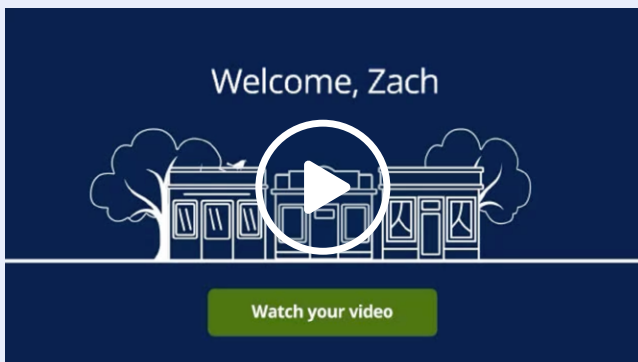
Idomoo Solutions



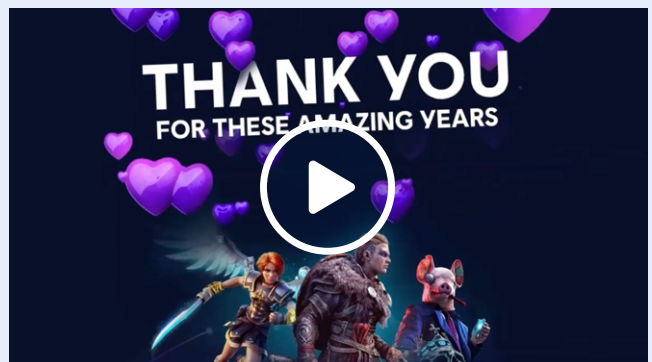
Personalised Video
Based on enterprise customer data



Interactive Video
Incorporating user engagement



Personalised GIFs
For quick and simple campaigns



Personalised Infographics
Shareable and dynamic

Idomoo Next Generation Video delivers proven results across industries.

Google

CHASE 

DIGITAS

Bell

Undertone.
by Perion

NAVY
FEDERAL 

 UBISOFT

American 

SAATCHI & SAATCHI


mastercard.

Epsilon®

 ZURICH®

EA


vodafone

unicef 

To learn more about creating Personalised Videos:

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