

Platform Licence: What's Included

Our basic platform licence includes everything you need to set up, launch, monitor and optimise your Personalised Video campaigns. You will gain access to the same platform capabilities that power the biggest and best campaigns launched by our clients.

The platform licence even includes some professional services, such as training, technical support and expert consultation, as detailed below.

The Platform Licence Includes:

Platform Features	
Native Personalised Video (cinematic quality at scale)	✓
Industry-leading video rendering engine (up to 100x real-time rendering)	✓
Unlimited personalisation capabilities: text, images, audio, video-in-video, scene selection, unlimited variables	✓
Interactive Video capabilities	✓
Authoring tools: Adobe After Effects plugin, Idomoo Scene Builder	✓
Programming tool: Idomoo Storybuilder	✓
Automation tools and integrations	✓
Full developer API access: storyboard, scene, metadata and personalised thumbnail APIs	✓
Personalised GIF capabilities	✓

Robust Security Protocols	
API data transfer	✓
In-platform data transfer (via CSV file or manual entry)	✓
User-generated data input	✓
In-web/in-app data transfer	✓
ISO 27001 information security certified	✓
GDPR compliance	✓
HIPAA compliance	✓

Analytics	
Analytics dashboard	✓
Automated reporting	✓

Landing Page Tools	
Landing page builder	✓
Third-party landing page support	✓
CTA builder	✓
Idomoo video player	✓
Video hosting	✓
Social sharing integrations: Facebook and Twitter	✓

Training	
Adobe After Effects plugin	✓
Idomoo Storybuilder	✓
Audio guidelines	✓
Quality assurance training	✓
Idomoo Academy access for training and best practices	✓

Technical Support	
Basic technical support	✓
Technical consultations (data, IT, landing page, etc.)	✓
Limited Customer Enablement Team support	✓

Creative Support	
Idomoo Personalised Video best practices consultation	✓
Idomoo distribution best practices consultation	✓
Access to template scene libraries	✓

Other Services (additional costs may apply)		
✓ Creative studio: end-to-end video production services	✓ Quality assurance	✓ Post-launch analysis and optimisation
✓ Project management	✓ SFTP data transfer	✓ Stress testing and optimisation for large-scale campaigns
✓ Technical setup	✓ Survey tool	