



## How Agencies can Differentiate using Personalized 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.

### What is Personalized Video and why should I care?

Video has always been the most effective communication channel: people retain and process audiovisual information far more effectively than any other media. However, video is not data-driven and therefore has mostly been limited to big branding campaigns.

Personalized Video (PV) combines video and data to deliver a more effective form of video communication. PVs speak to an individual and change based on demographic or contextual data. PVs are always relevant, always engaging, always effective.

PV is a low hanging fruit: It is the fastest and easiest way to turn data-driven insights into tangible results for your clients.



Personalization

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Video

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Personalized Video

**6X** Conversion

**19%** Sales Uplift

**80%** Higher Conversion

**68%** Higher Retention

**5X** CTR

**4X** Brand Recall

## Personalized Video: Who is it right for?

Personalized Video has proven to be a powerful marketing tool across industries and customer lifecycles. Leading brands in Banking, Insurance, Travel & Hospitality, eCommerce, Telco, Utility and other sectors are using the technology to acquire new customers, onboard them and manage key moments in their lifecycle.

### Onboarding

A warm & personalized video message is a great way to welcome new clients or onboard existing clients onto new products. Wow your customers from the get-go, avoid confusion and get your relationship off to a great start!

### Retention

Engage with your customers at key points during their lifecycle. Renewals, special occasions or loyalty programs all present great opportunities to delight your customers with a Personalized Video.

### Acquisition

Dynamic Video Ads on Facebook beat out all legacy video formats, delivering vast improvements to CTRs and Brand Recall.

### Cross-Sell and Upsell

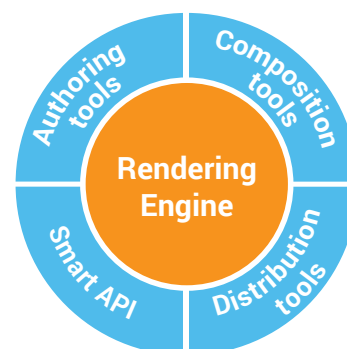
Leverage what you know about your customers to deliver customized offers of relevant products or services, at the right place and time and in a non-intrusive way. Using PV makes new products appealing, relevant and easy to understand.



While our platform enables PV campaigns of all sizes, the ideal client has a significant database of accessible customer data or a meaningful advertising budget.

## Why Idomoo? It's all about the Platform

At the heart of everything we do is our open, full stack Personalized Video as a Service (PVaaS™) platform. Purpose-built for a world of dynamic, data-driven video. Our platform allows for creating, producing, distributing and maintaining any PV campaign without friction or headaches.



**Native Personalization:** Dynamic elements are rendered frame-by-frame for each video rather than added on as an afterthought, delivering the highest quality Personalized Videos on the market. We call it Native Personalized Video.



**No Headaches:** Launching a PV campaign has never been easier with our full stack PV platform, purpose-built for a world of dynamic video.



**Enterprise Grade:** Real time rendering, secure data handling and purging, auto scaling. You can always trust our enterprise-grade platform.

## How to Dip Your Toes into Personalized Video

While data-driven video can sound dauntingly complex, it really doesn't have to be. Idomoo's PVaaS™ platform removes friction from the process and facilitates your agency's entry into the PV space. We use the same tools & processes you're used to like Adobe After Effects, in order to make the transition as simple as possible:



**No Risk:** Any agency can sign up for free on our website and receive 100 video rendering credits. Signing up gives you complete access to our tools and even the ability to launch a small POC campaign at no cost to you.



**Simple Tools:** Download our Adobe After Effects plug-in and learn how to Personalize existing or new video content. Upload user data using a CSV file or a real-time API call. Play around with our Storybuilder and see what the future of video looks like.



**Comprehensive Support:** View our training and support materials on our [Academy](#) or reach out to our support team with any doubts. But first, be sure to read our [Best Practices](#) for a quick intro to the world of PV.

INSTRUXION  
TAILORMADE STORYTELLING SINCE 2001

” 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 at Instruxion

RAPP

” 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, Associate Creative Director of RAPP (an Omnicom company)



## Idomoo Solutions

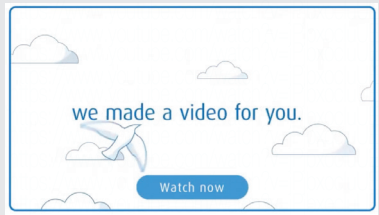


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**Idomoo Personalized Video Marketing:**  
Based on Enterprise CRM data.



**Idomoo Dynamic Video Advertising:**  
Based on 3rd party data.



we made a video for you.

[Watch now](#)

**Idomoo Personalized GIFs:**  
For quick and simple campaigns.



**Idomoo for Chatbots:**  
Based on user input

Our Native Personalized Video services deliver proven results across industries



For additional video marketing resources or to learn more about creating Personalized Video [click here](#).

