

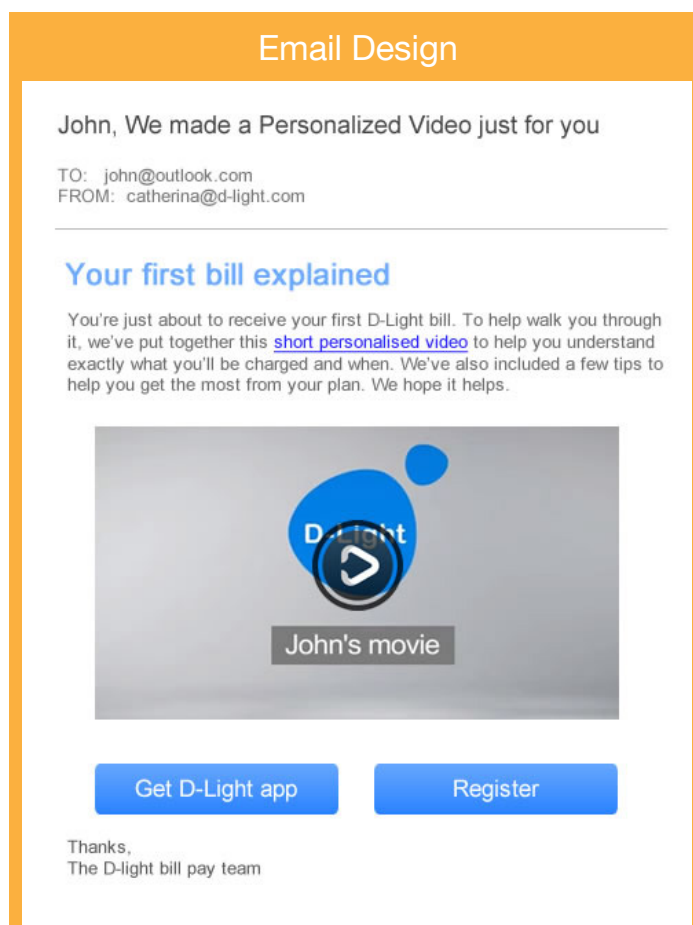
## Personalized Video (PV) Best Practices

Creating a successful Personalized Videos is half art, half science. While creating Personalized Videos is not entirely dissimilar from creating engaging generic videos, there are some important differences unique to the realm of PV.

Based on our work with over 100 enterprise clients, we have compiled this list of best practices as a quick reference to help you create the most engaging and impactful videos.

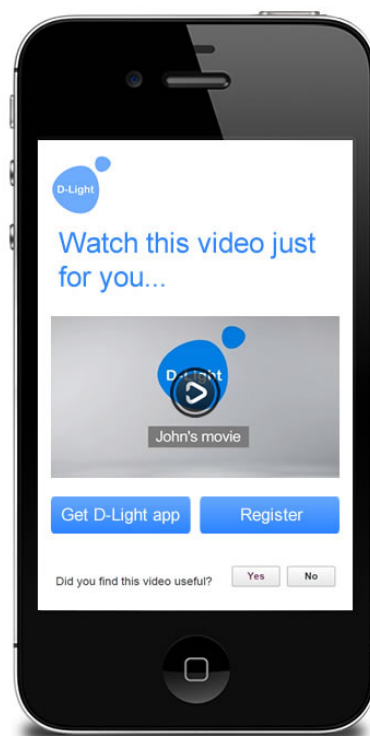
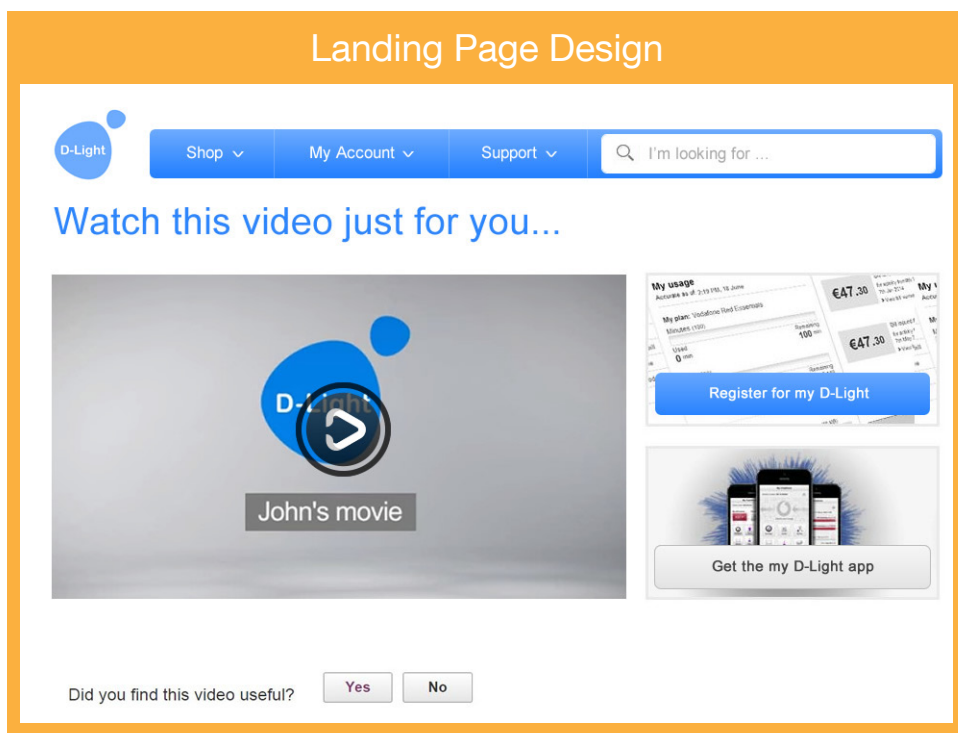
### Personalized Videos Distribution

- ➔ **PV distribution methods:** It is recommended to distribute the videos or links through multiple channels in order to reach the largest number of customers possible. This could include email, text messages, mobile apps, online portals, TV sets, etc. If the customer did not view the PV, an escalation policy should be used, e.g: resend the email with different subject or send using another channel.
- ➔ **Email / text message header:** Should make use of the recipient's name and indicate that the linked video is personal and created just for them. For example: "Mr. Smith, watch this Personalized Video we created just for you".
- ➔ **Email structure:** Personalized Videos should be delivered in a dedicated email rather than inserted into a standard mailing; If added to an existing EDM campaign, thumbnail to watch the video should be at the top of the email.
- ➔ **Thumbnail:** The video thumbnail should be perceived as an actual player; by using a personalized frame from the video or in the spirit of the video with personalized text such as "John, click to view your video". Recommended thumbnail size is 360x460, with a superimposed "Play" button to strengthen the perception of an embedded player.
- ➔ **Hyperlink:** A textual hyperlink should appear above the thumbnail in order to address devices that may not be able to view the thumbnail itself.
- ➔ **Calls To Action:** Personalized Videos are very effective at driving action. CTA buttons can be displayed in the body of the email, under the thumbnail. However, this should only be done if it supports the established business goals, i.e. if customers clicking the CTA buttons without watchign the video is an acceptable or desireable outcome.
- ➔ **Mobile:** Optimizing the number of clicks on mobile significantly drives engagement (a general rule is that Click Through Rates on mobile are impacted by the ratio of  $1/n$ , where  $n$  is the number of clicks). A 1-click experience is recommended, as long as customers viewing the video without accessing the Landing Page is an acceptable outcome.
- ➔ **Communication:** In order to drive up engagement and drive action, it is highly recommended to communicate to customers ahead of time that they will be receiving a Personalized Video. This can be done through various customer communication channels including emails, text messages, online/offline customer magazines, through customer care, in-store, via TV spots, etc...



## Landing Page

- ➔ **Layout:** Should be clean and simple with the Player featured prominently as the main element to the Landing Page. Other elements should be limited to CTA buttons and branding. Both Player and CTA should appear above the fold.
- ➔ **Idomoo Player:** It is highly recommended to use the Idomoo Player. It provides rich built-in analytics and supports all devices.
- ➔ **CTA buttons:** Calls To Action should be clear and prominent. Their positioning should be in line with the video content (e.g. a video indicating to "click below" should be accompanied by CTA buttons below the Player).
- ➔ **Mobile:** Landing page layout should be optimized for mobile view as well as PC. The best way to implement this is by having 2 designs (mobile and PC), and re-direct to mobile based on User-Agent detection. Bear in mind that an average of 60% of emails are opened nowadays via smartphones.
- ➔ **Autoplay:** Implementing autoplay on the Landing Page is highly recommended, as it reduces the number of required clicks and is not too obtrusive given that the customer has already chosen to view the video.
- ➔ **A/B testing:** A/B testing is encouraged around Landing Page layout, as well as other features such as email structure, number of CTAs, etc...
- ➔ **Surveys:** Including a simple survey on the Landing Page is encouraged as a way to gain direct and immediate customer insights. Idomoo provides access to a 3rd party survey API, with the survey appearing once the video reaches 90% of its total length.



## Video

- ➔ **Tone:** The tone should be warm, welcoming and personal. The primary goal of the PV is to be useful to the customer. Use simple language and avoid industry jargon like “IRR”, “billing cycle”, etc. If the goal of the video is to drive sales, this is best achieved through a soft sale, as part of a customer-centric video.
- ➔ **Structure:** Personal Videos should follow the AIR structure:
  - **Awareness** – Provide useful information
  - **Insights** – Help with analyzing and understanding the content
  - **Recommendation** – Drive customers to perform an action
- ➔ **Length:** It is important to keep communications succinct due to viewers' dropping attention spans. Whenever possible, videos should be kept to under 90 seconds. For FB Connect integrations, videos should be kept to under 60 seconds.
- ➔ **Focus:** It is important to stay focused on the key messages and supporting information. This helps in driving customers to action.
- ➔ **Beginning:** Early personalization is important to improving engagement. Viewers should see that the video is personalized in the first few frames, for example by including their name in the salutation.
- ➔ **Takeaways:** Viewers should be able to tell with ease whether the information that is being communicated to them is positive or negative and whether a specific action is required or recommended.
- ➔ **Visualization:** Visualization is a key advantage of video. It is therefore critical to find effective ways to visualize the data that is shown to the customer in order to help her understand, trigger an emotional reaction and dramatically increase the information retained. Visualizations can be explicit (graphs, charts, etc...) or more subtle (e.g. by showing a car while talking about possible uses for a loan).
- ➔ **Creative:** Engaging creative may be a bit costlier, but it greatly drives customer perception and conveys brand equity in a way that cheaper creative cannot. We encourage usage of high end creative in order to tap the full potential of the medium.
- ➔ **Names:** Names are a key personalization element and should always appear as text in the video. Names should ideally be integrated into the scene, e.g. on a cake, on a license plate of a car, etc... Adding names as part of the VO also delivers a “wow moment” to customers. Doing so at the beginning of the video increases engagement and viewing rates. We recommend using the name in VO twice: Once as part of the greeting and again closer to the CTA at the end.
- ➔ **Level of personalization:** The video should feel like a personal story. Just adding a name to a generic story is not enough. The level of personalization should be aligned with the Personalized Video's objectives. As a general rule, there should be between 4 – 8 dynamic elements. Fewer dynamic elements might give the feeling of a generic video while having too many dynamic elements may overly complicate the project while adding relatively little marginal value. The personal data used in the video should always contribute to the story.
- ➔ **Relevance:** Our technology allows us to tailor the storyline to each customer, not just the data. This is done by using our Dynamic Scene Selection, which improves relevance through choosing the scenes (“chapters of the story”) that are most relevant for each customer. As an example, a customer that is already using paperless billing would not be prompted to move to paperless billing, but rather to move to autopay.
- ➔ **Relativity:** Numbers without context do not engage as much as information provided in context. Providing useful comparisons with other customers, past periods etc.. is generally valued by customers.
- ➔ **Disclaimers:** It is best to include any required legal disclaimers in the email, rather than in the video. Including these in the video detracts from the conversational tone of the experience.
- ➔ **Last screen:** It is recommended to implement last screen CTA buttons (it offers up to 4 buttons).

