

Vudoo

Product Overview





Value Proposition

The magic of Vudoo unleashes the value of your video assets.

Vudoo's video technology enables the creation of interactive calls-to-action within videos. Adding this layer of interactivity drives deeper customer engagement and uncovers data driven insights.

The Result?

The creation of targeted customer videos with personalised content.

Improving Customer Experience:

- *Enrich video assets with interactions*
- *Track viewer engagement*
- *Measure data points beyond just views*
- *Create personalised interactive videos*



Vudoo Offering

Simple

Create interactive videos in minutes. No technical knowledge required



Customisable

Tailor your interactivity to create immersive, on-brand experiences

Shareable

Publish your Vudoo content across owned and paid channels, in just a few clicks

Measurable

Define the metrics that matter to you, then track the performance of your Vudoo content instantly

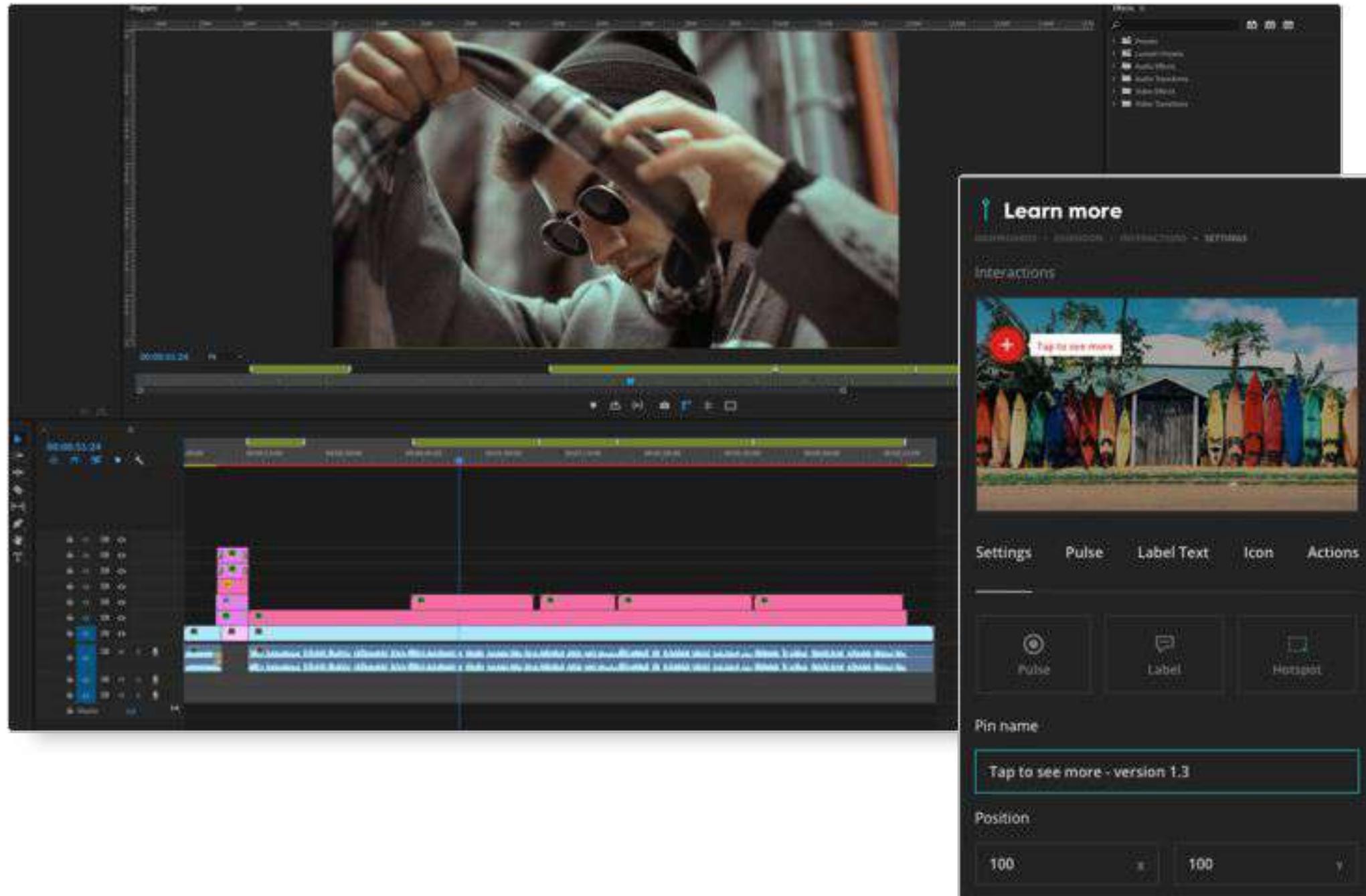
Integrated

Customise video in Premiere Pro and add Vudoo interactions via our plug-in

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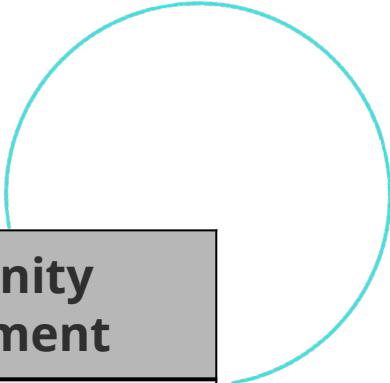
Adobe Premiere Pro - Vudoo Plug-in



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Use Cases



Marketing Videos	Lead Generation	Loyalty	Community Engagement
The future of marketing is here. Turn viewers into buyers faster, boost response rates and get real time, reportable data.	Build deeper connections with your customers. Drive purchases using in-video calls-to-action that generate insights and leads in real time.	Listen to your customers to discover their desires. Use interactive video to give them a voice.	Every brand today is in the business of building communities. Vudoo helps to foster genuine connections.

HR/Recruitment	Learning & Development	Business & Corporate Comms	Commerce
Every business is in a competition for talent. To attract (and retain) the best, don't just talk about culture—show it with interactive video.	Elevate retention and improve training efficiency. Interactivity has the power to transform the learning experience.	Traditional video talks at people—interactive video starts conversations. Open up a new dialogue in your corporate communications.	Fast-track conversions using interactive video content. Amplify the convenience and instant gratification of online shopping.





Vudoo Case Study – Hanes Group

Marketing Cloud - Journey Builder integration.

Challenge:

Maintain Sheridan's positioning as a leading, innovative brand in retail segment.

Drive lead generation through new Autumn range styling video.

Solution:

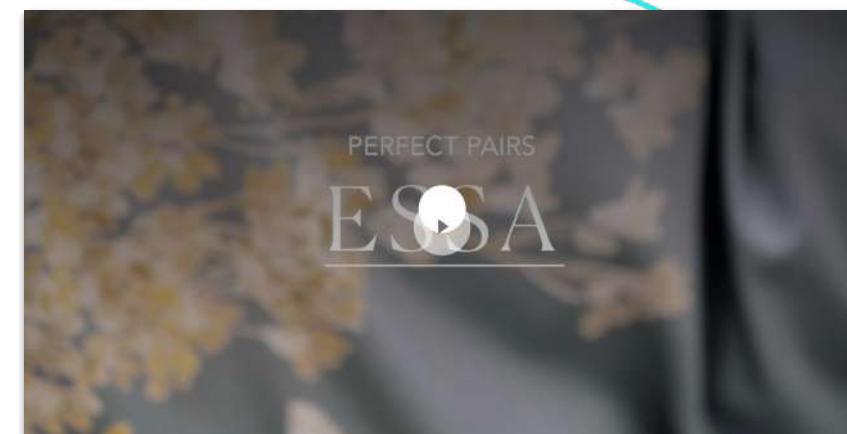
An Autumn range styling video of Sheridan's latest cushion range, with Vudoo video interactivity.

Provided the consumer an opportunity to click on a specific cushion that took them directly to the website to purchase product in real time.

Result:

Sheridan experienced not only a staggering completion rate 57% but the most exciting part was to see the 70% lead generation that they had received from the unique views.

HANES
Brands Inc



SHERIDAN
EST. 1967



Financial Model

Vudoo is licensed on an Annual basis, per brand, and is based on the number of videos that are made interactive and published (served) from the platform.

The Licence includes:

- Full access to the platform's Editing, Distribution and Performance Reporting dashboard
- No limit to the number of users that can access the platform.



Licence Tier	Number of videos (p.c.m.)	Number of videos (p.a.)	Duration	Cost (AUD - p.a.)	Equivalent cost per video
Starter Connected	1	12	12 months	\$15,000	\$1,250
Standard Connected	5	60	12 months	\$37,500	\$625
Enterprise Connected	25	300	12 months	\$75,000	\$250
Enterprise Plus Connected	>25	>300	12 months	\$150,000	<\$250

- Multiple variants of the same video count towards this (i.e. two variants for A/B testing count as two videos)

Thank you.

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