



FROM A VIDEO STRAIGHT TO E-COMMERCE

# INTERACTIVE VIDEOS

## INTERACTIVE VIDEOS – BRIDGING THE GAP BETWEEN PROMOTIONAL VIDEOS AND E-COMMERCE

The previously separate worlds of «promotional videos» and «e-commerce» are directly connected thanks to interactive videos. Individual products and services can be linked straight to the online shop using markers placed in the video. Users are taken to the product they are looking for with a single click and without any switching between media and can order it in the e-commerce application.

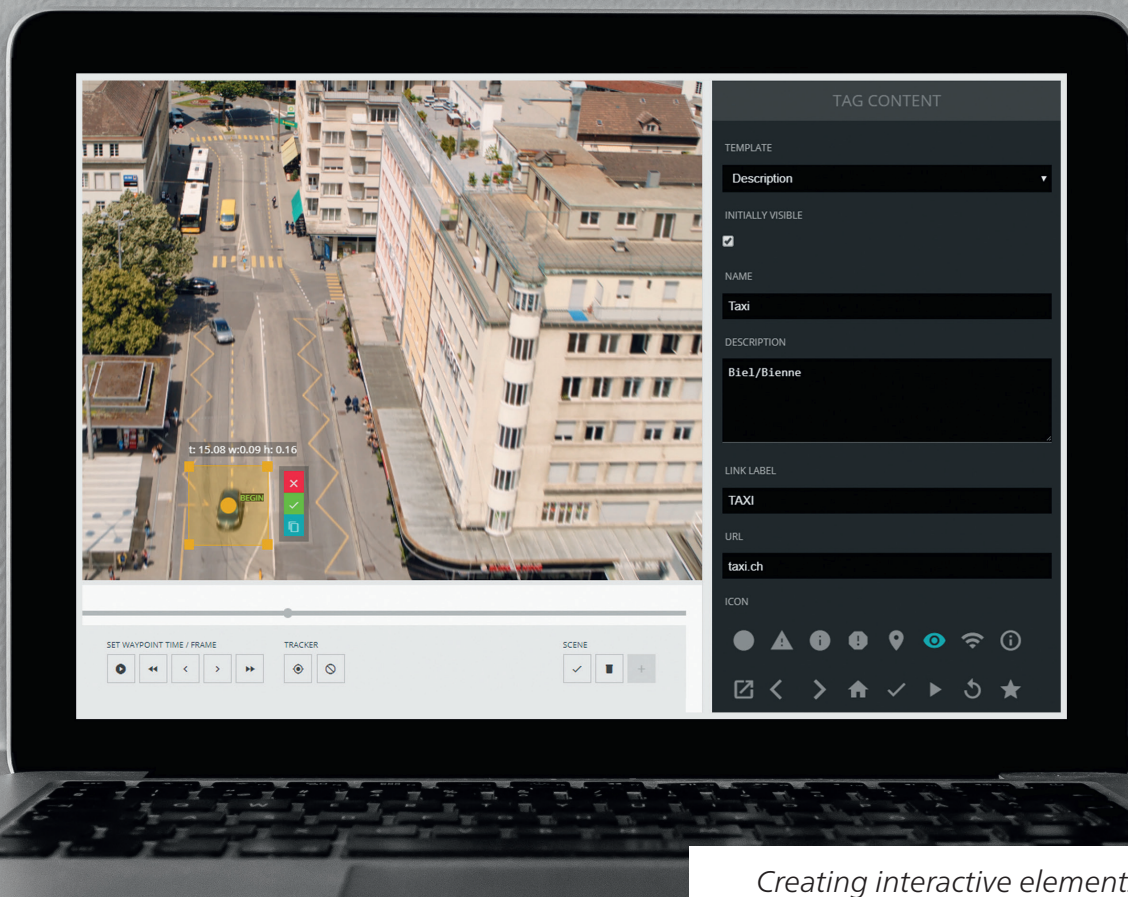
### ❌ THE ADDED VALUE OF INTERACTIVE VIDEOS

- Direct link between promotional videos and e-commerce
- Go from the product advert to the shop with just one click
- Improved shopping experience thanks to no switching between media
- Higher conversion rate

### ❌ WORKFLOW FOR INTERACTIVE VIDEOS

- Load video
- Mark objects over a period of time (automatic tracking available)
- Select interaction and templates
- Specify interaction behaviour
- Publish the interactive video on any device





*Creating interactive elements*

## **BENEFITS**

- Easy-to-use web editor
- Easy creation and publication of interactive videos
- No need to install software (browser-based)
- No client-side infrastructure required (SaaS solution)
- High performance and data security thanks to Swiss cloud
- Guaranteed video distribution owing to high bandwidth and tried-and-tested CDN solutions
- Runs on all platforms
- Simple language adaptation

## **ADDITIONAL USE CASES**



- E-learning
- Information



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