

Truly personalized video advertising

Motionlab is a cloud based video platform which provides customized scenarios, leverage customers historical data and consider their behavior to deliver unique personalized experience by:



Dynamic text



Dynamic location

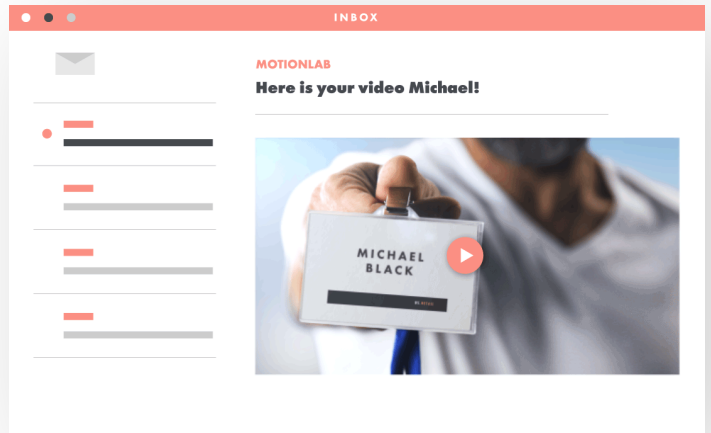


Dynamic images

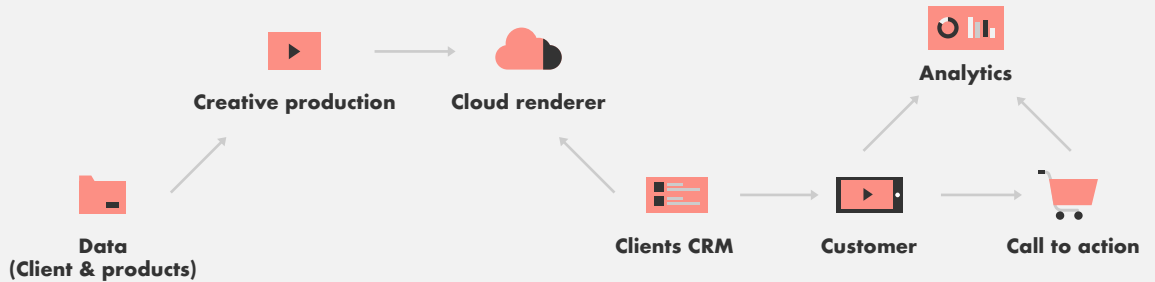


Dynamic voiceover

& more



How it works



Key industries

MotionLab is used in various processes related to sales and customer services in many industries. Personalized videos are a great way how to speak with your customers about product upsell, service plan upgrade, premium product enrollment, regular account overview etc.



Retail & e-commerce



Telco & Media



Cross-Industry



Energy & Utilities



Banking & Insurance

“Over 80% consumers who watch a video are more likely to make a purchase and the average retention rate for personalized videos is 35% higher than for non-personalized videos.”

Analytics & Insights

MotionLab video platform provides deep insights and analytics which could prove that and lead to increase of overall campaign effectiveness.



Increase of CTR



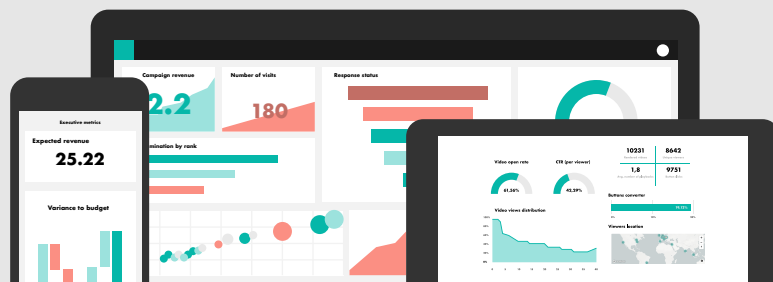
CTA tracking



Longer customer engagement



Decrease call-centers cost



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