

Create personalized video experience

motionlab

Customer expectations?



On-line personal
treatment



Same approach
as in physical world



Tailor made
offers



Make themselves
Feel special

What if there was a way how....

*...it would be possible to communicate with **hundreds of thousands of the customers** directly with a feeling that **brand is speaking with them face-to-face?***

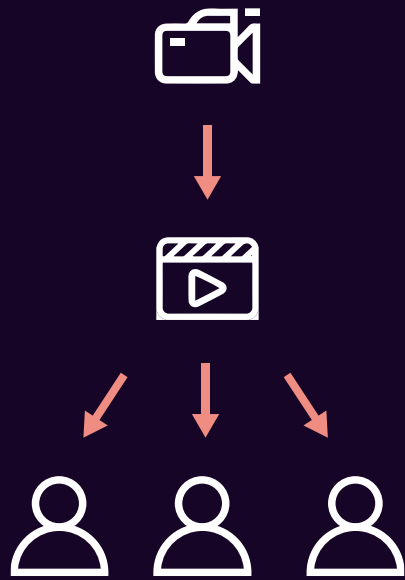


CONNOR
REYNOLDS

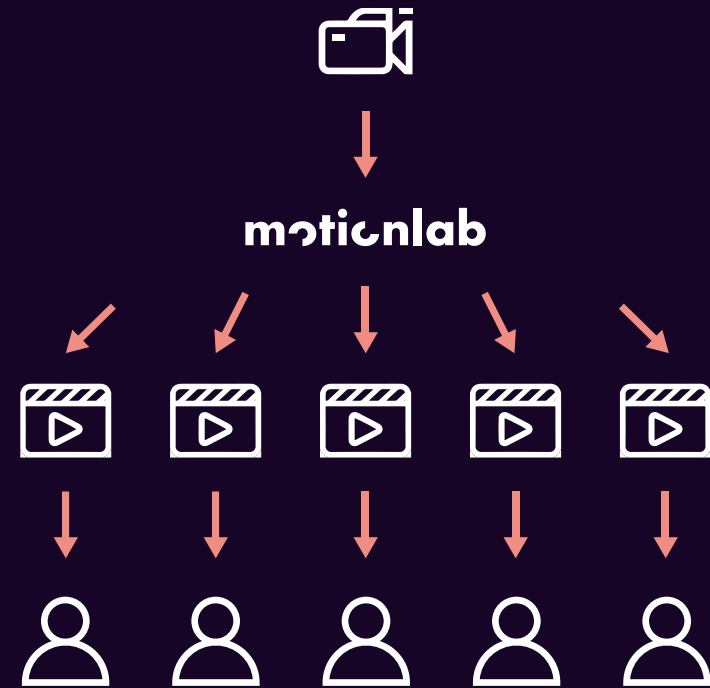
WE.RETAIL

[Explainer video](#)

Traditional video ads

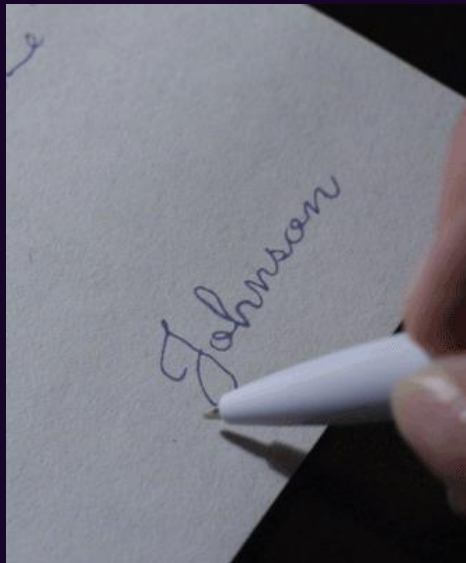


Personalized video ads



Video personalization

Dynamic text



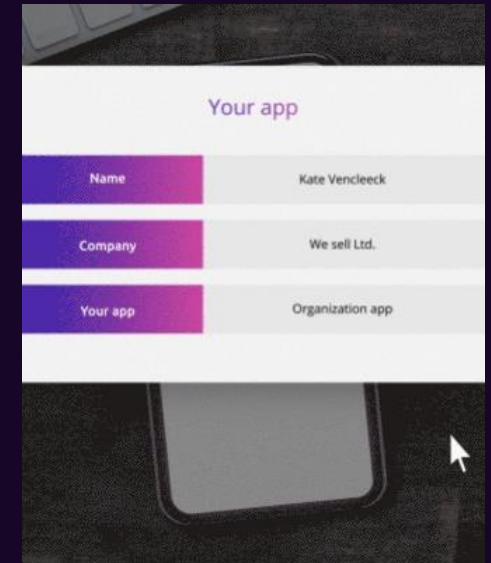
Dynamic location & images



Scene based on segmentation



Individualized offers



& more...

Use cases





Life insurance case-study

Agency: Fullart

Technology: Motionlab

Industry: Insurance

Handwritten text in a cursive script, partially obscured by a dark overlay. The visible words include "galerie" and "maitresse".

Purmy

[Play video](#)

Case study



“Personalized video campaign brought us significantly better results than our usual e-mail marketing campaigns. Especially the fact that 90% of viewers watched this, quite long, video till the end, is truly extraordinary.”

Stanislav Popel, Marketing Manager, ČSOB Pojišťovna

+100%
e-mail CTR boost

+90%
completion rate

Other industry references



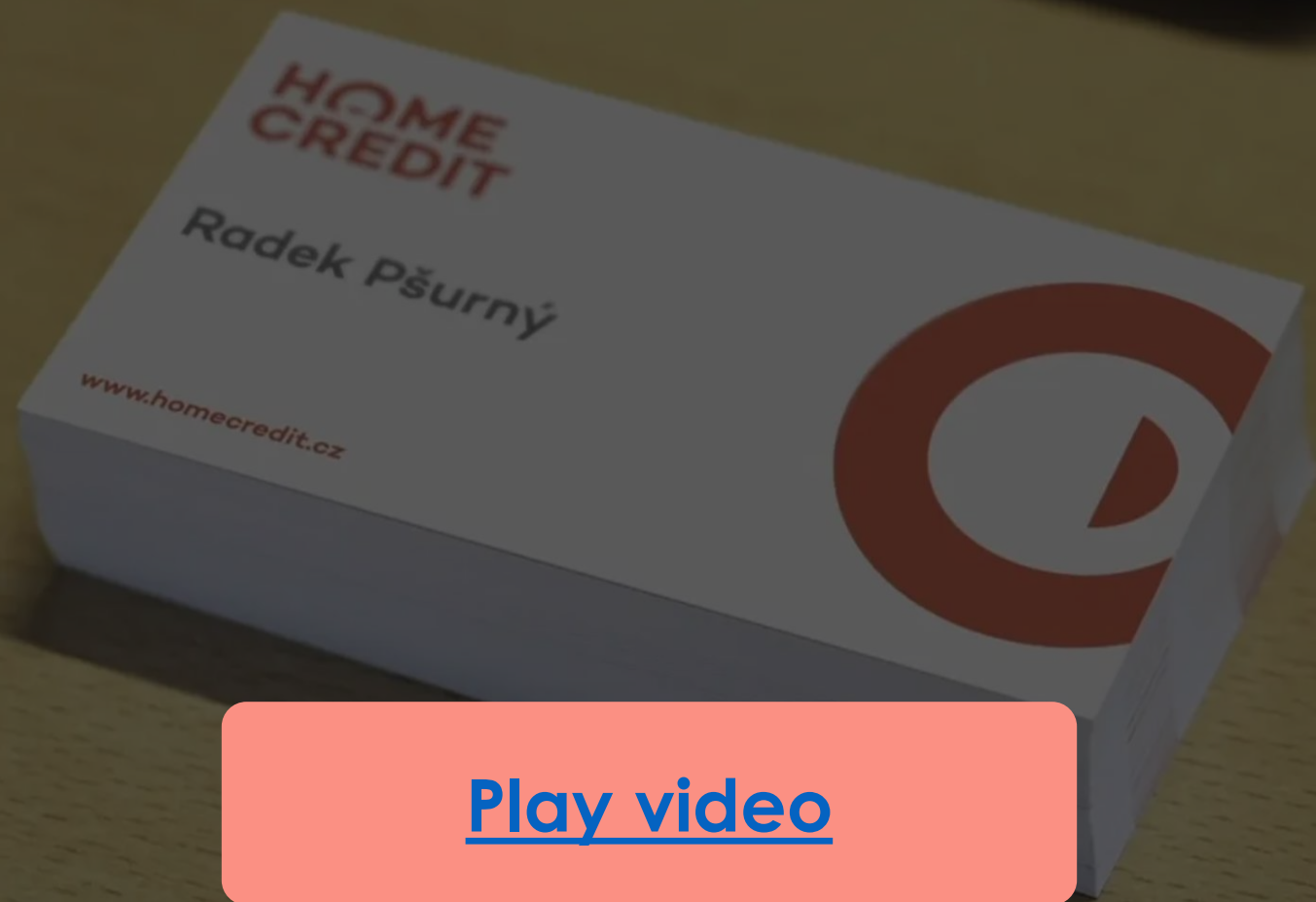
**HOME
CREDIT**

Recruitment video case-study

Agency: ČeAU

Technology: Motionlab

Industry: Banking (HR)



[Play video](#)

Case study

**HOME
CREDIT**

3 months PoC
automated API mode

49%
button CTR

65%
completion rate

Other industry references



The logo for MALL.CZ, featuring the text "MALL.CZ" in white, uppercase letters inside a red rectangular box, which is centered within a larger white rectangular background.

MALL.CZ

Device upsell case study

Agency: Mall.tv

Technology: Motionlab

Industry: E-commerce / Retail

Mi.

Karel Kvasnička

[Play video](#)

Case study



11x higher CTR
than AB test

83x higher sales
than average mailing

68%
completion rate

Other industry references



NOTINO



Motionlab in numbers

Engagement



90% finish
video ratio



+100% e-mail
CTR



70% average finish
Video ratio



60% finish
video ratio (long video)

Action



17x ROI



50% CTR
from video



38% CTR
from video



+400% e-mail
CTR

Satisfaction



100% positive viewers
feedback



100% service uptime
(3months campaign)



+350% e-mail
open rate



More than 30 succesfull
campaigns executed with
Motionlan platform

About Adina (Motionlab platform)

motionlab

Adina



Radek Psurny
radek@motionlab.io

- Dashboard
- Campaigns
- Analytics
- Users
- Settings
- Resources

Campaigns



Personalised_video_campaign

personalized_video_v1.mp4

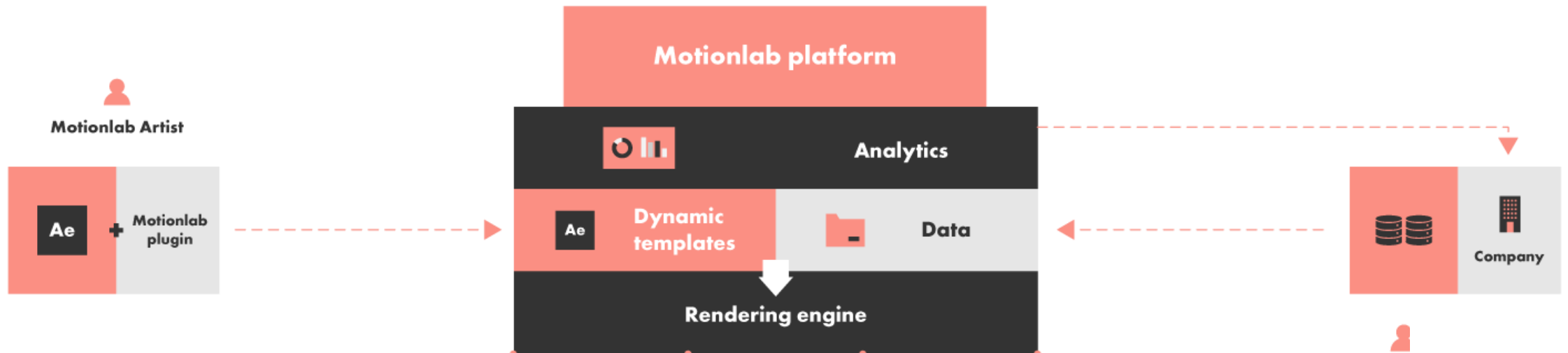


500 000 videos

Personalized_video_1			IN PROCESS
id	Duration	Target	Rendering
ds2132sd6c5sd65	0:30	ShopURL	43 minutes
65as4			8 minutes
asd34			71 minutes

[Play video](#)

Platform architecture




Video creator doesn't have to learn any new software.

Easy to use platform for agencies or internal marketing teams.

Data manager doesn't need to know anything about video production.

Motionlab integrations

 Creative plugin



Adobe After Effects

 CMS and web



Kentico

 CMS and web



WordPress

 DXP



Sitecore

 CRMs




Microsoft Dynamics

 Data management



Procampaign

 Email distribution



MailChimp

 Distribution




Api

 Salesforce CRMs




Salesforce

 SQL Data Management




SQL

 CVS Data Management




CSV

 Email distribution




ClickDimensions

 Email distribution



Mailforce

 Email distribution



SendGrid

Campaign timeline

Kickoff

Launch

Motionlab platform

Data prep.

Player integration

Distribution setup

Test

Launch

Your video production agency

Script

Video production

Dynamic template

Average 4 – 6 weeks

Pricing

Pricing varies according to different parameters. Cost estimate is prepared based on your specific needs, your **client database** and **distribution channels**.

Video production costs + video personalization

Your or Motionlab's
partner production

motionlab

Create personalized video experience

motionlab