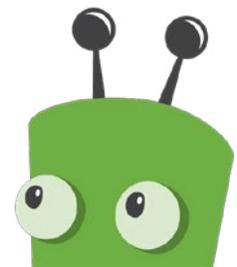


Kickin' Butt & Taking Names:

HOW B2B MARKETERS CAN DRIVE MORE PIPELINE WITH PERSONALIZED VIDEO

TABLE OF CONTENTS

Introduction	1
The Unrelenting Battle for Attention	2
Thoughtful Communication	3
The Secret's in the Name	4
Stop the Cycle with Personalized Video	5
How Does it Work?	6
Is It More Than Personal Fluff?	7
The Proof in Our Own Personalized Pudding	8
5 Ideas for Your Own Personalized Video Campaign	11
Conclusion	12



INTRODUCTION

To succeed in marketing, you need to be able to reel your audience in. Bring them close and capture their attention. If you can't do that, how will you ever get to the point of convincing them to buy your offering? You can't teach your dog, Ralph, to shake a paw if you can't even get him to come in from the backyard (not that we're comparing dogs and prospects here).

No, capturing his attention comes first. And the same goes for your prospects.

Then comes the opportunity to build strong relationships, connect, and ultimately convince buyers on the value of your product or service. Without these steps, there are no quality leads to pass to sales, and there's certainly no significant marketing-driven pipeline.

Personalized video provides the opportunity to do just that. It's like the 100% beef jerky treats for Ralph that get him every time.

“YOU CAN'T TEACH YOUR DOG, RALPH, TO SHAKE A PAW IF YOU CAN'T EVEN GET HIM TO COME IN FROM THE BACKYARD

Creating personal connections with the most engaging medium of today's attention-starved marketing landscape is the golden ticket, if there ever was one.



THE UNRELENTING BATTLE FOR ATTENTION

As marketers, it's harder than ever to capture and retain the attention of our customers and prospects. And more marketers competing for prospects' attention leads to cluttered inboxes.

In order to cope with inbox overload, we have all adjusted (likely subconsciously) with shortened attention spans and more discerning tastes for what we click on.

Ultimately, shortened attention spans and lower click-through rates mean lower conversion rates and less pipeline for marketers, which drives marketers to send even more communications in an attempt to get the original conversion rates and pipeline they were looking for. It's definitely a cyclical process, one we refer to as the Attention Resource Cycle.



The average person receives 85 business emails per day

Average attention spans have decreased from 12 to 8 seconds in the last 15 years

Average conversion rates from email is at a low 1.5%

THE PRESENCE OF COMPETING MESSAGES & NATURALLY LOW ATTENTION SPANS IS FEEDING ITSELF AND ISN'T GOING AWAY ANY TIME SOON

In other words, the presence of competing messages and naturally low attention spans is feeding itself and isn't going away any time soon. Sending more and more messages just adds to the problem, but going radio silent certainly isn't going to solve anything, either. Because you need attention before you can even begin to hope to drive pipeline.



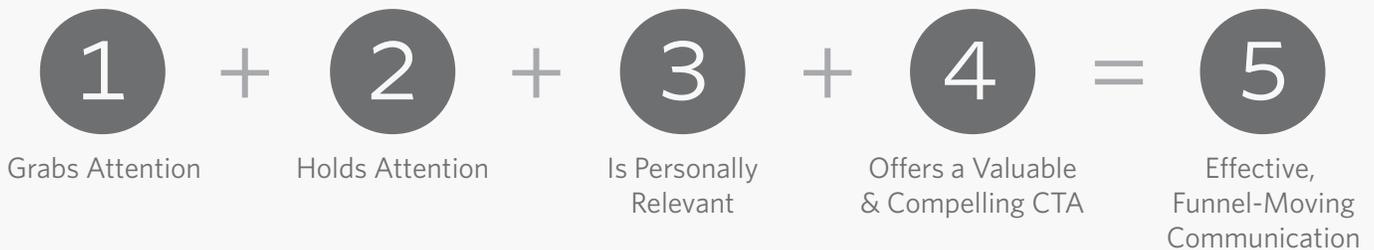
THOUGHTFUL COMMUNICATION

So what do you do?

You look for new ways to compete by getting more out of each contact with your audience. You look to produce high-impact communications that grab attention with true interest from your audience. That means you're not looking to use gimmicky "re: ..." subject line stuff, no ALL CAPS, or "act now or else we'll steal your Cheerios".

“PRODUCE
HIGH-IMPACT
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THAT GRAB
ATTENTION WITH
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YOUR AUDIENCE

The ideal attention-grabbing marketing communications piece follows this equation:



But with the current resource constraints on attention, many marketers are struggling to achieve even the first part of this equation.

THE SECRET'S IN THE NAME

Dale Carnegie said it best. "A person's name is the sweetest and most important sound in any language." When we use a person's name, it's the easiest way to get their attention. When we use a person's name, we recognize them as an individual, and they feel respected and important. Using a person's name makes a lasting impression on them. Similar things can be said for any personal information in the B2B marketing world like the company you work for or your job title.

This is the very concept on which personalized marketing was originally designed. Remember when it was a

novelty to use "Hi <firstname>" and see your own name at the beginning of an email? Your own name!

A PERSON'S NAME: THE SWEETEST AND MOST IMPORTANT SOUND IN ANY LANGUAGE

That concept was so wildly successful because people crave personal connection and recognition. In fact, a personalized email is still more effective than a generic one today. According to Aberdeen, personalized emails see 14% higher click-throughs

than non-personalized emails. And all the fuzzy-feels seem to trickle through to on-page conversions as well with 10% higher conversions than non-personalized emails. But there's more to personalization than just merging someone's name in an email, offering them a new piece of content based on their job title, or even customizing a web page based on their industry.

Today, there's a great trend towards individualization or hyper-personalization. This is where content is truly customized for each individual person - on a mass scale - and brings them into the story you're telling.



STOP THE CYCLE WITH PERSONALIZED VIDEO

Grabbing attention, holding attention, and pulling your prospects directly into the story is exactly what personalized video was designed for.

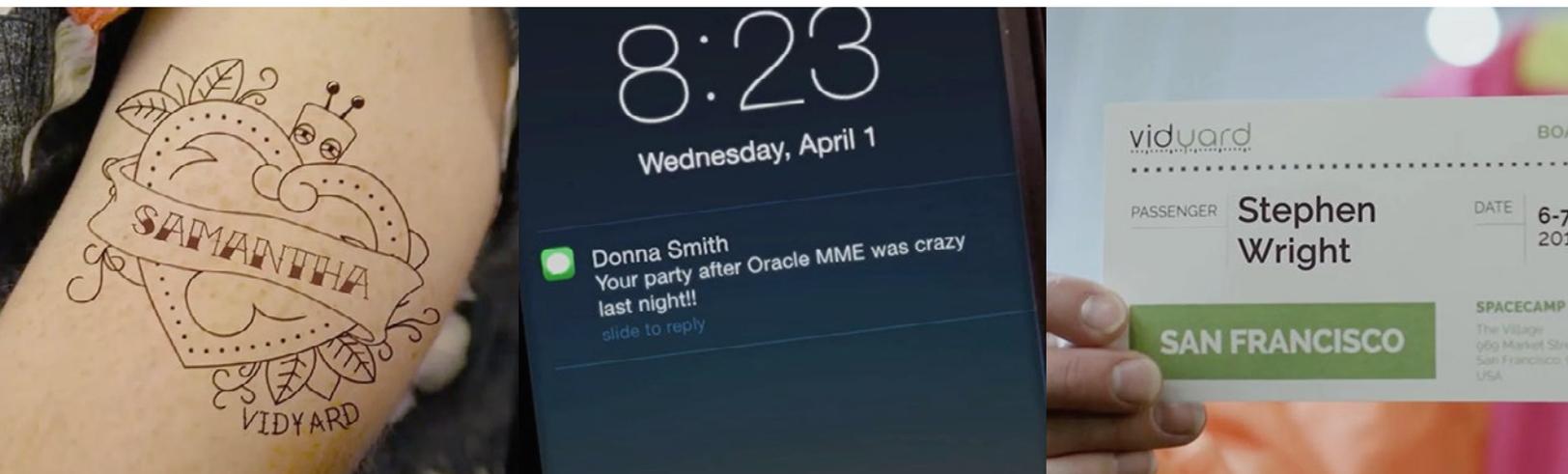
Personalized video

[pur-suh-nl-ahyz-d vid-ee-oh]

(noun)

A unique video created specifically for an individual person or company that has been customized with their name, company logo, email address, or other personal elements. Text or image elements appear as though they naturally belong right inside the video scenes. Normally produced in a mass quantity for numerous recipients.

Personalized videos combine two great worlds: the new world of hyper-personalization and the world of video, the leading medium in engagement and on-page conversions.



Actual video personalization examples.

HOW DOES IT WORK?

“YOU CAN BUILD STRONGER 1:1 RELATIONSHIPS THROUGH DIGITAL – AND THAT’S MORE IMPORTANT THAN EVER NOW”

Personalized video can cut through inbox clutter, improve conversion rates, and drive pipeline by speaking directly to the recipient. And by strategically placing personalized elements throughout the video, you can hook people and keep them watching longer.

This means you can build stronger 1:1 relationships through digital – and that’s more important than ever now

that 60-90% of the buyer journey is happening online.

For B2B marketers, you’re probably wondering if the possibilities of personalization extend beyond just a first name. They do! You can add personalized text or images, from your prospect’s name to a photo of their product. Here are some great ideas for what you could personalize.

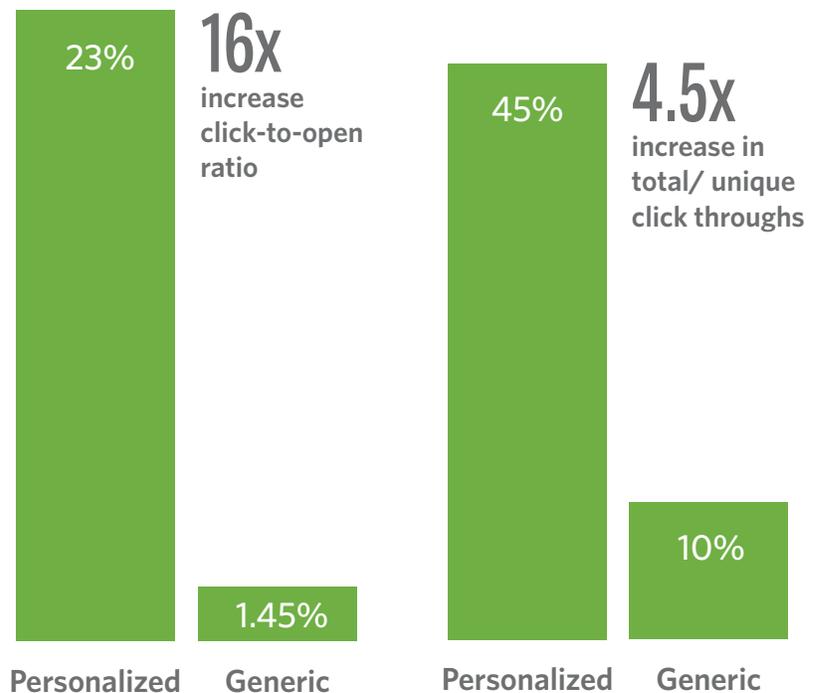
How Can You Personalize a Video?	
Text-Based Content	Images and Graphics
Name	Company logo
Job title	LinkedIn photo
Company name	Image of company website
Email	Photos of products
Customer number	
Lists of product / services	

IS IT MORE THAN PERSONAL FLUFF?

On the Vidyard marketing team, we've been revolutionizing the video scene with the use of personalized video in our own campaigns for over a year now. We've tested them in product marketing and content marketing campaigns, on landing pages, in emails, and on our blog. And there's a reason we're still full-on in love with it: we have seen dramatic improvements in both total-to-overall click-through rates as well as click-to-open rates, on-page conversions, attention span, and pipeline contribution from video.

Compared to generic video campaigns that included no personalization in the text or video thumbnail, personalized video campaigns were shown to improve total-to-unique click-through rates by an average of 4.5X and drove up the average click-to-open ratio by a whopping 16x!

In a landscape where demand generation marketers are fighting for 1%, 5%, 10% increases on any conversion rate, a 450% PLUS a 1600% increase with a single tactic is a huge shot of marketing steroids!



THE PROOF IN OUR OWN PERSONALIZED PUDDING

When we first discovered personalized video at Vidyard (before we had the chance to experience the overall results above), we knew the theory behind it was bulletproof. But, as data-driven marketers, we wanted to test out the theory in a real scenario. So we set out for a

straight, individualized A-B test. We opted to use a personalized video for our own holiday communications (a campaign which just-so-happened to win an Integrating Marketing and Technology award from Chief Marketer this year)!

The campaign was centered around our “12 Days of Video Marketing” microsite where we used a personalized video to encourage prospects to visit the site, “open” holiday gifts, consume content, and enter to win all sorts of prizes.

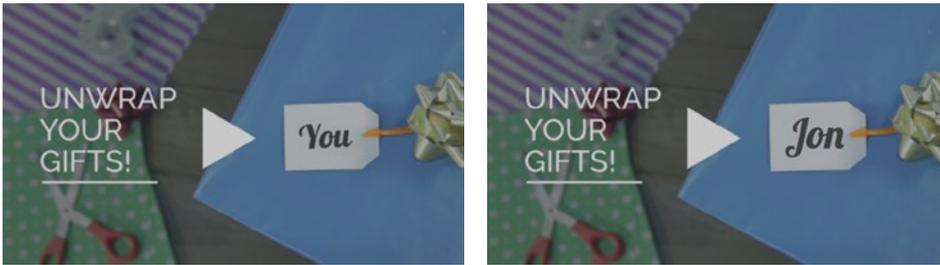
“WE KNEW THE THEORY BEHIND IT WAS BULLETPROOF”

We included a personalized video at the top of the landing page as we’ve always found landing pages with videos convert better – up to 80% better, in fact. We then promoted the campaign through direct email and split our list so some would get to see a personalized video, customized just for them and some would see the generic video (still a pretty awesome video!).



See the campaign video [here](#).

Since not all email clients can play videos in-line in an email, we always include the thumbnail of the video with a play button overlay and link to the video on a web page. Of course it's important to include the visual cue of the thumbnail to encourage viewers to click play: adding any video to email can increase click-through rates by 2-3x.



Those that received the personalized video email saw a thumbnail for the video with their own name on the gift's tag. The rest of the list received a non-personalized version with "you" on the tag.

The results were outstanding... as in stood-out-from-any-other-campaign-we-had-ever-run-even-video-campaigns outstanding. The email with the personalized thumbnail, alone, captured more people's attention and converted them better than any other campaign we had ever run.

We saw nearly a 4x increase in click-to-open rates and 19x higher click-through rates with the personalized thumbnail.

WE SAW
NEARLY A 4X
INCREASE IN
CLICK-TO-OPEN
RATES AND 19X
HIGHER CLICK-
THROUGH
RATES

	Email	
	Personalized	Non-personalized
Open Rate	35.2%	10.3%
Click-to-open Rate	40.3%	11.3%
Total Click-through Rate	26.6%	1.4%

“OUR
AUDIENCE
LOVED BEING
ADDRESSED
BY THEIR
OWN NAME

Both emails were virtually the same with identical copy and extremely similar video thumbnails, with the minor (but really, actually major) difference of the individual’s name on the gift tag.

We think it’s safe to say that our audience loved being addressed by their own name within a video. And the love extended beyond just getting to the microsite.

Once they were there, those who received the personalized video converted at a higher rate, too.

After the success of this campaign, we deemed personalized video to be a crucial component to grabbing our audience’s attention, connecting with them 1:1, recognizing them as individuals, and ultimately driving stronger, wait no MIND-BLOWING campaign results.

Landing Page		
	Personalized	Non-personalized
On-page Conversion	37%	34%

The proof is in the pudding, as they say ... or more logically: the data seriously speaks for itself!

5 IDEAS FOR YOUR OWN PERSONALIZED VIDEO CAMPAIGN

At this point you might be thinking of creating your own personalized video campaign. Firstly - kudos to you for having that brilliant thought! And secondly, give our list of campaign ideas below a peek to give you some ideas of how to use personalization in your next campaign. Get those ideas flowing!

GET THOSE IDEAS FLOWING

3 New Product or Feature - select a list of customers who would be particularly interested in a new feature you've launched and personalize an announcement video. Add their logo to the announcement to showcase that you thought of your customers when creating this new product or feature!

1 Content Campaign - for the next guide or report you produce with its own landing page, try adding a personalized video for all direct email recipients. Maybe you could showcase your report with a "this report belongs to" stamp with their name on it!

4 Customer Appreciation - send your customers a thank you video for the holidays or any other occasion (everyone loves a good thank you, no matter the time of year!). You could even show a hand written card with their name at the top.

2 Event Promotion - invite your audience to an upcoming event with a personalized touch. You could even include a real ticket to the event with their name printed on the ticket.

5 Recruiting - have a list of potential marketing recruits you want to know how awesome it is to work at your company? Consider creating a recruiting video with a scene welcoming them to their new space with a personalized name plate on 'their' desk.

CONCLUSION

Whether your buyers are in marketing, sales, IT, HR, engineering, accounting, or any other department of the world, one thing's for sure... they all crave personal connection. It's human nature, and that's not changing any time soon. But the available attention for marketing communications is: it's petering out as we speak.

So grab more than your fair share! Give yourself a leg-up on standing out and building true relationships with your buyers and customers with personalized video and let us know how it goes!

