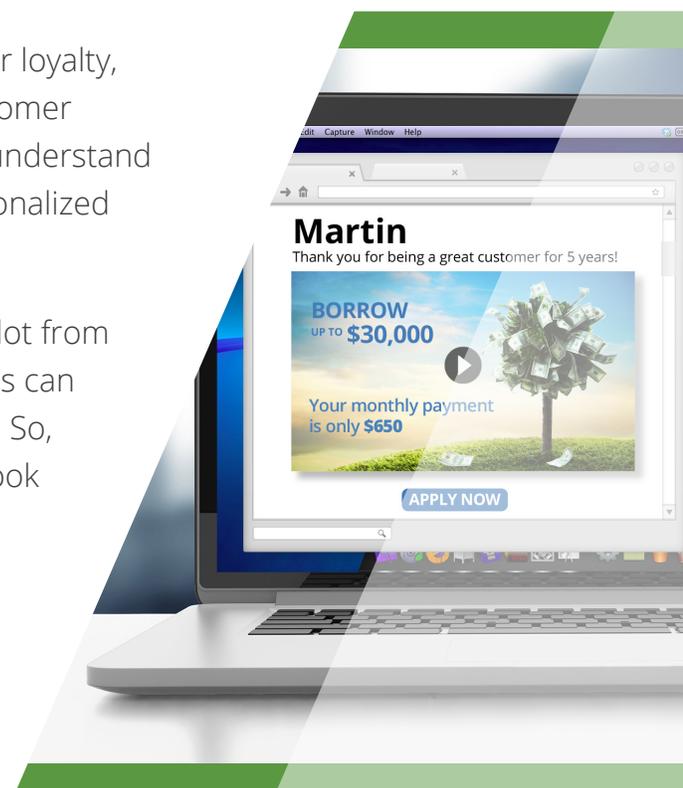


5 Tips on How to Make Personalized Video a Powerful Sales Driver

It's a misnomer that personalized video can only be used for loyalty, customer service and retention purposes because the customer relationship has already been established. Marketers who understand the wants and needs of their targets know what using personalized video is a great asset to successful customer acquisition.

The holy grail is that with a great campaign, you will learn a lot from people. If successful, the results of personalized sales videos can be spectacular, especially if the video is offered in real-time. So, the bigger picture is important – what does the campaign look like, what is the concept and what data is needed?

Below are five tips on how to make personalized video a powerful sales driver for your business:



TIP #1

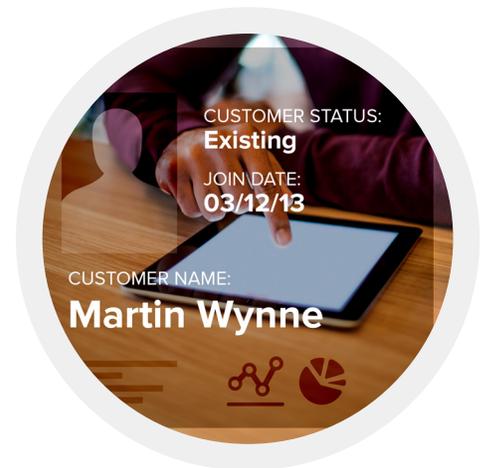
Campaign Integration

A video works best when it's part of an integrated plan instead of a stand-alone item. For personalized video in the acquisition phase, this applies even more. In fact, the best conversion results are obtained when a personalized video is an integrated part of a campaign. You can leverage the unique user experience a personalized video delivers by having it be a main asset in the campaign.

TIP #2

Use the Data

As with most interactions at the sales stage, the initiative in communication is more often on the marketer's side. Use your data to react to prospect behavior in a rapid, relevant and appealing manner instead of inundating them with irrelevant content. There are several ways that a potential customer provides information – website activity, forms, social media, etc.; there are many opportunities to react on relevant data and incorporate those insights into a personalized video. Ultimately, this comes down to the best usage of (data) techniques, concept and creation – you must tempt your prospects in an appealing way to start interacting, and then deliver the best possible follow up to start a real relationship.

**TIP #3**

Timing

Real-time communication in the acquisition phase is essential. Prospects become interested via a campaign, express interest and leave their information. There is great impact when the prospect immediately sees a personalized video message relevant to them. Custom video content creates a distinctive experience at the right moment, which in turn, makes the individual want to choose your product or service.

**TIP #4**

Concept & Mood

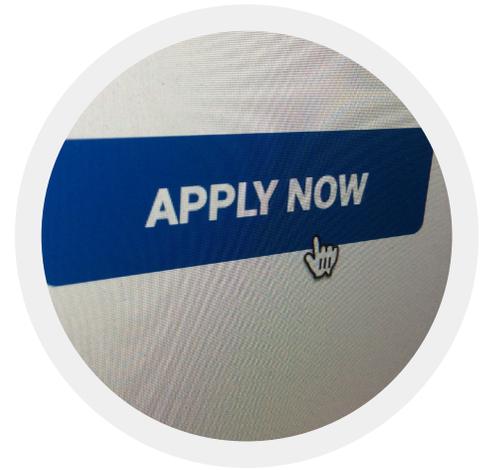
As with all engagement communications, the actual concept is very important, so you don't want to compromise on the format or production value. A striking video with the correct personalization and mood, at the right time, on the right device, will give you the response you want. Also, make sure that the personalized video has the same look and feel as your other campaign assets so that all of your deliverables are unified, with the personalized video as the "pièce de résistance."



TIP #5

Usage of Personal Elements

Because the acquisition phase is early in the customer lifecycle, use personalization only to add relevance for the viewer and to contribute to the CTA of the video (“buy,” “sign up,” “win,” “attend,” “download,” etc.). A hard zoom in on the viewer’s backyard in Google Maps is a great feature, but probably rather counterproductive given the early stage of the relationship. Instead, focus on authentic personalization options, based on data, that ensure the video fits the perception of the prospect, and gets them to take action.



NGDATA helps data-rich companies to drive connected experiences. The company’s next generation customer data platform, Lily Enterprise™, puts people at the center of every business via Lily’s Customer DNA, which continuously learns from behavior to deliver compelling experiences.

With NGDATA’s Lily SmartVideo service, you can send highly relevant and personalized videos to your individual customers. SmartVideo is a highly-engaging and fast-growing tool to support email, social and web programs to help your organization achieve its marketing, sales or services objectives and increase customer lifetime value.

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