

# Lily SmartVideo



Drive engagement with personalized smart videos generated in real-time and delivered across any channel.

With NGDATA's Lily SmartVideo, you can send highly relevant and personalized videos to individual customers. SmartVideo is a dynamic, engaging and fast-growing tool to support email, social and web initiatives that helps your brand achieve its marketing, sales and support objectives while increasing customer lifetime value.

Lily's Customer DNA metrics are used to generate a personal video matching the individual customer's profile, preferences and needs, while populating data from relevant data sources to power the delivery of a seemingly hand-tailored customer experience.

*Marketers who use video grow revenue 49% faster than non-video users.*

*Viewers retain 95% of a message when received in a video compared to 10% when reading as text.*

## ENGAGEMENT RESULTS & ROI

Real world engagement results and ROI from successful Lily SmartVideo campaigns.



Watched Until End  
84%



App Downloads  
+26%



Click-Through Rate  
62%



Reduced Churn  
>20%



Lead Gen Increase  
>10%



Decreased Call Volume  
>30%

# ANATOMY OF A SMARTVIDEO

Lily SmartVideos are personalized using text, images, logos, animation, video, audio, languages and more. Scenes are customized using these elements, while entire storylines can be customized using select scenes.



## Elements

Custom Building Blocks

Personalized backgrounds, audio & video clips, charts, animations, and text layers (custom positions, fonts, opacity, rotation, format, and layout).

## Scenes

Sequence of Elements

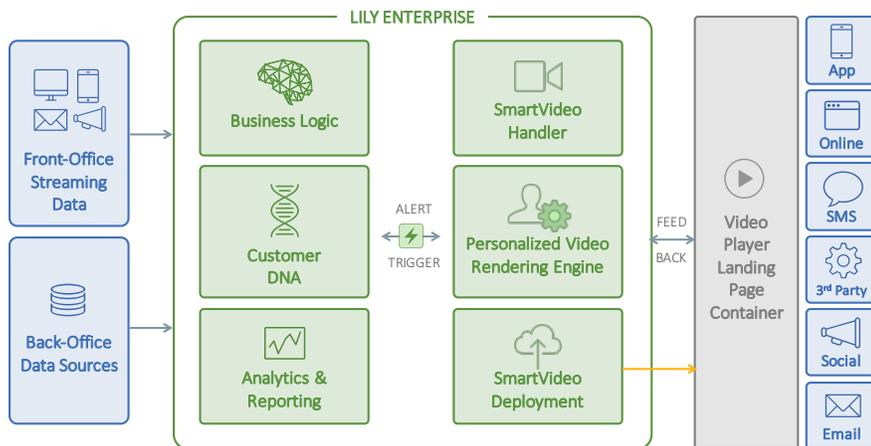
Scenes consist of three types of clips- entirely unique clips for each customer, closed clips with a finite number of possibilities, and generic clips for all.

## Storylines

Sequence of Scenes

Scenes are then combined into a personalized storyline for each individual, making up a completed Lily SmartVideo.

# ARCHITECTURE



Working together, Lily Enterprise and Lily SmartVideo create a single, integrated solution that acts as an end-to-end, automated engagement platform. It delivers highly personalized video content - generated from a plethora of customer data - served through a video landing page that can be promoted over any communication channel.

