

# Dynamic Video Experiences

Simplify experience management across video channels & formats from a unified platform



## DATA-DRIVEN VIDEO PERSONALIZATION

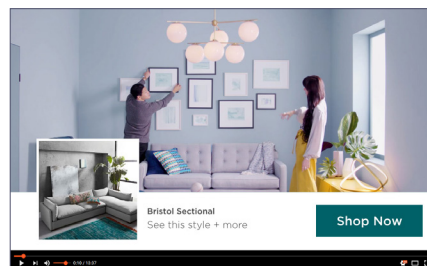
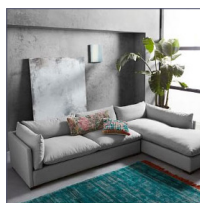
On Innervate, marketers have full control to tailor video experiences, for multiple objectives, across devices and channels including social, native, OTT, and the web. Whether driving brand awareness or enticing customers to return to the site, powerful AI technology considers multiple data signals including first-party data, site-side behavior and real-time triggers like the weather to assemble and deliver the most relevant video to each customer.

## PERSONALIZED PRODUCT PLACEMENT

Bring back site-visitors and accelerate the buyer journey by dynamically inserting personalized products into targeted video. Branded videos are delivered based on customer interests, with a dynamic overlay of the exact product that the customer recently viewed.



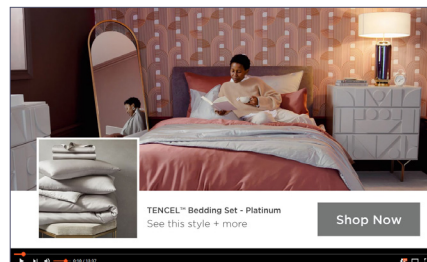
Shopped for this couch



Living room video ad featuring same couch



Shopped for this bedding set



Bedroom video ad featuring same bedding set

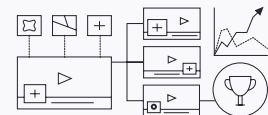
## WHY INNERVATE FOR DYNAMIC VIDEO



Personalize at scale leveraging your existing data



Deliver world-class omni-channel video experiences across the buyer journey



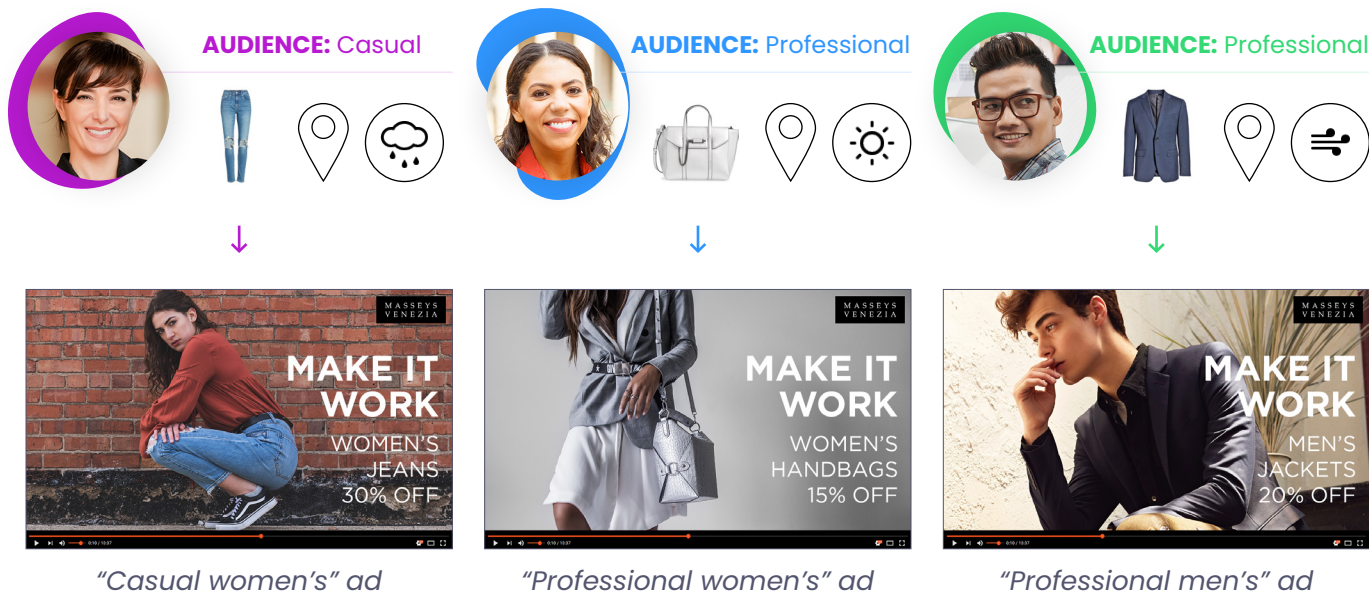
Quickly produce unlimited high-quality videos at no additional cost



Simply visualize and analyze video performance in real-time

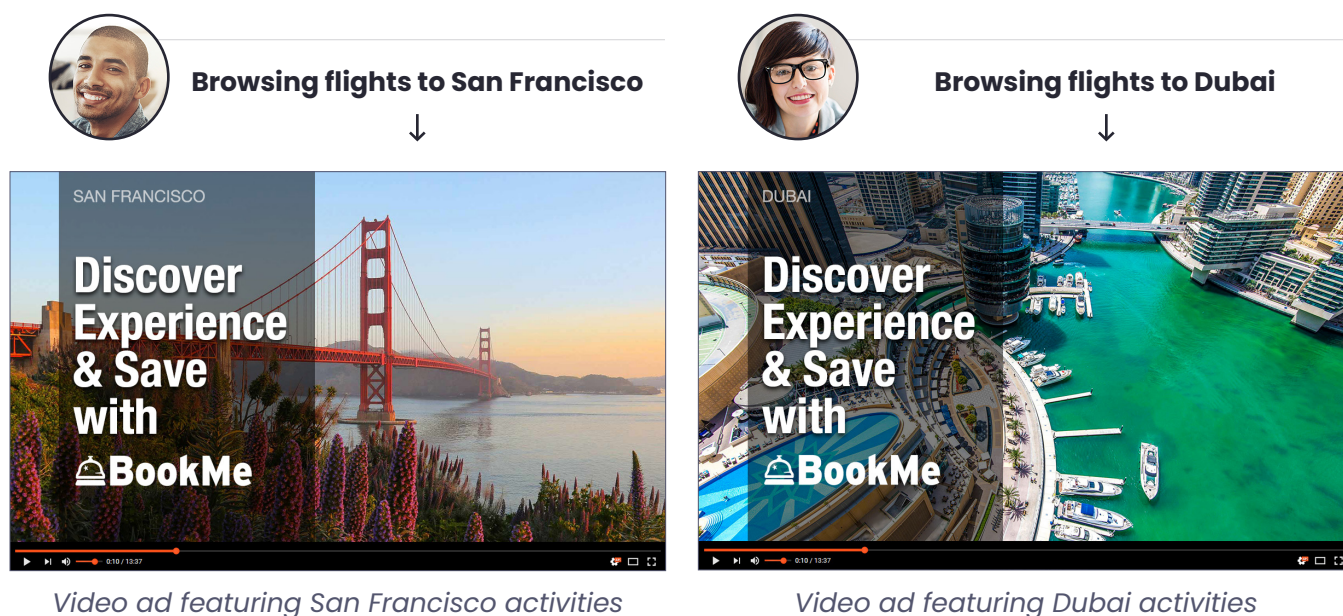
## MEANINGFUL VIDEO MOMENTS

Drive awareness with video ads related to customer demographics and context. The most relevant branded video is delivered based on the audience segment, shopping history or even the local weather.

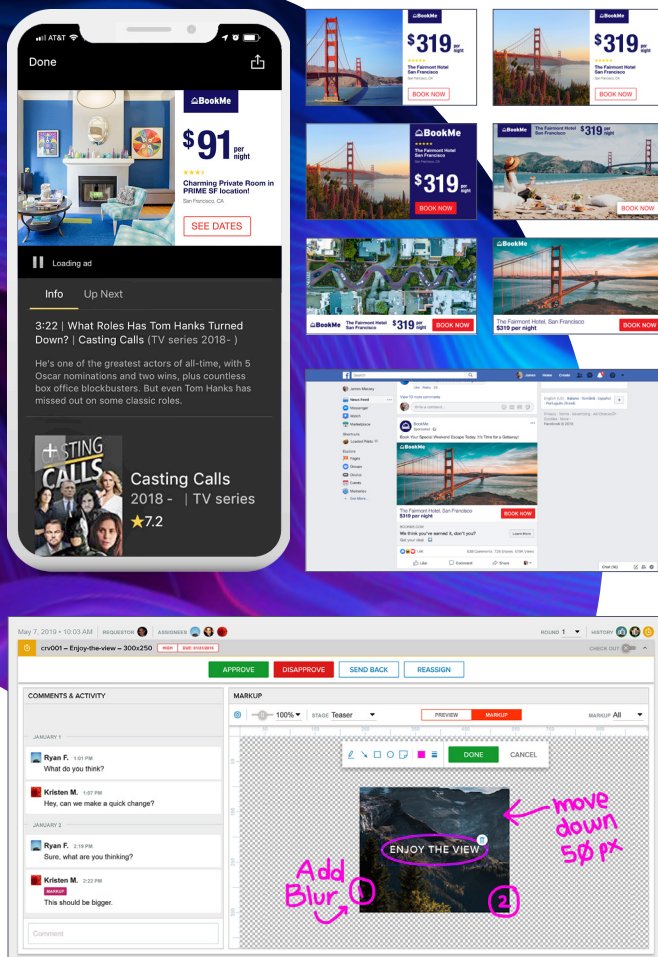


## LOCALIZED VIDEO EXPERIENCES

Videos are dynamically tailored to the customer's geolocation or even to the place where they're planning a vacation. Personalize video ads with what's trending in a nearby store, or with footage from their travel destination.







## SEAMLESSLY CREATE, REVISE & OPTIMIZE DYNAMIC VIDEO

Innervate makes it easy to deliver personalized dynamic video at scale with intuitive building, versioning, one-click trafficking, and comprehensive scheduling.

## BUILD MORE VERSIONS FASTER

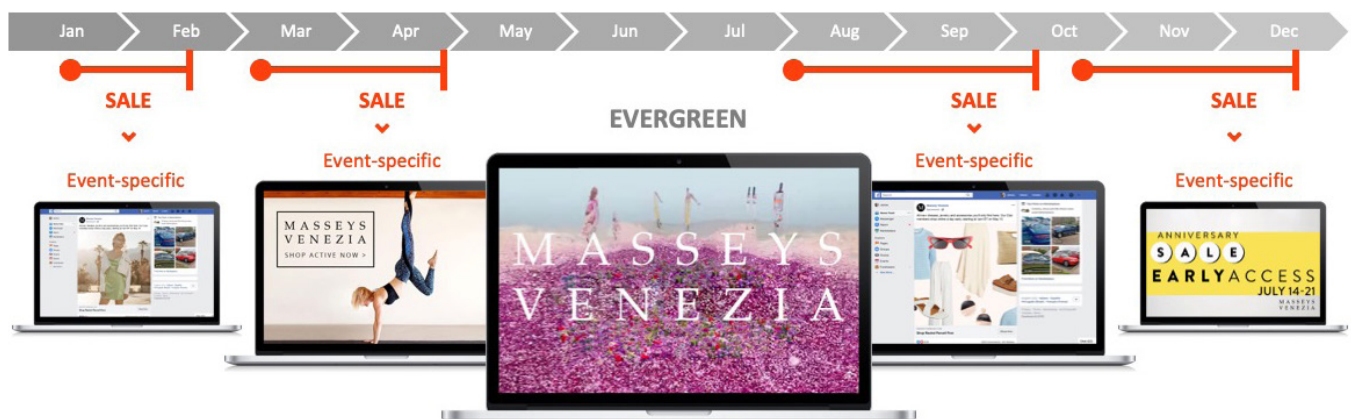
Whether promoting the latest sale, removing an out-of-stock product, or just revising messaging, Innervate enables seamless and unlimited revisions to video creatives with a user-friendly interface and on the fly assembly. Automated notifications and streamlined workflows make cross-functional collaboration easy and the approval process frictionless.

## NO MORE TRAFFICKING

On Innervate, there's no need to traffic creative. Innervate's unique approach to tag management uses a single tag to deploy and manage all creatives, enabling creative trafficking to all publishers and partners at the click of a button.

## PROACTIVELY PLAN PROMOTIONS

Sit back and watch your personalized video campaigns deliver the right seasonal creative or automatically switch from the "Black Friday" sale back to the "evergreen" messaging. An entire year's worth of campaigns can be scheduled in advance, freeing up time to spend on higher value tasks.



# AUTOMATICALLY TEST & SHOWCASE THE BEST PERFORMING VIDEO CREATIVE

Identify the best-performing video creative and perpetually optimize through customizable experiments that are simple to set up and execute. Intuitive and real-time data visualization provides visibility into which creative is working according to your KPIs across all campaigns and channels.

## NEXT-LEVEL TESTING

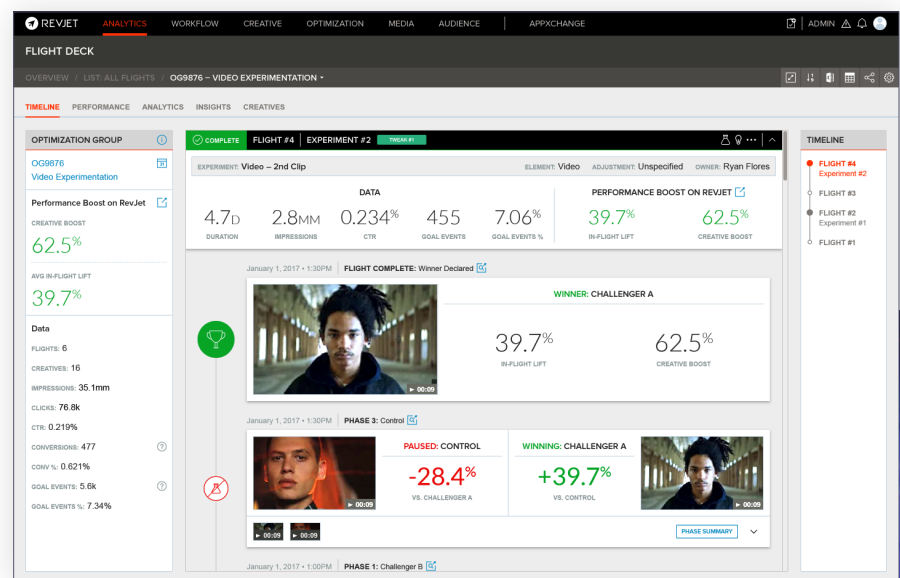
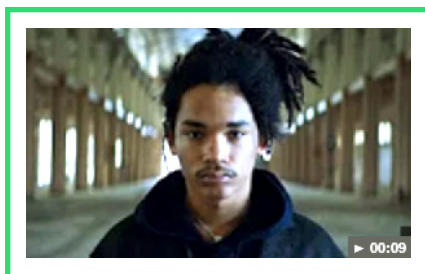
Go beyond A/B testing and personalization with Innervate. Video creative experiments find the best-performing creative while simultaneously personalizing the experience for each user. Imagine testing four different product re-targeting creatives where each one has a completely different intro clip and end-card.

## EXPERIMENTATION & LIFT BECOME THE NORM

Embrace innovation by increasing the velocity of creative tests. Automatically pause the lowest performing creative and reallocate impressions to the winning version. Real-time dashboards show all competing creative versions and their metrics side-by-side for complete visibility into performance across all channels. Automated notifications inform the team every time confirmed learnings occur.

40%

Lift vs Control



## ORCHESTRATE THE OPTIMAL BUYER JOURNEY

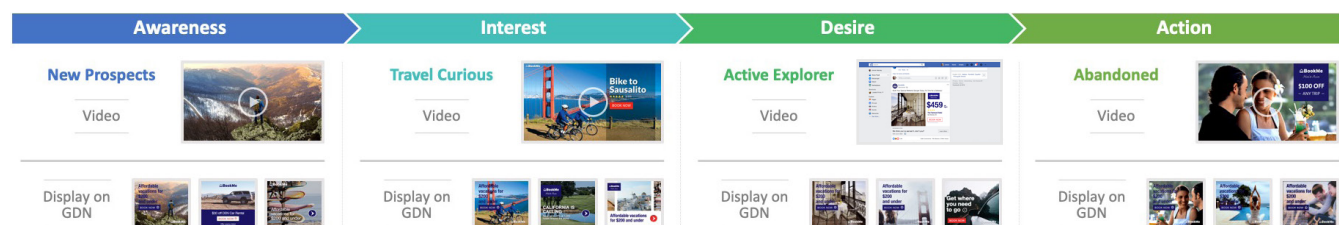
Foster meaningful relationships with customers with relevant and connected buyer journeys through all media channels. Video is a highly impactful format, especially when delivered at the right moment with the right creative. With Innervate, marketers design, test, and optimize the optimal omnichannel buyer journey for each audience, maintaining a cohesive brand and product story throughout.

### CROSS-CHANNEL JOURNEY DESIGN

Coordinate video messaging between social media, the web, OTT and all video channels. Also, ensure that video plays an effective role in omnichannel messaging. Gain visibility into how video and other channels contributed to audience goals.

### TEST AND OPTIMIZE

Integrate experiments within each stage of the buyer journey to ensure the best-performing and most relevant video is shown at each stage.



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