



Video Engagement For Business

Indi powers video engagement with your customers and employees and runs performance-based brand ambassador programs – all embedded into your website & app.

The Indi solution starts with brands engaging their customers, influencers and employees within the brand’s websites and apps to create content around the brand’s products and services. Content creators are incentivized (in the form of prizes or free product or commission for each sale they generate) to share their content throughout social media. The resulting content is then curated and embedded onto the brand’s websites and apps.

Adding UGC video to a website or app can increase conversion by up to 80%. Collecting, curating and displaying video content has been notoriously difficult. The Indi platform eliminates the difficulty video poses for businesses worldwide.



Key Outcomes

- Up to an 80% conversion lift by placing highly curated UGC video within websites and apps.
- Brands OWN their customer engagement instead of renting from social media
- Brands maintain engagement within their websites and apps, and then strategically utilize promotion and reach in social media through individuals
- Brands collect, curate and OWN all resulting UGC
- Brands collect and OWN robust social media data for their customers.
- Brands create a performance based virtual sales force of their best employees, customers and influencers

Increase site and app conversion

- Adding video testimonials and product reviews to product pages drastically increases conversion up to 80%.
- Amazon recently launched video reviews for all of their product pages.

Performance based virtual sales force

- Influencer marketing must be performance based to maximize return on investment.
- Light up your employees and entire customer base as authentic brand ambassadors.
- Amazon recently launched a performance based influencer program

Own and control your engagement with customers

- Brand’s organic reach in social is less than 1% of their followers, and the cost of ads are skyrocketing.
- With Indi, engagement occurs within the Brand’s website and app, and then utilizes individual sharing into social.

1000 micro-influencers added in 2 months . These were people who we weren’t able to work with before because we didn’t have a platform to do so. That’s all incremental revenue. These are brand new people who are driving sales to our site.

Mike Ponzillo, President, Vanity Planet | Internet Retailer