

moticnlab

Platform for creating personalised videos

Motionlab – about us

Motionlab creates personalised videos. We help our clients to communicate with their customers individually, based on data. We take care of all aspects of a personalised video campaign - creative concept, production, and rendering hundreds of thousands of unique videos in cloud.



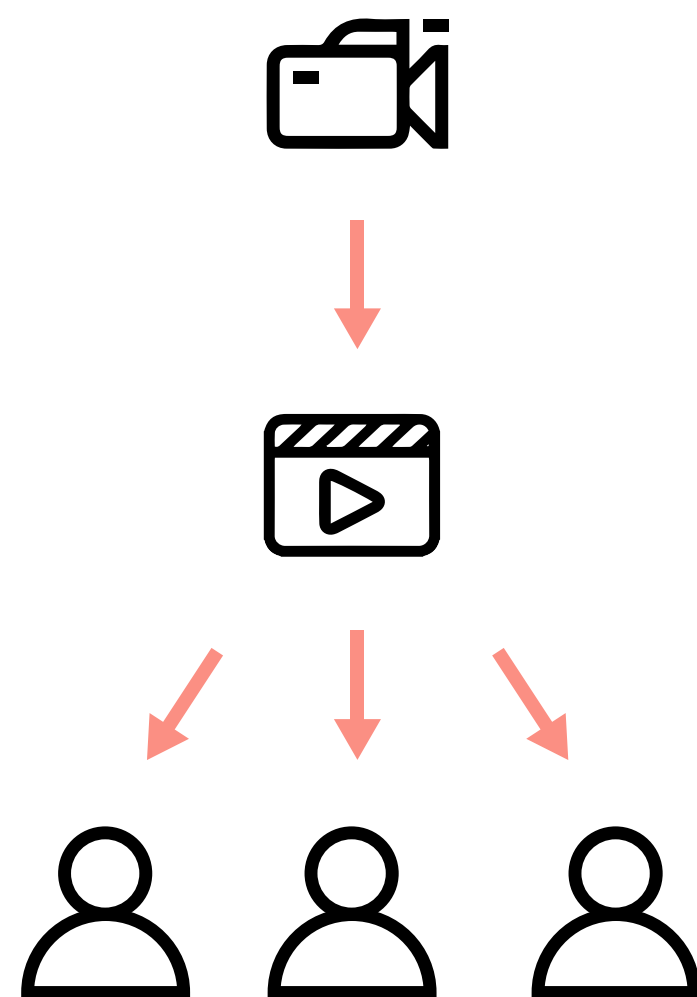
motionlab



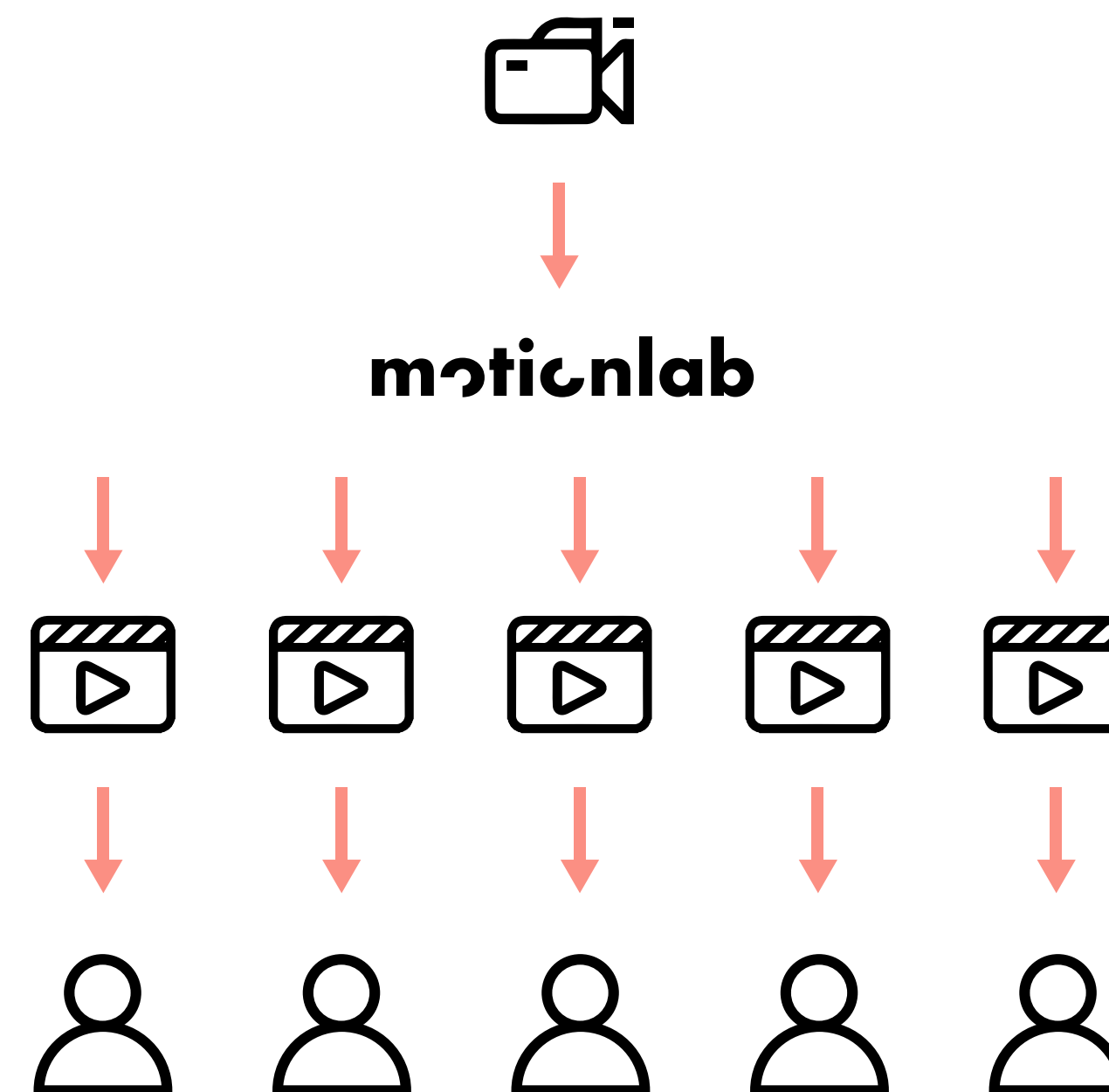
CONNOR
REYNOLDS

Explainer video

Traditional advertising



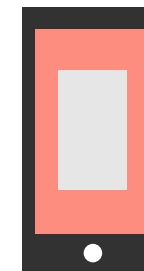
Personalised advertising



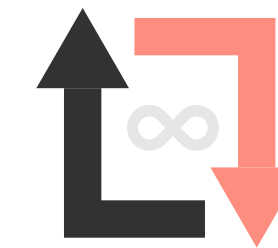
Key industries



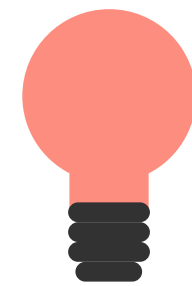
Retail & e-commerce



Telco & Media



Cross-Industry

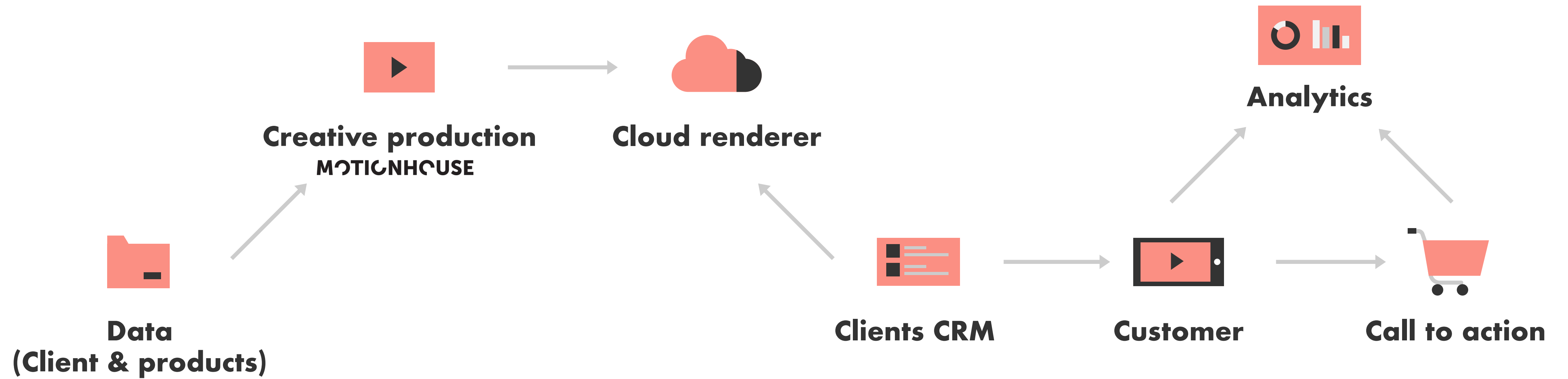


Energy & Utilities



Banking & Insurance

How it works



How it works



Batch rendering

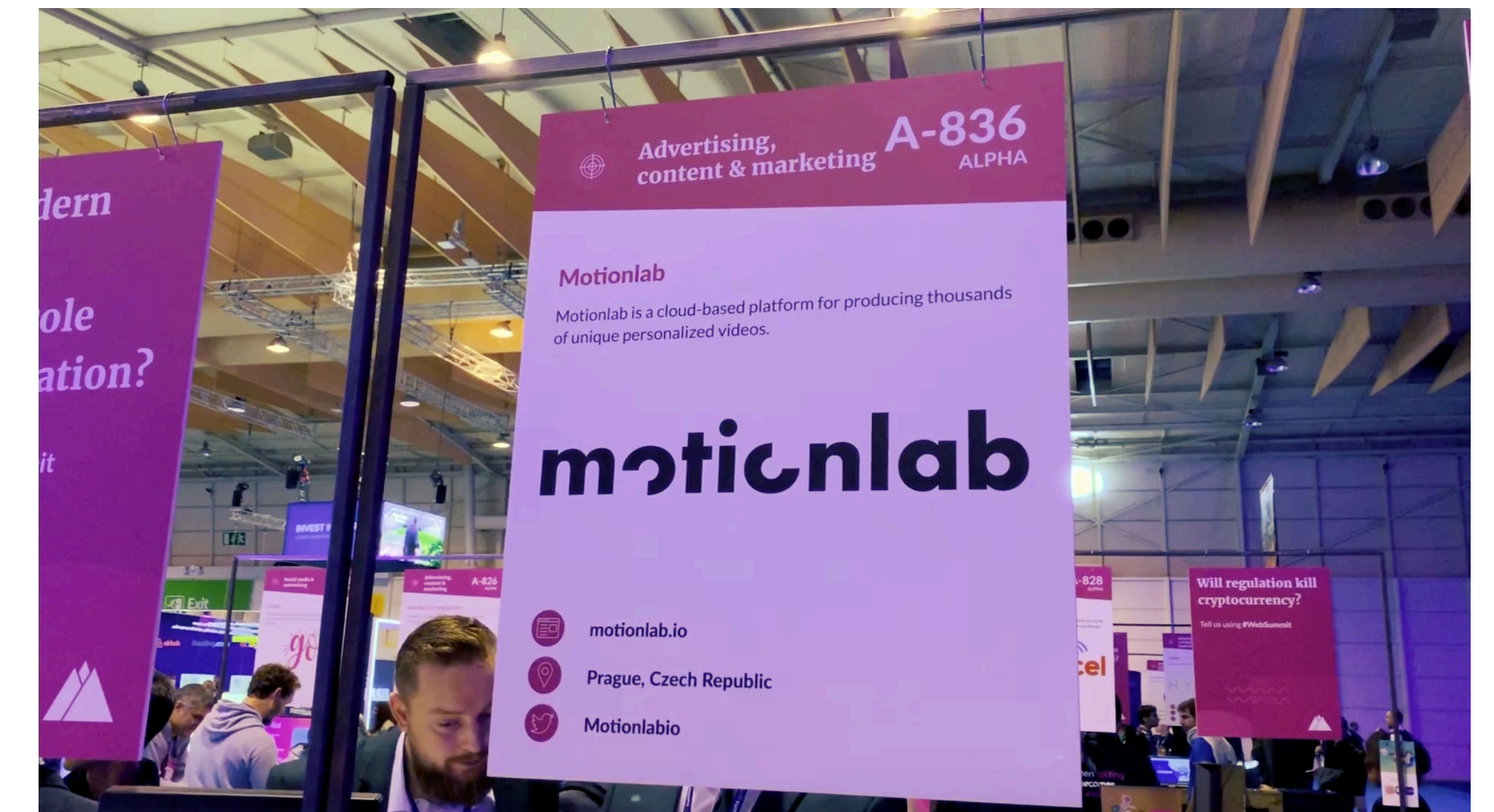
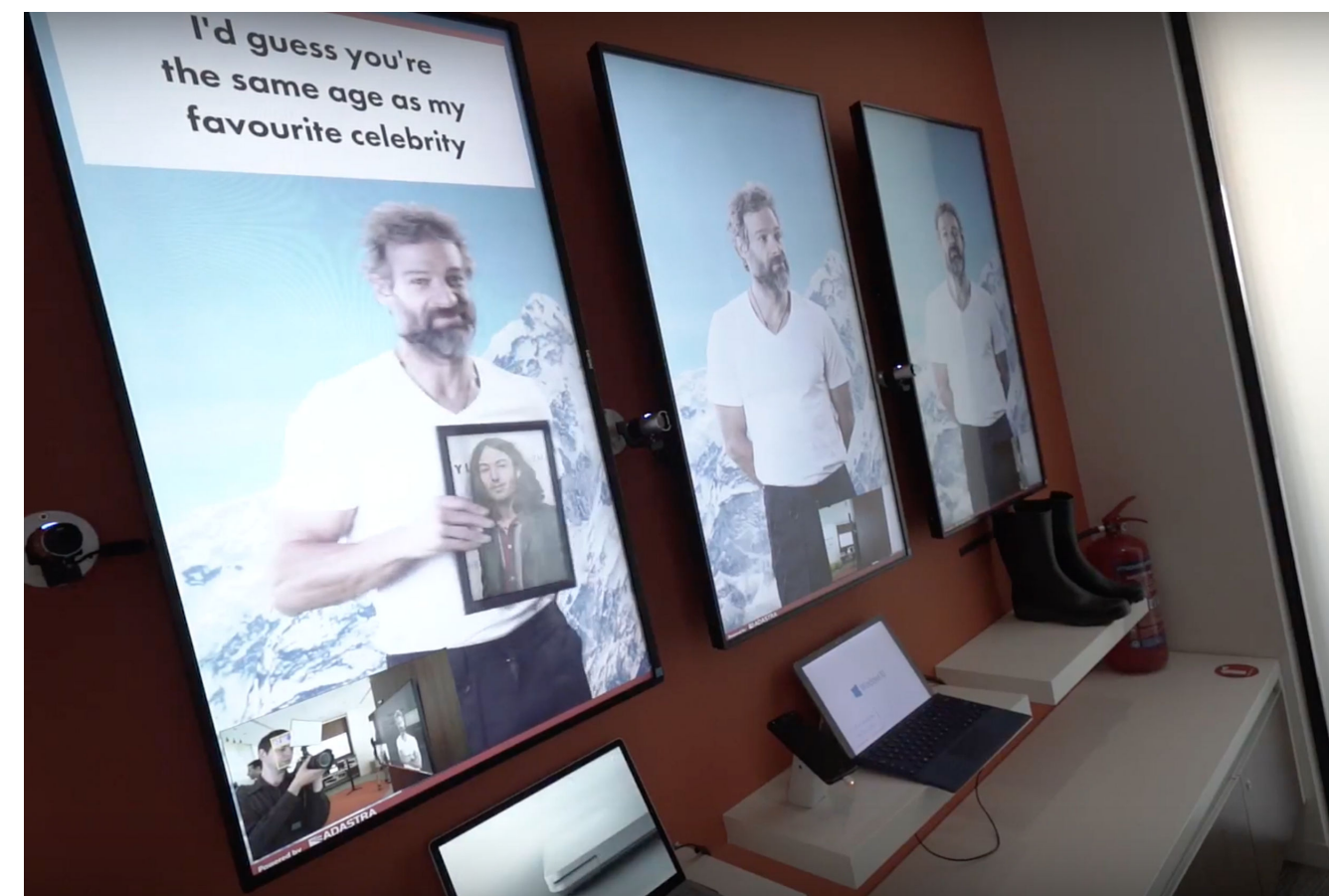
Motionlab creates thousands of personalised videos upfront (eg. for a mailing campaign)



On-demand rendering

Motionlab waits for user input (API call) to create personalised video, based on the call data.

Partnerships



Creative aspects

Dynamic texts

Dynamic scenes

Dynamic pictures

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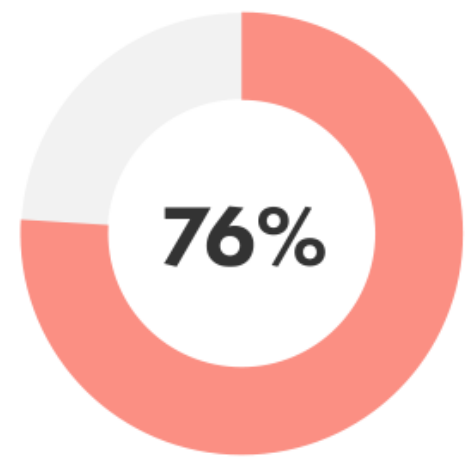
Dynamic maps

Current weather

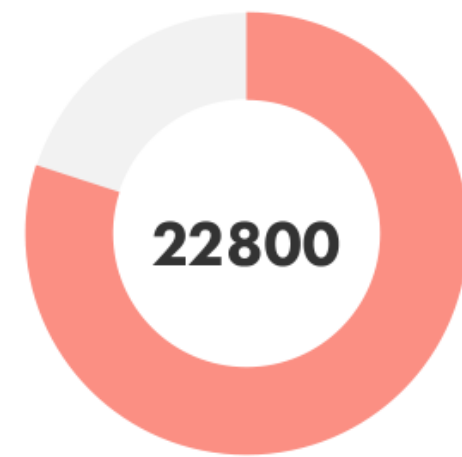
& more

Dynamic voiceover

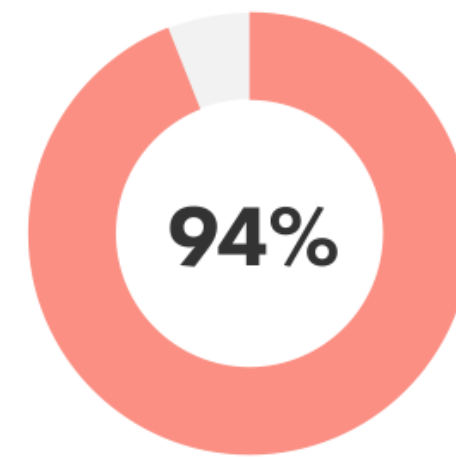
Statistics



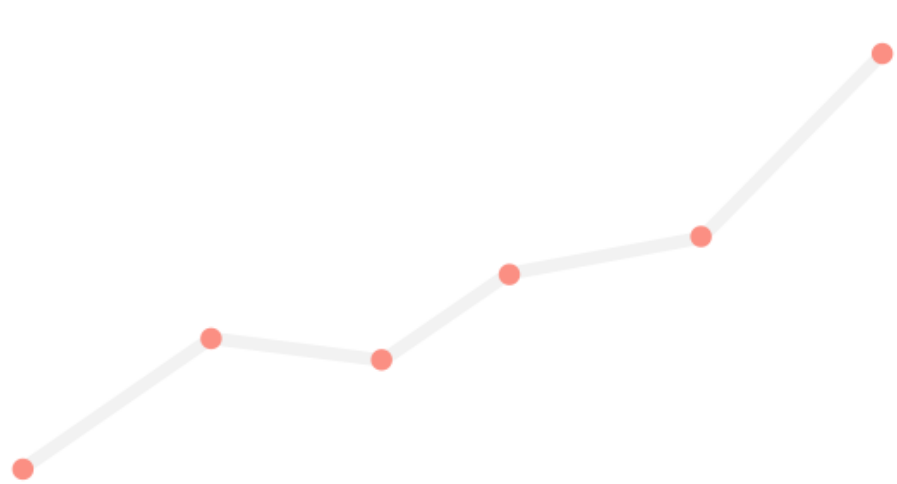
Video open rate



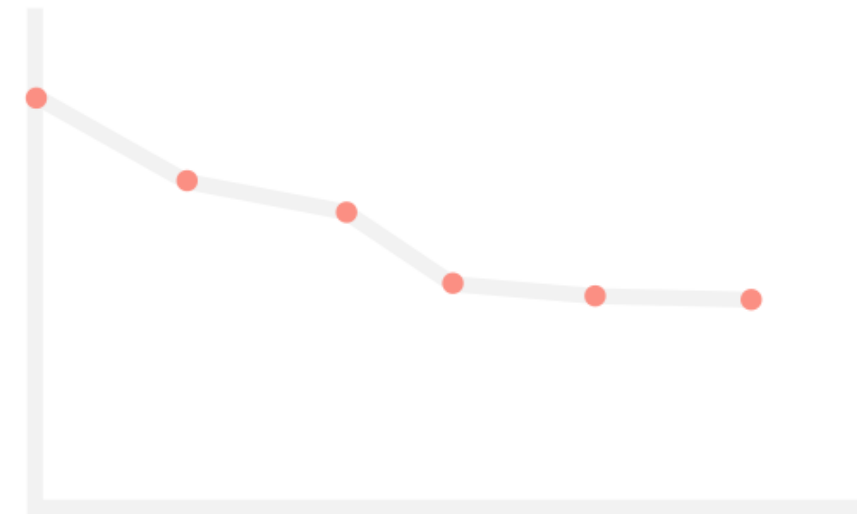
Total ammount of videos



Video CTR



Views



Audience retention

Thanks to our own video player, we are able to measure all related events.

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