

# INDIVIDEO

BY BLUERUSH

Customer expectations have transformed how brands create digital engagement.

Meet the challenge with IndiVideo by BlueRush.



Create a memorable experience, simplify complex products and ensure immediate relevancy using BlueRush's Interactive Personalized Video Platform, IndiVideo.

The platform's data-driven video ensures a seamless customer journey from initial attraction to retention. Increase conversions and decrease funnel abandonment at every stage of your customers' journey with IndiVideo.

IndiVideo's proprietary technology is built to scale cost-effectively and can be deployed behind your firewall with no compromise to data security.

Personalized



Interactive



## WHY INDIVIDEO IS SO POWERFUL FOR YOUR AUDIENCE



Immediacy



Makes the complex simple



Visual vs. textual storytelling



Personal and relevant



Memorable

## WHY INDIVIDEO IS SO POWERFUL FOR YOU AND YOUR BUSINESS



Fits into what you're already doing



Marketing-controlled creative



Accelerates buyer journey



Cost effective scalability



Customized to your data security standards

## IndiVideo Boosts Conversions for a Top 50 Global Bank's Mortgage Affordability Calculator

MORE THAN

30%

of viewers clicked to pre-qualify for a mortgage

MORE THAN

40%

lift in clicks to pre-qualify using IndiVideo

MORE THAN

70%

engaged beyond first minute of the IndiVideo

INDIVIDEO  
BY BLUERUSH

bluerush.com

CONTACT US FOR  
YOUR SOLUTION

416-203-0618  
info@bluerush.com

# IndiVideo Successes



**Allstate Insurance Challenge**  
Moving customers from quote to fulfillment

**96%**

email open rate

**10%**

increase in conversions

## Manulife One Mortgages Challenge

Launching complex mortgage product, Manulife One

**154%**

increase in click through rate

**44%**

increase in YOY sales



## AFP Habitat Pension Statements Challenge

Engage and increase contributions from 2 million clients

**70%**

watched entire IndiVideo

**90%**

satisfaction rating

## Top 50 Bank's Mortgage Affordability Calculator Challenge

Improve conversion performance of the bank's mortgage affordability calculator

MORE THAN

**30%**

of viewers clicked CTA

MORE THAN

**40%**

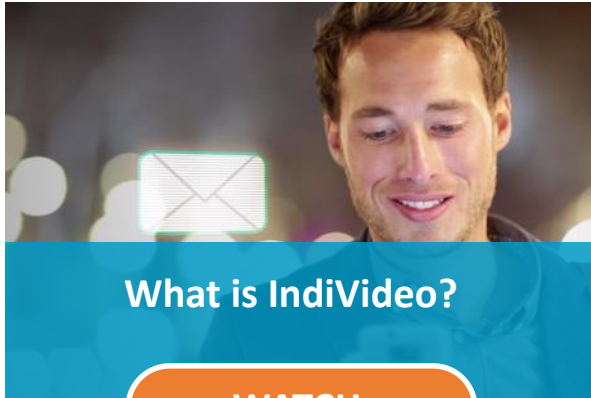
lift in conversions

MORE THAN

**70%**

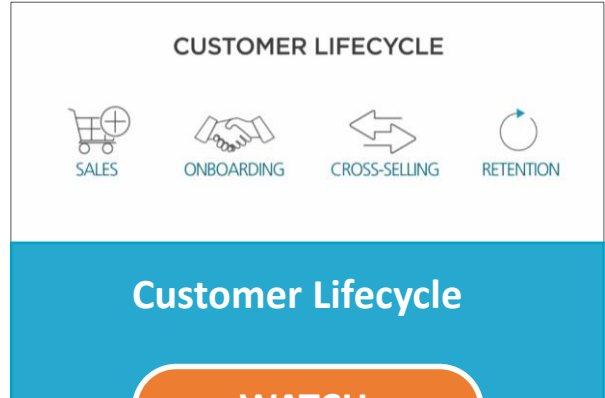
of visitors watched beyond first 60 seconds of video

# IndiVideo Examples



What is IndiVideo?

WATCH



CUSTOMER LIFECYCLE



SALES



ONBOARDING



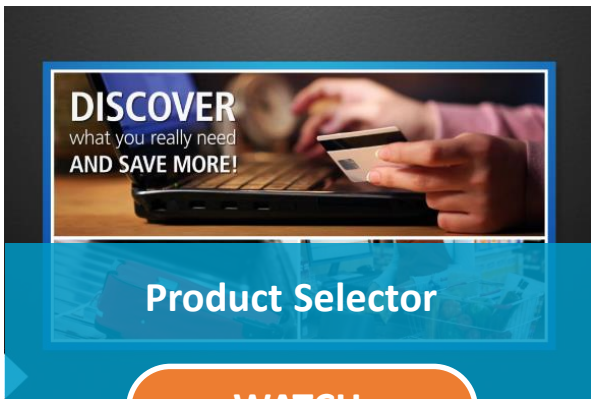
CROSS-SELLING



RETENTION

Customer Lifecycle

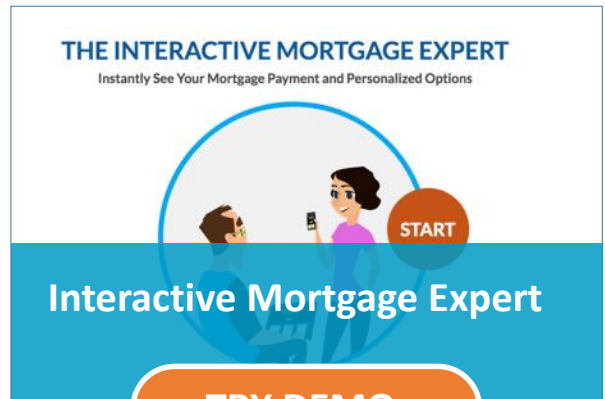
WATCH



DISCOVER  
what you really need  
AND SAVE MORE!

Product Selector

WATCH



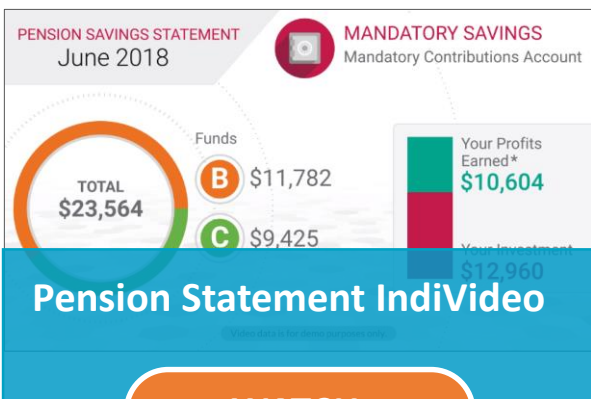
THE INTERACTIVE MORTGAGE EXPERT

Instantly See Your Mortgage Payment and Personalized Options

START

Interactive Mortgage Expert

TRY DEMO



PENSION SAVINGS STATEMENT  
June 2018



MANDATORY SAVINGS  
Mandatory Contributions Account

TOTAL  
\$23,564

Funds  
B \$11,782

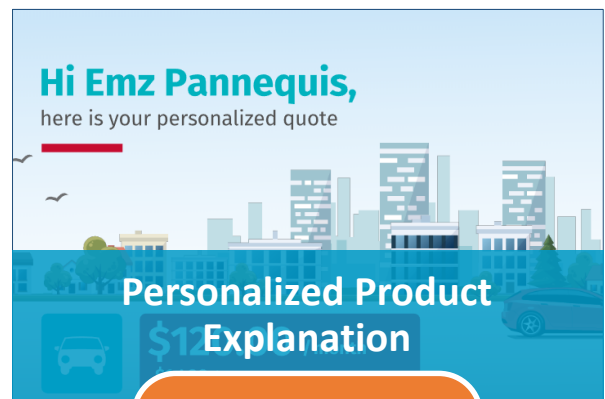
C \$9,425

Your Profits  
Earned\*  
\$10,604

Your Investment  
\$12,960

Pension Statement IndiVideo

WATCH



Hi Emz Pannequis,

here is your personalized quote

Personalized Product  
Explanation

WATCH

## Toronto

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75 Sherbourne Street,  
Suite 112,  
Toronto, ON M5A 2P9  
416.203.0618

## Montreal

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1751 Rue Richardson,  
Suite 3116,  
Montreal, QC H3K 1G6  
514.935.314

# BLUERUSH

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[www.bluerush.com](http://www.bluerush.com)  
[info@bluerush.com](mailto:info@bluerush.com)