



Smart Video Brochures

Video Brochures, which combine print messaging and one or more videos, are a great way to promote your brand and rise above the crowd. Video brochures tell your clients that you value them, and that you want them to remember you.

However, typical video brochures have two main drawbacks. First, they have static content only. Your message may get dated, and the content becomes obsolete. Second, after you hand out the brochure you lose track of it, not knowing if or when it was used. And video brochures are not inexpensive.

Smart Video Brochures solve these issues by incorporating GreenRack technology in them. GreenRack is a global cloud service that allows you to present always up-to-date content, in the language of your client, and to capture usage analytics. And you could also measure the return on your investment, tracking e-commerce conversions or website visits all the way back to the specific event or brochure that generated them!

GreenRack Smart Video Brochures include content triggers: ways to connect and engage your client, by easily initiating a “second screen” experience on their smartphones or tablets. We offer three types of triggers:

Short URL: a friendly web address that users can easily type on any connected device;

QR Code: a graphic that can be scanned using a smartphone or tablet;

NFC tag: a computer chip, similar to the one in your credit cards, that can be read using any NFC-enabled smartphone or tablet.

Whenever your client uses one of these triggers they will be presented with your latest content on their mobile device - articles, brochures, videos, web pages - including opportunities to engage in bi-directional communication with your client, participate in games, loyalty campaigns, or whatever your creative team may dream up to get you the differentiation you need to maximize competitive advantage, without having to worry about the technology behind.

Our Smart Video Brochures are available in many formats and sizes - including A4, A5 and business card - and have many customizable features to meet your use case requirements.

Whether your goal is to inform, showcase, promote or engage, GreenRack Smart Video Brochures are a wise marketing investment.



For more information, please visit us at www.greenrack.com