

# Create personalized video experience

**motionlab**

# Customer expectations?



On-line personal  
treatment



Same approach  
as in physical world



Tailor made  
offers

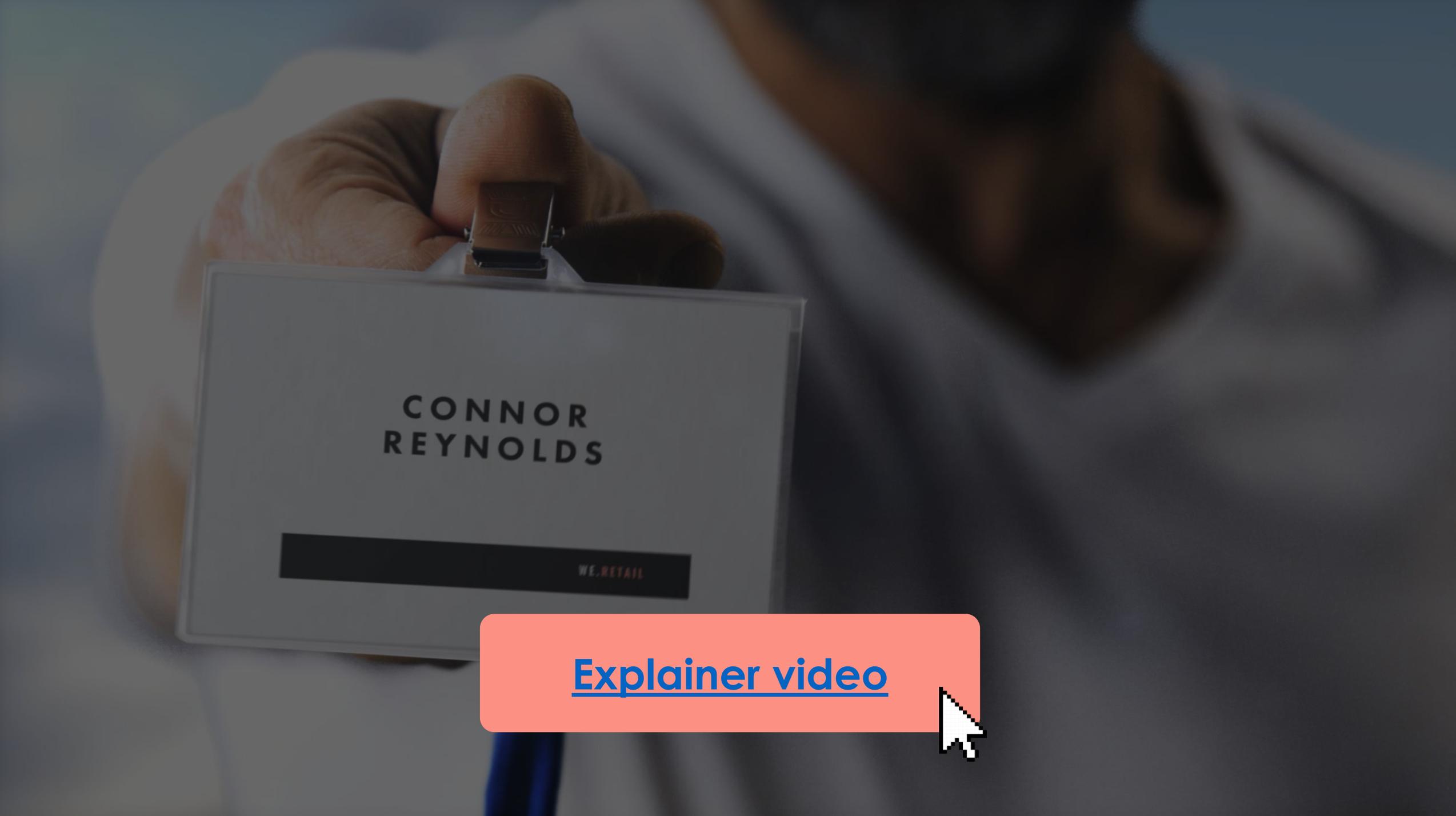


Make themselves  
Feel special

*What if there was a way how....*

*...it would be possible to communicate with **hundreds of thousands of the customers** directly with a feeling that **brand is speaking with them face-to-face?***

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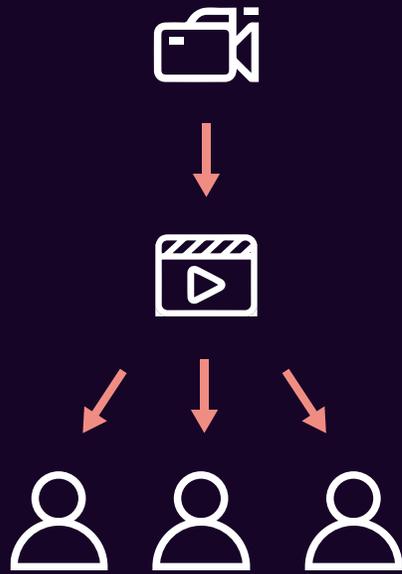


CONNOR  
REYNOLDS

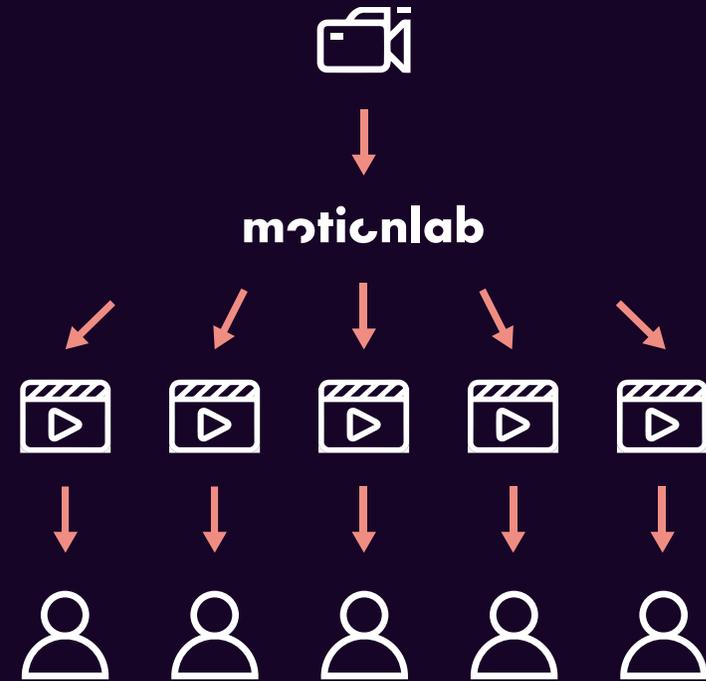
WE.RETAIL

[Explainer video](#)

## Traditional video ads

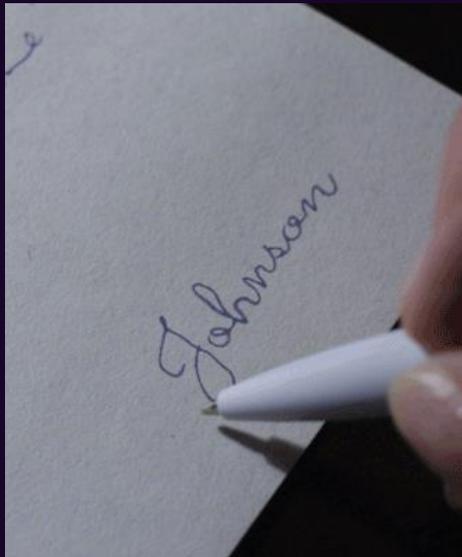


## Personalized video ads



# Video personalization

Dynamic text



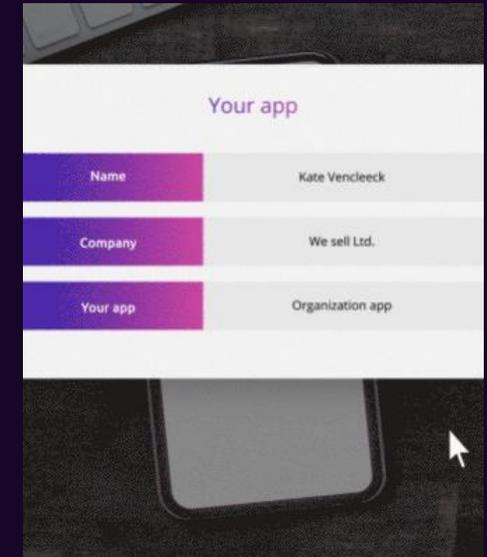
Dynamic location & images



Scene based on segmentation



Individualized offers



& more...

## Use cases





## Life insurance case-study

Agency: Fullart

Technology: Motionlab

Industry: Insurance

Handwritten text in a cursive script, partially obscured by a dark overlay. The visible words include "galore" and "mature".

Summary

[Play video](#)

## Case study



*“Personalized video campaign brought us significantly better results than our usual e-mail marketing campaigns. Especially the fact that 90% of viewers watched this, quite long, video till the end, is truly extraordinary.”*

Stanislav Popel, Marketing Manager, ČSOB Pojišťovna

**+100%**  
e-mail CTR boost

**+90%**  
completion rate

Other industry references



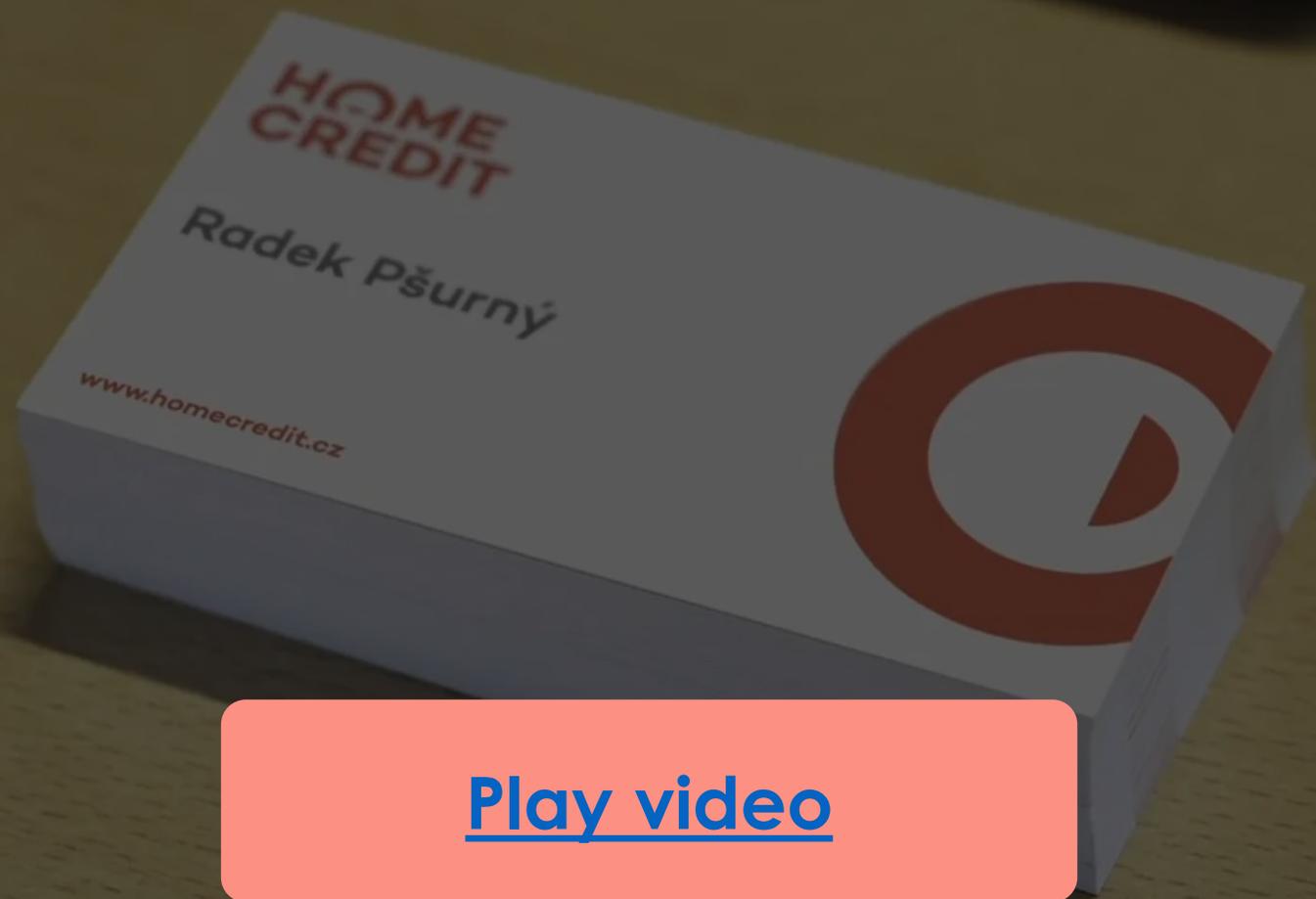
**HOME  
CREDIT**

## Recruitment video case-study

Agency: ČeAU

Technology: Motionlab

Industry: Banking (HR)



[Play video](#)

## Case study

**HOME  
CREDIT**

**3 months PoC**  
automated API mode

**49%**  
button CTR

**65%**  
completion rate

Other industry references



The logo for MALL.CZ is centered within a white rectangular box. It consists of the text "MALL.CZ" in a bold, white, sans-serif font, set against a solid red rectangular background.

## Device upsell case study

Agency: Mall.tv

Technology: Motionlab

Industry: E-commerce / Retail

Mi.

Karel Kvasnička

[Play video](#)

## Case study



**11x higher CTR**  
than AB test

**83x higher sales**  
than average mailing

**68%**  
completion rate

Other industry references



**NOTINO**



# Motionlab in numbers

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## Engagement



90% finish  
video ratio



+100% e-mail  
CTR



70% average finish  
Video ratio



60% finish  
video ratio (long video)

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## Action



17x ROI



50% CTR  
from video



38% CTR  
from video



+400% e-mail  
CTR

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## Satisfaction



100% positive viewers  
feedback



100% service uptime  
(3months campaign)



+350% e-mail  
open rate



More than 30 succesfull  
campaigns executed with  
Motionlan platform

# About Adina (Motionlab platform)

**motionlab**

Adina



Radek Psurny  
radek@motionlab.io

- Dashboard
- Campaigns
- Analytics
- Users
- Settings
- Resources

## Campaigns



Personalised\_video\_campaign

personalized\_video\_v1.mp4

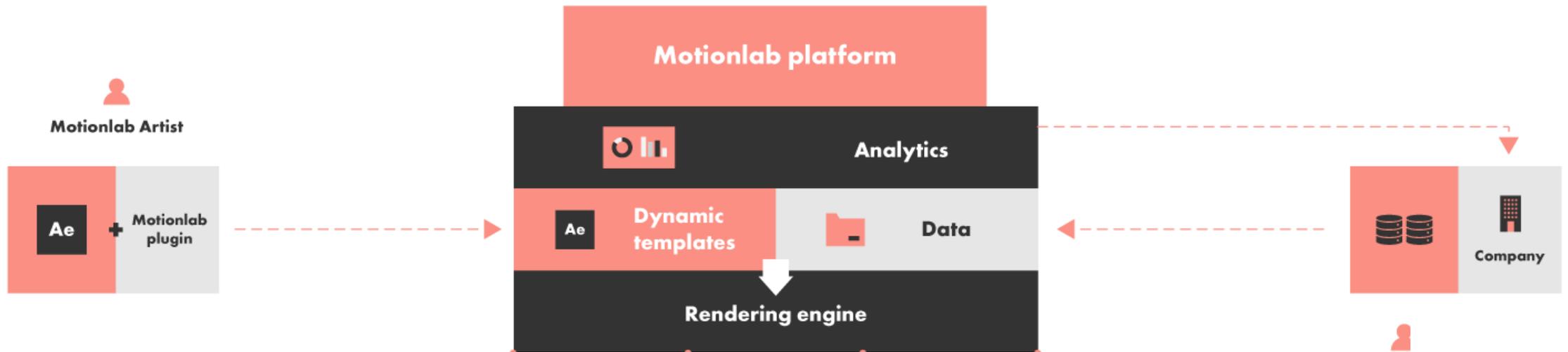


500 000 videos

Personalized_video_1			IN PROCESS
id	Duration	Target	Rendering
ds2132sd6c5sd65	0:30	ShopURL	43 minutes
65as4			8 minutes
asd34			71 minutes

[Play video](#)

# Platform architecture



Video creator doesn't have to learn any new software.

Easy to use platform for agencies or internal marketing teams.

Data manager doesn't need to know anything about video production.

# Motionlab integrations

 Creative plugin



Adobe After Effects

 CMS and web



Kentico

 CMS and web



WordPress

 DXP



Sitecore

 CRMs



Microsoft Dynamics

 Data management



Procampaign

 Email distribution



MailChimp

 Distribution



Api

 Salesforce CRMs



Salesforce

 SQL Data Management



SQL

 CVS Data Management



CSV

 Email distribution



ClickDimensions

 Email distribution



Mailforce

 Email distribution



SendGrid

# Campaign timeline

Kickoff

Launch

**Motionlab platform**

Data prep.

Player integration

Distribution setup

Test

Launch

**Your video production agency**

Script

Video production

Dynamic template

Average 4 – 6 weeks

## **Pricing**

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Pricing varies according to different parameters. Cost estimate is prepared based on your specific needs, your **client database** and **distribution channels**.

**Video production costs + video personalization**

Your or Motionlab's  
partner production

**motionlab**

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