Interactive video drives higher engagement and conversions for marketers. Brightcove Interactivity enables you to easily create two-way communications with prospects and customers, making the video experience more interesting for your viewers and more insightful for you. Each interactive element is a data point that helps you better segment and lead score, engage individuals, pinpoint a specific need, guide viewers through the customer journey, and increase ROI for your programs and campaigns. Highly detailed viewer interaction and engagement data can be passed directly to marketing automation and CRM platforms to build comprehensive profiles, more easily qualify and convert leads, and allow for more effective sales interactions.

CALLS TO ACTION
Subscribe. Download. Sign up. Drive key conversion actions directly from your videos.

PERSONALIZATION
Use personalization to drive a 1:1 digital conversation using dynamic interactive overlays.

CHAPTERS/BRANCHING
Give viewers easier access to the information that matters most to them, and deliver a personalized content experience via branching.

POLLS/SURVEY/QUESTIONS
Capture lead intelligence, gather feedback, and involve your viewers in a meaningful conversation.

SHOPPABLE VIDEO
Let viewers purchase goods and services directly from a video. Integrate video with your existing eCommerce systems.

VIEWER DATA/ENGAGEMENT ANALYTICS
Generate the most valuable data about your audience through advanced engagement on an individual viewer level by integrating your video with marketing automation platforms.
BRIGHTCOVE ADVANTAGE

The world’s most innovative and respected brands rely on Brightcove to solve their most demanding communications challenges because of the unmatched performance and flexibility of our platform, our global scale and reliability, and our award-winning service. With thousands of customers and an industry-leading suite of cloud video products, Brightcove has a deep heritage of enabling customers to drive compelling business results.

HOW IT WORKS

We meet with your team to gain an understanding of your company goals and how you can create a video experience that meets them.

Work directly with us. Brightcove has an out-of-the-box interactivity solution for you. Work with your account team to add this feature to your Brightcove functionality.

Choose your preferred partner. If you are already working with an interactive video platform, you can use them with your Brightcove Player. Once your player is configured, your videos will automatically display interactivity.

QUICKLY AND EASILY MAKE YOUR VIDEOS INTERACTIVE

• Choose one of our many interactivity integrations
• Select an existing video or videos
• Using the interactivity editor, add your interactive elements

LAUNCH INTERACTIVE VIDEO CAMPAIGNS

• Determine your campaign goal (e.g. leads, revenue, certification)
• Pick the KPIs and metrics to match the goal
• Choose the interactions that will meet your KPIs
• Add the interactive elements to a single video or to a series of videos all at once
• Start seeing results!

ANALYZE YOUR RESULTS

• Review results vs. goals. How can you improve next time? (e.g. Add more interactive elements? Change the type of elements? Change copy?)
• Target engaged viewers with follow-up campaigns
• Use data to deliver a personalized experience for every viewer