

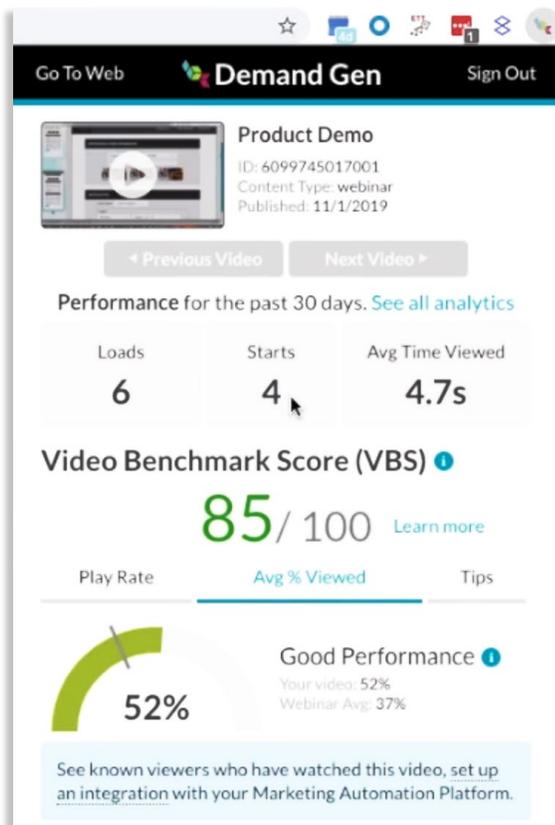
INCORPORATE VIDEO INTO YOUR MARKETING STRATEGY AND CLOSE BUSINESS FASTER



Meet your NEW, all-in-one video marketing solution. With Brightcove and Marketo, you can now make smarter, data-driven decisions to engage leads, drive revenue, and improve campaign performance.



Marketers who use video average a 66% greater increase in MQLs than those who don't.¹



ANALYZE PERFORMANCE LIKE NEVER BEFORE

We understand that marketers don't want to spend time in multiple platforms, so we brought the analytics to you. Using the Brightcove browser extension, you can easily see relevant performance metrics directly on the page where your video lives. Determine how your marketing videos stack up against others with similar formats, reach, and aim—and receive specific guidance on how to improve your performance—now.

REACH YOUR AUDIENCE EVERYWHERE

In just a few minutes, you can easily create custom interactive video experiences, branded portals, video-centric landing pages, and live event streaming sites—making it easier than ever to reach your audience on any device they use.

AVANADE USES POWERFUL VIDEO DATA TO ACCELERATE ITS SALES CYCLE



Avanade is the leading provider of innovative digital customer experiences—delivered through Microsoft and Adobe solutions. After recognizing the limits of Avanade’s content-centric marketing approach, Matt Stegen, Senior Director of Digital Marketing, and his team reformulated their digital plan to create a user-focused video marketing strategy capable of targeting all parts of the customer journey. They decided to look at video in a new way, focusing less on impressions and views, and more on how videos convert and impact sales.

Avanade also changed its approach to evaluating video content. Instead of measuring performance, Stegen and his team studied the distribution channels with the most engagement, the videos that reached the highest number of targeted clients, and the videos that have the most impact on the sales life cycle.

To complement Avanade’s newly refined video strategy, the company also developed a comprehensive digital ecosystem to track and consolidate video-based data across the entire customer journey. With the Brightcove and Marketo integration, the team leverages consolidated data to gain a more thorough analysis of where prospects are within the sales cycle—ultimately showing the correlated impact of video on conversion. Using this data, Avanade’s sales team crafts tailored messages to qualified prospects to begin the lead nurturing phase of the customer journey.

“We’re able to see more, understand more, and be able to deliver more power with data through the video we’re providing to a client.”

–Matt Stegen, Senior Director of Digital Marketing at Avanade

Contact your Marketo sales rep to learn more about Brightcove’s powerful **video marketing solutions.**

¹Andrew Moravick, *Understanding the Expanding Benefits of Marketing with Video* (Waltham: Aberdeen Group, 2016).