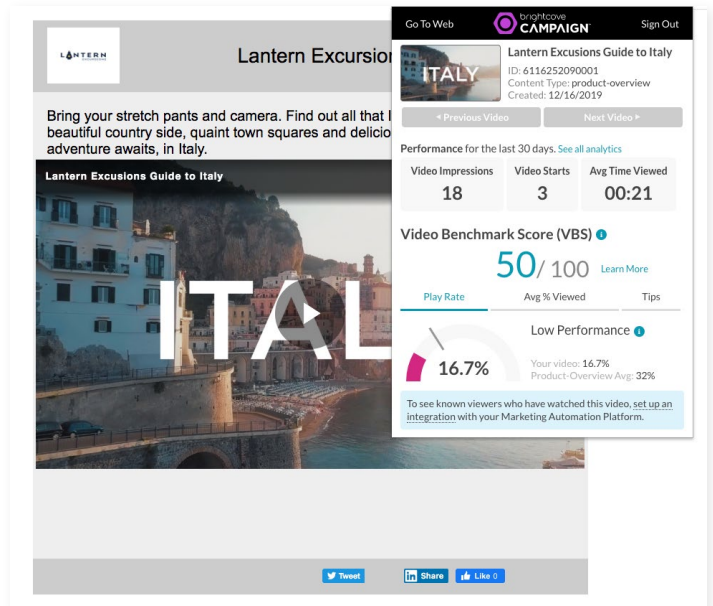


CAMPAIGNS THAT RISE ABOVE THE NOISE

1 EASIER WORKFLOW

- Reduce the time it takes to build, maintain, and report on campaigns.
- Single pane publishing dashboard.
- See video results on your landing page or website with our Chrome Extension.



Lantern Excursions Guide to Italy

Bring your stretch pants and camera. Find out all that beautiful country side, quaint town squares and delicious adventure awaits, in Italy.

Performance for the last 30 days. See all analytics

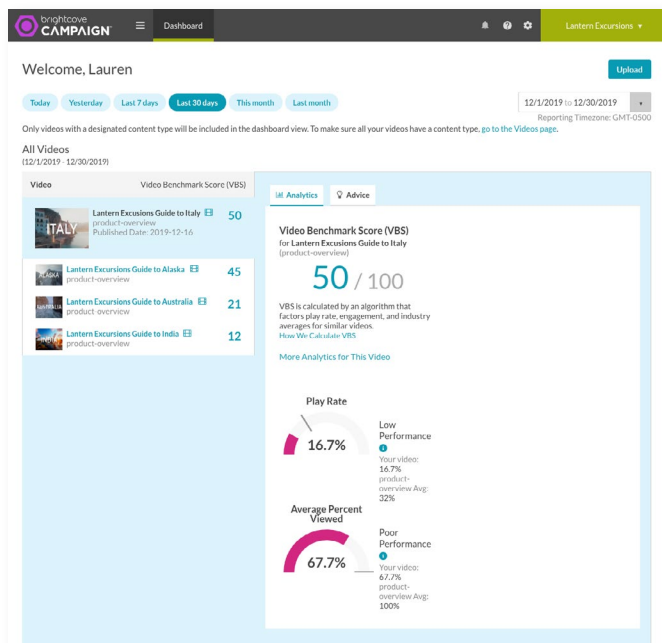
Video Impressions	Video Starts	Avg Time Viewed
18	3	00:21

Video Benchmark Score (VBS) 50/100 [Learn More](#)

Play Rate	Avg % Viewed	Tips
16.7%	Low Performance	

Your video: 16.7%
Product-Overview Avg: 32%

To see known viewers who have watched this video, set up an integration with your Marketing Automation Platform.



Welcome, Lauren

Video Benchmark Score (VBS)

Lantern Excursions Guide to Italy	50
Lantern Excursions Guide to Alaska	45
Lantern Excursions Guide to Australia	21
Lantern Excursions Guide to India	12

Video Benchmark Score (VBS) for Lantern Excursions Guide to Italy 50/100

VBS is calculated by an algorithm that factors play rate, engagement, and industry averages for similar videos. [How We Calculate VBS](#)

Play Rate 16.7% **Low Performance**

Your video: 16.7%
Product-Overview Avg: 32%

Average Percent Viewed 67.7% **Poor Performance**

Your video: 67.7%
Product-Overview Avg: 100%

2 UNDERSTAND VIDEO PERFORMANCE

- Get insight into how your video is performing against industry standards.
- Receive customized, easy to follow, advice based on your benchmark score website with our Chrome Extension.

3

ALWAYS OPTIMIZING

- Create, maintain, and continuously refine campaigns based on results.
- Change out video thumbnails to promote more clicks.
- Get auto-generated SEO and Facebook display code.

The screenshot shows the Brightcove Campaign dashboard for a video titled "Lantern Excursions Guide to Antarctica". It displays the video thumbnail, title, ID, and duration. Below this, there are sections for "Marketing Automation Platform (MAP) Connection" (set to Marketo), "Embed Code", and "Video SEO Code". Each section includes a "Copy" button and a "Tips" box with instructions on how to use the code effectively.

The screenshot shows the "MAP Connections" section in the Brightcove Campaign dashboard. It includes a sidebar with navigation options like "Account Information", "User Management", and "Billing". The main content area is titled "MAP Connections" and features a "Back to MAP Connections" link, an "Add New Connection" button, and a "Select Marketing Automation Platform (MAP)" dropdown menu with options for Eloqua, Marketo, and HubSpot.

4

BREAKDOWN SILOS

- Connect to your existing marketing technology stack.
- Out of the box integrations with top Marketing Automation Platforms, Google, and Adobe Analytics.

BRIGHTCOVE ADVANTAGE

Brightcove is dedicated to your success. We know how important a live event is for your business, so get the extra support and guidance you need with Brightcove's industry-leading Customer Success & Onboarding teams.