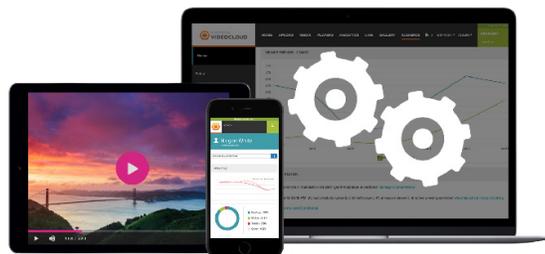


Brightcove Audience

Engage and Convert with Video and Marketing Automation

Audience connects video analytics from Brightcove Video Cloud to your marketing automation platform for powerful results. Now digital marketers can measure the impact of video to engage audiences on a personalized level and drive conversion.



POWERFUL AND EASY TO USE

With just a few clicks, connect Audience to your marketing automation platform or Customer Relationship Manager and automatically attach detailed viewership data to the contacts in your database.

COMPLETE VIDEO MARKETING SOLUTION

Leverage the full power of video marketing with Brightcove Video Marketing Suite for marketing automation integration (Audience), live streaming video (Live), and rich video experiences (Gallery).

EFFECTIVE MARKETING TOOLS

Increase the size and quality of your database by displaying lead capture forms in your video player. Track your leads' video viewing behavior and identify business opportunities in your marketing automation and/or CRM platforms, shortening lead conversion time.

PROVEN, SCALABLE SERVICE

Brightcove Audience meets the rigorous security requirements of global companies. With reliability, speed, and modularity it satisfies the high video quality requirements of marketing departments.

LEADING BRANDS AND MARKETERS RELY ON BRIGHTCOVE



Integrate Video Viewer Insights Into Your Marketing Automation

Powerful Marketing Results Through Video Analytics Integration

Video, unlike most other media, allows you to know exactly how much of your message viewers have consumed. Use this data to generate targeted responses for the best results: personalized follow ups, contextual messages, lead scoring, and lead segmentation. Integrating Brightcove with Oracle Eloqua, Hubspot and Marketo drives marketing messages that are relevant to your target audiences.



LEAD GENERATION

Create fully customizable lead forms built right into the Brightcove video player or use your own custom form to collect key contact information.

SEGMENTATION AND PERSONALIZATION

Know precisely what information each individual has received and then trigger personalized responses based upon their specific topic of interests.

AUTOMATED RELEVANT CONTENT

Build logic based on previous video content viewed, the percentage watched, or the combination of content consumed, and serve relevant content to prospects automatically.

SALES ENABLEMENT

Close business faster. Inform your sales teams of prospect and customer activity so they can reach out at the right time with a deep understanding of their contact's needs.

ROI OPTIMIZATION

Measure the ROI of your campaigns and optimize future results by incorporating video analytics and lead data with marketing automation.

BRIGHTCOVE ADVANTAGE: The world's most innovative and respected brands confidently 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.

For more information, visit brightcove.com/vms