

Brainshark for Marketing Automation

Gain deeper insights from your marketing campaigns.

Brainshark allows marketers to create content that can be used to educate, inform and engage prospects. Easily transform existing content, including PowerPoints or other documents, into high-impact video presentations that can be added to email campaigns via Marketo, Eloqua, and other marketing automation (MA) systems.*

Capture Viewing Data

By incorporating Brainshark presentations, marketers can capture unique viewing data and behavior of the recipient. You can pull the details of your audience's actual level of engagement with your content, enabling you to increase the success of your demand generation, lead nurturing, lead scoring and social media programs.

Examples of Brainshark viewing data include:

- Brainshark Presentation Title
- Lead
- Campaign Title
- Viewed Date/Time
- Slides Viewed
- % of Slides Viewed
- % of Audio Viewed
- Viewing Time in Minutes & Seconds

*A Salesforce integration is a requirement for this use case.



Measure Performance Details

With Brainshark, marketers gain greater insight into how their content is performing. You can see who's viewing your video presentations and how they're interacting with them, including which parts they watch and what path they take through the presentation.

You can also capture leads and collect feedback from polls and surveys that are easily created in Brainshark. All of this information can be pulled into Marketo, Eloqua, and more, helping you to qualify interest and guide the most appropriate next steps.

Improve Results

Together, Brainshark and MA systems provide a powerful solution to help marketers improve the results of their campaigns. Incorporating video content as part of your outbound marketing campaigns can boost your clickthrough rates by as much as five times and enables you to capture detailed metrics from your audience.

This new insight allows you to create sophisticated campaigns around segmenting various types of Brainshark data. For example, sending an email to people who only viewed 20% of your demo video or creating a custom campaign to target only the leads that viewed the entire demo. By learning more about your audience and their behavior you're able to leverage data to drive engagement.