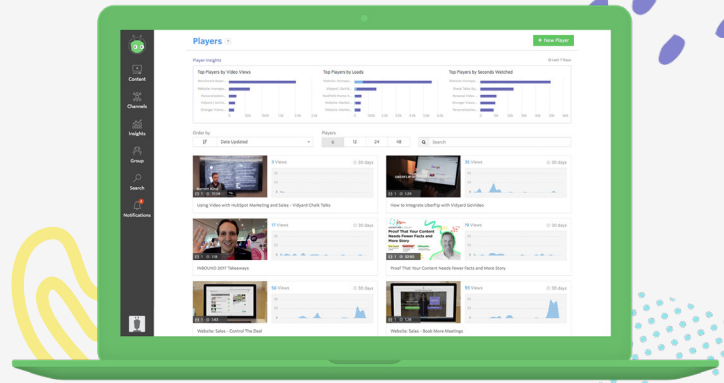


# Company Overview

Vidyard is an online video platform that helps generate better business results through exceptional video experiences, engagement and insights. At Vidyard, we want to enable every organization with the ability to use video strategically across every team—marketing, sales, support, and internal communications.



## Value Propositions

### FOR SALES

- Record and send personal video messages right from your email or sales tech
- Access a shared library of hosted videos across your organization, marketing included, to get the right content in prospect and customer’s hands the second they need it
- Be notified with exactly how long your prospect watches the videos you send

### FOR MARKETERS

- Manage all video hosting, distribution and tracking from a single platform
- Generate qualified leads, accelerate pipeline, and understand the true impact of video as teams continue to invest more in content creation
- Track video consumption down to the individual and integrate this data into marketing programs being run in MAPs, and dashboards in CRMs

### FOR INTERNAL

- Create an secure, internal video channel where new hires can onboard, employees can watch live streams, and leaders can communicate across the company

### FOR SUPPORT

- Equip your support team with a library of videos they can easily send to customers right from your service platform
- Enable reps to record and send personal video messages to provide the best experience

## Platform Features

- Video hosting
- Distribution across web, email and social channels
- Interactive video
- Lead forms
- Vidyard GoVideo
- Personalized video
- Video hubs
- Live streaming
- Secure video

## Integrations

To enable marketers with the ability to easily add video content to their marketing programs, and prove the impact of their video marketing efforts, the following integrations are available to customers:

- Marketo, Eloqua, Pardot, HubSpot, Act-On, ExactTarget and 366 Degrees
- Hootsuite, Lookbook HQ, Kapost, MailChimp, Adobe and Google Analytics

To enable sales with the ability to easily communicate with video and be notified when prospects are watching their content, the following integrations are available to customers:

- Salesforce (every cloud), Gmail, Outlook, HubSpot Sales, SalesLoft, Drift and Mixmax

To enable support teams to communicate with customers through video, the following integrations are available:

- Salesforce Service Cloud and Zendesk