

Brightcove Video Marketing Suite

The most comprehensive suite of video technologies built for the needs of the modern marketer to drive awareness, engagement and conversion. It's easy to start, easy to use, and easy to drive impressive marketing results.



Brightcove
Video Cloud **LIVE**

Marketing Software
Integrations



PLAYBACK

Publish and stream on-demand and live video to your audience wherever they are, on any device.



PORTALS

Create engaging, powerful video portals with built-in marketing best practices for video SEO, social and responsive design.



MARKETING AUTOMATION

Engage and convert your audience by integrating video analytics with your marketing automation platform.



MANAGEMENT

Easily upload, manage, and organize your video library for maximum effectiveness.



INTEGRATIONS

Easily integrate with your existing marketing technologies: CMS, analytics, automation, digital asset management, and more.



ANALYTICS

Understand your video marketing metrics: who's watching, where are they, what devices, how is your content performing. Easily integrates with your own analytics solutions for 360 degree view of your audience.



CONVERSION

Turn viewers into customers with call-to-action features and integration with the leading marketing automation platforms, like Eloqua.



SOCIAL

Build your brand by sharing video on the most popular social destinations: Twitter, Facebook, Youtube, Pinterest, LinkedIn and more.



LIVE

Engage your audience with flawless live video with an easy-to-use, high-quality service. Take advantage of real-time analytics, quality monitoring and archiving for on-demand playback.

To learn more about the Brightcove Video Marketing Suite, visit brightcove.com/vms