



Kaltura Pitch Video Messaging

Video messages that break through the email clutter

The screenshot shows an email interface for Kaltura Pitch. At the top, it says "Follow up Our Meeting Today" from Stephany Johnson, Sales Director at Kaltura. Below the header are "Reply" and "Forward" buttons. The main content is a video player featuring a woman with curly hair in a red and white striped shirt. Below the video, there are two attachments: "Product Overview.ppt" (12.2MB) and "Data Sheet.pdf" (2.4MB). At the bottom, a white analytics bar displays the following data:

Recipients	Opened Messages	Played Videos	Avg. Drop Off
7	8	12	78%

Easily create and send personalized video messages via email to grab your recipient's attention. You can even track who watched your video message and when your message is watched. Whether for internal communications, executive messaging, sales, or customer care – your video emails will stand out so you can truly connect with your audience.

Work Better Together

Collaborate with colleagues within Pitch on shared playlists and videos you can all use. Take content created by marketing or administrators and add it to your favorites.

Gain Insights and Make an Impact

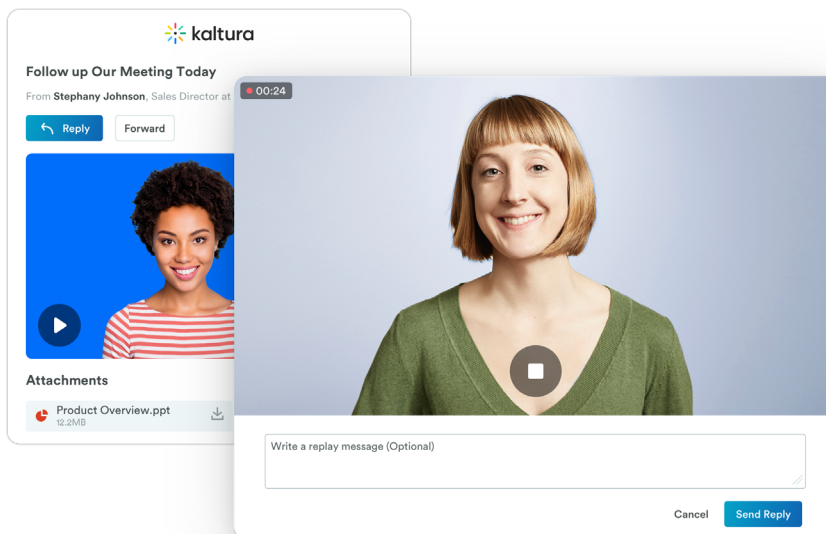
Stay updated on who's watching, how much and when, and track how viewers interact with your message with real-time alerts. Even track forwarded messages!

Stand Out Every Day

Capture a video of yourself on phone or desktop or grab a video from your media library and share it via email to introduce yourself and make it personal.



Key Features



Create Video Messages at the Click of a Button

- Easily record or upload personal video messages from your desktop or iPhone/iPad with Kaltura Pitch iOS App.
- Add attachments and playlists leveraging Kaltura MediaSpace Video Portal as your media library.
- Create playlists: mark favorite channels, choose, and reorder videos as you like.
- Edit the video before sending: cut, trim, set fade in/out and add Hotspots.
- Create teams within Pitch to collaborate on playlists and files you can all use.
- Engage senders with video message replies and get notified when a response comes in.

Share Your Message

- Send via email using your existing O365 or Gmail account.
- Use specific addresses or distribution lists as recipients.
- Share publicly or limit messages to internal access with SSO authentication.
- Automatically create trackable and branded landing pages with public links that can be shared to specific channels and social networks.

Drive Results

- Get real-time alerts and see who watched your message and for how long.
- Know who to follow up with, when, and what interested them most.
- See if your message was forwarded and to whom.
- Increase engagement with video replies that can be sent by recipients directly from the landing page.

Video Emails Can Be Used For:

- Internal Communications – Stand out with vivid team updates and demos.
- Executive Messaging – Connect with every employee with personal announcements.
- Recruiting & Admissions – Show your company culture with personalized outreach.
- Sales – Boost conversions and follow up on leads while they are hot.
- Customer Care – Personalized How-To videos for faster resolution.
- Customer Success – Ongoing personal updates help grow the relationship.

The Kaltura Video Cloud powers any video experience for any organization. Our broad set of solutions power video for hundreds of millions of viewers at home, at work, and at school.



► To learn more, go to: www.kaltura.com

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