

KALTURA VIDEO EXTENSION FOR MARKETO



KALTURA

Our integration with Marketo allows modern marketers to enhance their marketing campaigns with video as a strong marketing tool. Easily add videos to Marketo landing pages, and track user interaction. With our tools, you'll convert viewers into customers faster, with measurable ROI for your produced videos.

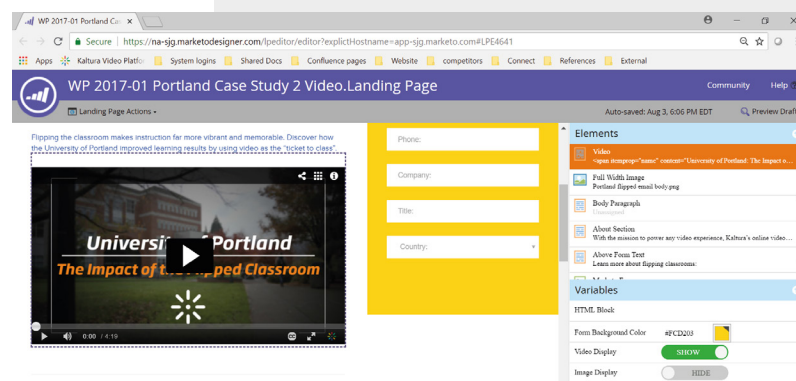
Built on top of Kaltura's market leading video platform, you'll get powerful video capabilities seamlessly built-in to Marketo, like player customization and branding, video galleries and micro-sites, video SEO, CMS integrations, distribution to social sites, spotless playback quality and much more.

USE CASES

- **Measurable Video ROI** - track conversion of your video marketing campaigns to justify your video production budget.
- **Video Landing Pages** - enhance and scale your existing marketing campaigns with trackable video landing pages
- **Website Video Galleries** - Create gorgeous branded video galleries and curated video playlists.
- **Interactive Video Creation Tools** - build branching interactive videos to increase engagement and encourage more time spent on the page.
- **Lead Generation and Engagement** - collect more leads with in-player calls-to-actions, forms, and related videos.
- **Lead Nurturing and Qualification** - track video engagement data to improve lead nurturing and MQL/SQL lead qualification via segmentation, targeting, and scoring.
- **Video Content Improvement** - use detailed video analytics and A/B testing to constantly improve your video content for maximum engagement.

FEATURES AND BENEFITS

- Centrally manage all your video content on Kaltura's cloud-based digital asset management system. Easily add to Marketo campaigns, embed on sites, and distribute to YouTube/Facebook/Twitter.
- Add SEO-driven videos to landing pages.
- Collect detailed video engagement data within Marketo and use it for segmenting, targeting, scoring and generation of sales insights.
- Add forms and call-to-action buttons on the player to increase engagement and lead conversions, and maximize ROI on your produced videos.
- Customize and brand your video players: both looks and functionality.
- Superb viewing experience anywhere, anytime, on any device: automatic transcoding of uploaded videos, adaptive streaming, and delivery via leading CDNs.
- Powerful video creation tools, including interactive videos, slide synchronization, automated captioning, and translation services



About Kaltura

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school.

Contact us at <https://corp.kaltura.com/company/contact/>

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