

Interactive Personalized Video Market Study

*A Pathway to Deeper
Customer Engagement*



A Madison Advisors Report
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INTRODUCTION

Madison Advisors views interactive personalized video (IPV) solutions as the next stage in the evolution of customer communications. The growing use of email and mobile communications provides organizations the opportunity to leverage electronic communications as a preferable and less expensive communications channel. With increased access to broadband Internet, video communications have the opportunity to reach a greater percentage of customers than ever before. Unlike traditional online videos offering general instructions or generic information, IPV communications enable customers to self-guide through the information specific to their account. Customers can view the options associated with their account and take appropriate action through the interactive document.

Organizations that generate customer communications using IPV have seen measurable benefits in customer adoption of new offerings, greater enrollment in financial systems, and a reduction in call center volumes during peak periods, such as open enrollment and quarter end. However, challenges remain with a percentage of consumers who are either unable or unwilling to forgo paper documents in favor of electronic channels.

IPV benefits are most valuable for organizations with complex products. Many customers consider insurance policies, financial accounts, and medical plans to be overly complex. Some rarely review these products until a triggering event, such as a house fire, has occurred.

Because IPV is an emerging market, Madison Advisors developed criteria for assessing the range of IPV systems available. Madison Advisors developed a scorecard to provide guidance on both the functional aspects and market vision for these solutions.

INTERACTIVE PERSONALIZED VIDEO DEFINED

IPV has a number of use cases across many vertical markets, including financial services, retail, and gaming. IPV offers opportunities for marketing and sales promotions by leveraging customer preference data from a customer relationship management (CRM) solution to generate videos that highlight the products consumers would be most interested in buying. In this use case, the video can be used to announce new products and connect customers directly to an online store to complete the sale.

IPV is also an ideal tool for education, offering guidance without adding to the viewer's confusion. By responding to the viewer's inputs and leveraging data from corporate databases, the video can guide the viewer through a complex process and explain options specific to the viewer while bypassing options that do not apply, such as features on a different version of the product.

For financial industries, including financial services, banking and insurance, customer retention runs between 80-85%. Short-term customers generally cost more to acquire than the revenue generated. As a result, these organizations work to minimize churn and improve the customer experience (CX) in order to retain the customer.

Customer engagement and retention depends directly on the ease of customer onboarding, ongoing communications, and generating a positive customer experience through segmentation. IPV solutions address these strategies directly. IPV provides a platform for highly personalized customer engagement in lieu of searching a corporate website for answers or waiting on hold for a call center agent.

Electronic documents offer a lower cost channel for customer communications. Additionally, emails and text messages provide faster notification of account issues than paper documents. And while these electronic channels may be personalized, they are less effective at communicating answers to specific questions, simplifying the onboarding process, or presenting a call to action for the customer to make changes or add services, thereby enhancing CX. IPV captures and holds the customer's attention with a high percentage of viewers watching the video in its entirety and responding to the call to action offered in the video.

Effective use of interactive personalized video ensures that customers can see, understand, and act on the organization's information provided. Today, mobile phones and high-speed internet access enable organizations to use digital videos for customer communications. While video is most often used as an effective marketing tool, the medium also provides opportunities for organizations to more easily onboard customers, provide training, and guide customers through complex processes or financial documents.

MARKET SIZE

Madison Advisors estimates the market size for IPV to be close to \$200 million in 2021. Many of the IPV vendors have been in business over a decade, but the demand for IPV has grown rapidly in the last few years and is expected to grow sharply in the next five years. Madison Advisors projects the IPV market to grow by 7% in 2022. IPV is utilized primarily by large enterprise organizations and has yet to attract enough attention to be leveraged by mid-sized organizations.

The increased installation of broadband services and adoption of smart phones since 2010 make IPV viable as a customer communications channel. In addition, corporate acceptance of cloud-based services, especially within the financial services sector, has allowed for implementation of IPV services from the broader range of cloud-only vendors.

STUDY SCOPE

The opportunities for IPV will continue to grow as more customers opt into electronic communications and have the infrastructure to support high-speed internet access.

Madison Advisors focused its examination of IPV solutions from the perspective of transactional customer communications. Organizations can use IPV solutions to create personalized videos using customer data to explain complex financial products and encourage customers to immediately act on making changes to their account, such as increasing investments or adding new services.

Madison Advisors evaluated five vendors whose products produce and distribute IPV to large numbers of customers. While much of the context is created in traditional graphic arts and animation tools, the IPV solutions enable organizations to link personalized data into the video. IPV solutions pull customer data in real time from corporate systems and capture data input by the viewer to direct the flow of the video and to feed back to computer systems.

In the evaluation of interactive personalized videos, Madison Advisors identified the following characteristics in order of complexity:

- Personalization
- Interactive
- Integration

PERSONALIZATION

Customers have become accustomed to digital channels providing rapid communications; therefore, organizations need to provide personalized and relevant customer communications. Customers will increasingly expect that the video content itself has been tailored to them individually. With the amount of insight organizations have about customers (their interests, demographics, etc.) and the depth of data that is available in CRM platforms, it is possible to make video content all about the individual customer.

Personalization extends beyond simply placing the customer's name on the opening screen. While the solutions directly present personal information, they also use the customer's data to drive animation and scene selection.

The IPV solution should be used to present and explain only products assigned to the customer. For example, a customer with a medical benefits plan would not be presented with options related to a dental or eye care plan that is not part of their plan but could be provided the option to expand coverage to include these benefits. Going further, customers expect one line of business within the organization to understand their relationships with other lines of business and not offer additional products that the customer already uses.

INTERACTIVE

In addition to creating personalized video experiences that are driven by the data organizations know about its customer, the organization can also enhance customer interest and retention through dynamic experiences that either respond to what a customer does during the video or what they did before they even started watching. By swapping content and interactions in or out dynamically based on how customers react, questions they answer, hotspots they click, or text links they respond to, the organization can create the sense that the video itself provides a million possible paths. For instance, if the organization knows a viewer is just a lead versus a customer the IPV might ask a question about features or show them a different button.

In addition to using customer data to enhance and personalize the video presentation, IPV solutions also allow organizations to verify contact information, such as a current mailing address or email address, request additional data, such as communications preferences, and present a call to action whereby the customer can complete a renewal or open a new account.

Using second-by-second analytics on what customers are viewing, what they click on, what they react to, and when they abandon the video, an organization can begin a rapid optimization path of adjusting the video content and interactions to maximize the intended outcome. This can include combining A/B testing solutions, such as Google Optimize, URL tagging, and the conditional logic described above to test deeply refined experiences within the video itself. The result will be the most effective, broad video experience resulting in deep insight that informs future content development and maximizes ROI.

INTEGRATION

For an IPV solution to be effective, it must have access to the latest account data and deliver the dynamic content fast enough to keep the customer from experiencing visual lag or delays. IPV solutions require access to corporate data behind the firewall while the platform itself runs in a hosted environment.

IPV solutions are designed to create videos on demand in real time in order to respond to customer inquiries and selections. It is impractical (and impossible) for an IPV solution to pre-build videos for every customer, so these solutions need to be integrated into corporate data systems, including line of business operations, CRM, and customer preference databases.

From a security standpoint, prior to presenting any personal data, the IPV must verify customer credentials and authenticate the viewer using the organization's security protocols. The solutions send personalized URLs via email. The link contained within the email directs the customer to log in to their account and play the video. From the customer's perspective, it appears as if the video is being played from the organization's own systems.

Once the customer has connected to the corporate system, the IPV can access the customer's data. It uses this connection to drive the personalization and write back customer-supplied information to update the corporate systems. At the same time, the IPV solution collects metrics related to user activity to improve the customer experience.

CREATING INTERACTIVE APPLICATIONS

A positive customer relationship results from aligning all the interactions between an organization and its customers and leveraging the knowledge gained from previous interactions. Creating an interactive customer communication requires a broad skillset gathered from graphic arts, IT, and the line of business that owns the relationship with the customer.

Graphic arts professionals create the visual elements for the interactive video. Utilizing the organization's content repository for logos, animation, still photography, and video segments, a designer can create the framework for the video in an industry-standard tool, such as Adobe After Effects. This is not always the case, however. Precisely EngageOne is an end-to-end customer communications management (CCM) solution that includes a browser-based designer to create templates, upload content, and run IPV applications. All the design templates, content, and data reside in the EngageOne system.

Interaction with the IT team is required to access the numerous structured and unstructured data sources that may be required to drive the video and respond to customer interactions. Structured data is organized, making it easy to search and respond to inquiries. Unstructured data does not have a pre-defined format, making it harder to process and deliver to external systems. However, all the participants in this study offer professional services to assist with the integration to disparate corporate data systems.

Madison Advisors found a range of support for visual elements among the participants. All the tools support animated graphics with options to incorporate personalized elements. Some participants support integrated video, but Idomoo's Next Generation Video Platform stands out for its support of high-resolution digital video with the ability to embed personalized and interactive elements into moving objects within the video stream.

The study's IPV participants offer different approaches to interactive application development. Most participants offer design services; however, O'Neil Digital Solutions (ODS) provides complete pre-packaged applications for specific verticals, such as retirement accounts. ODS has already-filmed standard video segments with actors in their own studios and created animation to guide customers through a retirement account process. Data aggregation, normalization, and management are core functionalities to its hosted solution, enabling ODS to quickly connect to corporate data sources. ODS drops in the organization's logos and fund-specific content into the application for rapid deployment. The IPV functionality is part a larger CCM solution called ONEsuite.

Individual lines of business within an organization typically manage their own customer data. Unfortunately, this creates data silos with duplicate or similar customer data being stored in disparate systems. This may cause the organization to maintain differing data points for the same customer and to see an incomplete picture of the customer, whereas the customer sees the organization as a single entity.

Doxee Pvideo and its ix line of products enable companies to create and manage unique interactive videos and dynamic micro-sites to deliver personalized content to each customer. In addition to interactive personalized videos, the product suite also allows organizations to create chatbots.

BlueRush IndiVideo allows companies to easily create data-driven personalized video communications across the customer lifecycle, driving significant proven lift in customer engagement and conversion. While the videos are generated in a cloud environment, the data used for personalization stays in the organization's system and is not transferred to the cloud platform.

IPV PRICING MODELS

All the solutions included in this study operate in a software-as-a-service (SaaS) environment. The product resides on external servers that connect into corporate systems to collect data. As such, the vendors offer pricing based on a subscription or number of recipients. Professional services for integration and application development are priced separately.

BlueRush's subscription model is for use of the IndiVideo platform to support the creation and distribution of IPV applications and for the reporting. A services component is made up of the costs to create a video template.

BlueRush offers models that support full video production or consulting to those organizations who wish to create their own video templates.

Doxee offers a subscription model based on the number of personalized communications produced and delivered per year. This type of subscription model enables organizations to create IPV applications for a large number of customers. However, since the customer triggers the actual production and delivery, the organization only pays for the videos that get produced, and there are no additional charges for user seats, support, or maintenance.

Idomoo also charges based on volume. The solution is fully web-based and does not require any client-side software. The solution is unique in that organizations can launch campaigns with tens of millions of videos in a matter of days, leveraging the self-serve platform or taking advantage of full service support from the Idomoo team.

O'Neil Digital Solutions charges a one-time implementation fee and an annual subscription fee based on the number of client customers supported by the platform. There are additional transaction fees based on application delivery.

Precisely's pricing model is subscription-based with key metric based on number of video recipients. Everything else: number of videos, number of viewings, user seats, design environments, templates, support, and maintenance are all included in the subscription. In addition, the pricing includes sending additional communications on different channels (email, PDF, SMS, chat etc.) to these recipients.

INDUSTRY TRENDS DRIVING IPV

INCREASED OPPORTUNITY

The pandemic shifted computer access for millions of people out of their offices and into their homes, where business-supplied computers may be used for personal purposes as well. The transition generated a significant increase in broadband traffic. In addition, the demand for personal computers surged to its strongest growth in more than a decade.

The increased access provides organizations with an excellent opportunity to step up customer communications. Organizations can replace paper documents, including detailed instructions, with personalized video capable of walking customers through an onboarding process or a complete financial document.

Organizations also seek to improve customer service through more effective customer communications. IPV enables organizations to shift the burden of responding to customer questions away from call centers. During peak periods, such as open enrollment for health insurance plans, organizations can create and distribute IPV capable of guiding a customer through the process, limiting the customer to only the plans offered by their employer, offering additional services associated with a plan, and capturing details on new family members.

LABOR SHORTAGE

A labor shortage for office environments presents another driver to ease the customer support burden on call centers. Some organizations have trouble staffing call centers for normal volumes and struggle to keep call waiting times down during peak periods. IPV can be tailored to answer the most common customer questions, in addition to guiding customers through complex processes.

Internally, the pandemic exposed weaknesses in many paper-based processes and IT infrastructures that will be addressed by organizations through vigorous initiatives to eliminate paper through cultural changes and process automation. IPV enables organizations to improve customer service while reducing the reliance on paper.

CUSTOMER COMMUNICATIONS EXPECTATIONS

Complementary software solutions have developed to support new customer expectations for more relevant and personalized communications from organizations. In many cases, IPV solutions form just one component within a broader CCM solution designed to provide customers with a better experience.

In this study, IPV offerings from Doxee, O'Neil Digital Solutions and Precisely represent one communications channel in a suite of software components designed to handle the entire document production process for both paper and electronic outputs.

Many customer communications get triggered by events and customers expect more timely notification in place of paper-based batch processes. Financial services replaced some paper-based notifications, such as account overdrafts, with real-time email and text alerts. As more and more customers opt-in for digital notifications, historically risk-averse financial institutions have begun to accept cloud-based, software-as-a-service applications, whereas previously, these systems were considered unsafe for financial data.

EXPANDING CUSTOMER EXPERIENCE MANAGEMENT

Digital video provides organizations with a robust new channel to connect with customers. The medium offers higher data retention rates and engages customers longer than print or other digital media. Adding personalization increases the resonance with the viewer. Interactive elements enable customers to act immediately on the call to action, whether it is adding a new service, renewing an existing service, or changing participation in the organization's offerings.

Motivated by increased demand from customers for digital delivery, both enterprises and print service providers (PSPs) offer new delivery channels and leverage preference management data to trigger interactive video. Enterprises and, by extension, PSPs already have access to detailed customer account information that can be used to create IPV campaigns. In addition, PSPs distribute the cost of video campaign development and design across multiple clients by developing and delivering IPV to many customers.

INDUSTRY ALLIANCES

As interest in IPV has grown over the past 12 months, many companies across the breadth of the customer lifecycle have partnered with IPV vendors. IPV campaigns require some type of prior communication with the customer, such as an email with a personalized URL or a document with instructions on how to access the video. Because the prior communication needs to be delivered through another channel, IPV vendors benefit from integration with other CCM systems.

Document composition and post composition vendors partner with IPV vendors to expand the channels for which their software can create customer communications. Composition software receives customer data files and has access to the digital assets needed to compose traditional documents. At the same time, the software can embed links to the IPV in each customer's document.

Alliances with other vendors in the CCM market enable a more seamless CX for end customers. Post composition and integration vendors often extract customer data from legacy print streams for indexing or reformatting. The same process can be used to feed transactional data to an IPV campaign in support of legacy documents.

USE CASES

Madison Advisors has identified a number of ideal use cases where IPV provides a significant advantage over other customer communication channels. In each of these situations, the organizations engage the customer in an activity and present a call to action upon which the customer can immediately respond.

WEALTH MANAGEMENT / DEFINED CONTRIBUTION

IPV can answer customers' questions and solicit re-balancing requests for complicated financial accounts. A large percentage of recipients struggle to understand quarterly and annual financial statements. IPV offers an opportunity for recipients to get answers related to the funds and accounts in which they have invested. IPV provides a personalized response without calling customer service or a broker.

With IPV, organizations create videos to explain the details of the various funds and associated risks and the options available to the client. Using personalized account data, the video provides specific examples using the client's investments and only offer options available to that client. Within the IPV, clients can submit changes to the investment levels within their portfolios.

ONBOARDING

Organizations frequently encounter high costs when bringing a customer into a new program or service offering. An effective onboarding process is key to the customer's understanding of the offering, full participation in the offering, and retention of the customer—all factors that impact the long-term value of the customer.

With IPV, the organization creates personalized videos to walk new customers through the details of the offering, enabling customers to skip portions they already understand and select only the topics with which they need help. The IPV may also include a call to action for a customer to confirm participation in the offering.

Similarly, IPV provides organizations with a new method to enhance onboarding of new employees. Proper onboarding helps employees connect with their co-workers and the corporate culture. Using IPV, an employee is presented with common corporate content, location-specific content, and content related to the employee's specific job functions.

OPEN ENROLLMENT

Annual open enrollment periods offer employees the opportunity to renew or change their levels of participation in healthcare and other benefits offered by employers. Employees often need help navigating the process and turn to human resources for help.

With IPV, organizations provide their employees with a personalized tour of the benefits package using information already known, such as existing family members, while also offering the opportunity to make changes. The video walks employees through the options available to them and collects the selection data.

SOLUTION VISTA: A COMPARISON MODEL FOR IPV SOLUTIONS

On the horizontal axis, Madison Advisors examined the functionality of the IPV products evaluated. Key components include presentation of animation and video on demand, the design interface enabling organizations to create, test, and manage IPV campaigns, and the dashboard that provides metrics and ROI on the IPV campaign.

The vertical axis encompasses the IPV vendor's vision. Key factors include markets and geographies, professional services and technical support, and the vendor's business model and strategic vision for IPV.

Madison Advisors collected data from the participating vendors through detailed questionnaires, product demonstrations, and discussions with vendors. Please note, the vertical axis displays a tight range of scores 3.35 to 3.65, while the horizontal axis covers the range from 0.00 to 4.00.

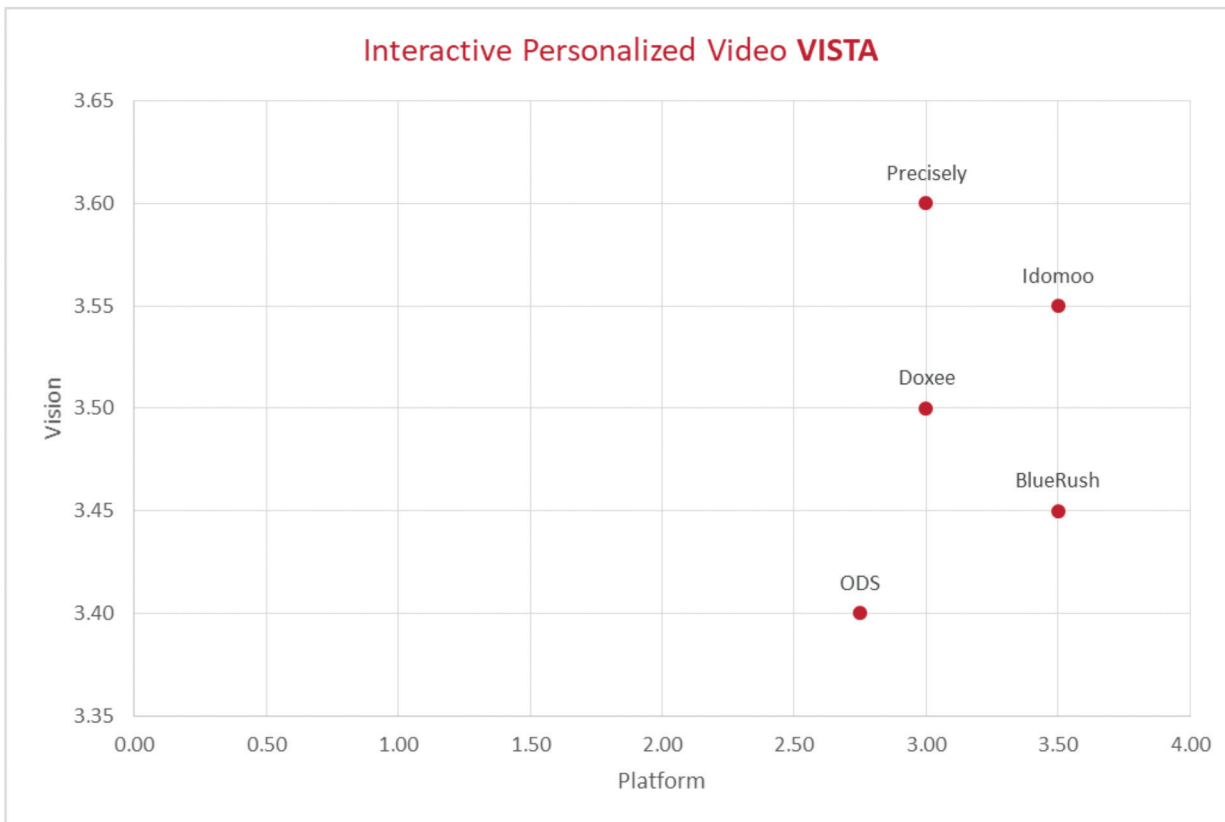


Figure 1 - Solution Vista

Based on Madison Advisors analysis, all five participants scored quite well. All five solutions provide organizations with the ability to create IPV campaigns for delivery to a large customer base. Idomoo's Next Generation Video Platform's ability to present high-quality video in real time with robust interactive design features stood out. Both BlueRush and Idomoo offer standalone solutions distinct from an over-arching CCM platform. Doxee orchestrates IPV across all corporate communications, transactional and otherwise, from a single data source.

Each vendor offers a differing vision of the IPV market and its fit within an organization to deliver an improved CX. Precisely delivers IPV across a wide range of environments and applications, while ODS provides pre-built solutions for specific applications. Professional services play an important role in getting organizations' first campaign up and running, but ideally, the organization should be able to create and manage future campaigns without the need for professional services.

BLUERUSH INDIVIDEO

Headquartered in Toronto, BlueRush is a cloud-based SaaS software firm focused on interactive personalized digital communications, backed by a full digital agency capable of supporting client projects. BlueRush has a strong presence in North America and a robust professional services operation.

BlueRush IndiVideo is a hosted platform for the design and personalization of videos produced using Adobe After Effects and delivered via a cloud-based platform. IndiVideo allows companies to easily create data-driven personalized video communications across their customer lifecycle, driving a significant lift in customer engagement and conversion. The solution is licensed using a subscription model for the creation and distribution of interactive, personalized videos and access to the analytics.

Design

Video designers create personalized videos in Adobe After Effects using the IndiVideo plug-in or add the personalized and interactive content layer on existing video content. IndiVideo Academy guides designers through the creation and personalization process and a wide variety of templates accommodates different levels of personalization and allows for rapid deployment. Alternatively, BlueRush works directly with organizations to create new video projects.

IndiVideo's data-driven and dynamic capabilities support the creation of multiple versions of a video with contextual messaging driven by users' interactions, making the product more engaging and leading to superior conversion metrics, which are all tracked in the analytics package.

Delivery

IndiVideo's cloud-based platform generates the personalized videos on demand. The IndiVideo platform accesses customer data from the corporate systems at the time of viewing and passes the data through to the customer's device. Since IndiVideo does real-time video rendering on the end user device, they do not store any customer data, in fact the data does not leave corporate firewalls. This offers clients increased data security and a significant reduction in cloud-render fees.

Analytics

IndiVideo's dashboard provides detailed analytics down to the customer level. The system tracks viewer engagement and selections for each customer. For each campaign, the system tracks conversion rates, ROI, and trends, which enables organizations to make adjustments to the campaign to improve response rates.

Summary

BlueRush IndiVideo is a complete package for delivering data-driven documents as interactive, personalized videos. BlueRush supports the application with packaged integration, extensive partnerships, and strong analytics, while enabling clients to operate in a fully self-service model or a hybrid model with support from BlueRush.

IDOMOO NEXT GENERATION VIDEO PLATFORM

With offices worldwide, Idomoo provides a cloud-based SaaS platform for designing and rendering fully interactive, personalized videos. Idomoo has a strong presence on the ground in North America and Europe, as well as a robust global network of channel and agency partners that enable it to launch massive global campaigns.

Idomoo's Next Generation Video Platform is unique in its proven ability to deliver real-time video personalization at virtually infinite scale without sacrificing quality. Offering both self-serve and full service options, Idomoo's purpose-built video generation engine delivers native personalization and supports videos of any quality, from basic animations to cinematic videos at full high definition. The solution pulls data from client systems, live data feeds, and viewer interaction, rendering videos in real time or batch mode based on the needs of the client.

Design

On Idomoo's Next Generation Video Platform, brands create a master video that can have myriad personalized iterations based on rules and logic defined in the intuitive web interface. Designers and video animators can access the data-driven video capabilities directly from Adobe After Effects by using Idomoo's plug-in and APIs. This feature enables the introduction of dynamic and personalized elements to any video without changing the standard workflow. Marketers can then access the master video using a simple drag-and-drop interface that makes it easy to define logic, control dynamic and interactive elements, tweak designs, and make updates to the video.

The platform includes a preview mode and a routing and approval workflow for templates in development. Approved changes to the template or rules take immediate effect, allowing organizations to make changes during a live campaign.

The platform is supported by powerful automation throughout the process, radically reducing the time required to set up and launch a campaign, which can happen in a matter of days. Examples include auto scene trimming and audio leveling, which enable the launch of multilingual campaigns with ease.

Delivery

Rendered in the cloud and in real time, personalized videos are omnichannel and able to be distributed on any device, from mobile to TV. The Next Generation Video Platform supports both MPEG4 and HLS formats with the full range of personalization and interactive elements, including the ability to change scenes, calls to action, and other content based on the customer's location, device, when they watch it, and more.

The platform also supports personalized thumbnails and GIFs, which extend personalization beyond the video, driving engagement. Captions and transcripts can be included with the video to comply with federal ADA requirements.

Analytics

The Next Generation Video Platform includes an analytics dashboard for reviewing campaign data, including the number of unique plays, completion rates and conversion rates. The dashboard can drill down through the data to a specific customer. The platform also captures the IP address of the device to include the geographic location where the video was viewed and the device on which it was viewed.

Summary

Idomoo's Next Generation Video Platform is an easy-to-use, enterprise-grade solution for personalizing millions of videos, making them relevant and actionable for every customer. Videos can be interactive and even customizable by the viewer, rendered on demand in real time on any device. The fully open platform is self-serve, featuring an intuitive interface, automation tools, and robust integrations and APIs. This enables organizations to quickly develop and launch data-driven video campaigns, make changes to improve conversions, and track the success of the campaign.

Based in Italy, Doxee is a multinational company providing a cloud-based platform for digital customer experience and for CCM. With Doxee Platform® companies can orchestrate, deliver with multichannel approach, and trace any kind of communications with a very high level of interaction with their final customers. Doxee has a strong European presence with expanding operations worldwide.

Doxee Platform integrates three different product lines: document experience (dx), paperless experience (px) and interactive experience (ix). Doxee offers its products as Software as Service and through a subscription-based model. Doxee personalized video technology enables companies to transform their traditional customer journeys into innovative and compelling digital and interactive experiences, ensuring lasting relationships with their customers and consumers.

Doxee's interactive experience product line includes Doxee Pvideo® and Doxee Pweb® to provide compelling, personalized, and interactive conversations with customers by handling micro-website experiences and dynamic personalized videos. Both products are natively cloud-based and offer ready-to-use APIs and connectors to deliver the fastest time to market, minimizing integration with internal systems, such as CRM, marketing automation, and digital experience platforms.

Design

Doxee Pvideo enables organizations to add personalized text and graphics, pop-ups, data collection links, and calls to action for purchase or payment within existing videos. Designers and animators can access the Doxee Pvideo data-driven personalization features directly from Adobe Animate or Adobe After Effects by using the Doxee plug-in. Doxee Pvideo tracks changes made during the design process and supports version control of the dynamic video templates. Doxee Pvideo includes the User-Directed-Storytelling feature, which enables the dynamic and real-time video narrative change based on user interactions.

In addition, the product offers out of the box integration with the main third-party applications, Salesforce and HubSpot. The integrations leverage customer data to generate personalized video content and also to update or enrich the customer's profile with any data acquired through the user interaction with Doxee Pvideo such as preferences, responses, or any relevant behavioral information.

Delivery

Doxee Platform generates interactive, personalized videos through on-demand production processes and batch. Doxee Pvideo produces both HTML5 and MPEG4 video formats, as well as personalized URLs for each customer. Since Pvideo is fully integrated with Doxee Platform, the product can utilize customer data from transactional documents, invoicing, and CRM sources, generating dynamic videos and delivering them to the customer's device for a multi-channel experience at any touchpoint in the customer journey.

Analytics

Doxee Pvideo collects usage and interaction data, including unique plays and unique views of each scene, highlighting the most-viewed content and tracking the click rate for each interactive element, which enables an organization to judge the effectiveness of the campaign. All the data collected through Pvideo can be uploaded to corporate admin and CRM systems.

Summary

Doxee offers a full cloud-based interactive experience product line for generating interactive and personalized micro-websites and videos. Doxee products enable organizations to digitize the entire customer communications lifecycle with tools for traditional document generation, electronic invoicing, and interactive, personalized videos.

O'Neil Digital Solutions (ODS) is a division of William O'Neil + Company and provides solutions for customer experience management (CXM). ONEsuite is a cloud-based SaaS solution for CCM with omni-channel delivery of customer communications for financial services and healthcare markets.

ONEinteractive is an interactive video tool that is part of a complete CCM solution designed to manage print production, omni-channel delivery of documents, and to publish interactive personalized videos. ONEsuite is a cloud-based platform available as a hosted managed service, software as a service, or as a cloud software platform used directly by the organization. O'Neil Digital Solutions offers its products through an annual subscription based on the number of client customers supported by the platform.

Design

ONEinteractive enables organizations to create campaigns and distribute links to personalized videos to customers managed within ONEsuite. The organization works with ODS to choose the video, animation, and personalization elements to be used in the video. The solution uses video, animation, and narration, which have all been pre-built by ODS. ODS has existing content for key documents and processes within the financial services and healthcare markets.

The solution leverages customer data pulled from corporate systems and the data managed within the ONEsuite platform, including customer preferences. The campaign attributes drive the video to the right customers, so that customers will not get a video which does not apply to them.

Delivery

ONEinteractive generates interactive, personalized videos on demand. ONEinteractive produces both HTML5 and video formats, as well as PowerPoint and PDF documents. As part of a larger CCM solution, ONEinteractive utilizes customer data from transactional documents and preferences maintained in the system.

Analytics

ONEinteractive collects usage and interaction data, including unique views of each scene highlighting the most commonly viewed content, which enables an organization to judge the effectiveness of the campaign. All the interactive data collected through ONEinteractive is stored within the ONEsuite platform or uploaded to the client's corporate systems.

Summary

ODS offers a full cloud-based solution for CCM, including solutions for generating interactive videos and plan documents. The solution leverages pre-built digital content or new content requested by the client, which reduces the time to market for launching a new campaign.

PRECISELY ENGAGEONE COMMUNICATE

Precisely is a multinational leader in data integrity solutions which provides a cloud-based and on-premise platform for CCM and an improved digital customer experience. Precisely has a good North American and European presence with expanding operations worldwide.

EngageOne Communicate is one element within a complete CCM portfolio, designed to manage the creation and omni-channel delivery of communications, including personalized email, SMS and PDFs, interactive personalized videos, and chatbots. Subscription pricing is based on the recipients, regardless of the number of templates or viewings.

Design

EngageOne Communicate offers a browser-based design interface for creating video projects. Users can upload existing video assets and image assets, such as PNG, JPG, and GIF files, for use in the Communicate template. Video projects can be shared and previewed prior to publication to support an organization's existing approval processes. The solution offers a test environment where designers can upload a CSV file for testing random records or previewing specific data.

EngageOne Communicate has direct integration with Precisely Spectrum OnDemand, which supports a range of connectors including SAP, Salesforce, NetSuite, Microsoft Dynamics, and Marketo.

Delivery

EngageOne Communicate generates interactive, personalized videos on demand in an MPEG4 format and is also capable of creating chatbots. These communications can be integrated into other communications created on the platform, like email and SMS, using the same data source to deliver the most comprehensive personalized engagements. EngageOne Communicate renders each video in the cloud, assembling the content elements in real time, ensuring the video is up to date each time it is viewed. The rendered content is streamed to the viewer's device and does not require storing and managing a large amount of video files.

Analytics

EngageOne Communicate tracks the delivery and viewing of each video, which enables reporting on each selection, decision, and content element viewed. Customer responses are available for analytics and integration with corporate data and preference management systems.

Summary

Precisely offers a complete cloud-based solution for CCM, including solutions for generating interactive videos and chatbots. The solution uses progressive disclosure to gradually expose additional functionality as needed. The solution enables organizations to digitize the entire customer communications lifecycle with tools for traditional document generation, electronic delivery, archiving, and interactive, personalized videos.

CONCLUSION

Interactive personalized video production and distribution remains an emerging market, but one that is intimately connected to the broader customer communications/customer experience market.

For most small and mid-sized organizations, implementation of an IPV solution is out of reach. These organizations do not have their internal systems in order and will still be reeling from the effects of the global pandemic. The transition needed to support remote workers proved to be a significant and unexpected cost. Inefficient, paper-based processes that do not operate remotely created additional headaches. It is only after these issues get resolved that the data rationalization and content management required to create complex videos can be considered.

Many organizations have yet to adopt the systems needed to manage and deliver the first generation of digital communications: email and text messages. For these organizations, IPV is not on their radar. However, the growth of SaaS, as well as hosted, managed CCM solutions, offers large and mid-sized organizations an opportunity to jump into the digital age. Shifting the burden of managing customer communications to a cloud-based solution sets up the organization to add digital services faster and at a more measured pace than building the solutions in-house.

Given the current size of the IPV market and the number of vendors offering solutions, Madison Advisors expects to see some consolidation in the next few years. Some of this consolidation will occur as CCM suite vendors add IPV components to their suite in order to stay competitive.

APPENDIX A ABOUT THE AUTHOR

Richard Huff **Senior Analyst**

Richard Huff provides extensive experience in managing market and product research to offer strategic advice on best practices and technology recommendations for printing/mailing operations. His experience includes assisting clients with enterprise document strategies, product selection, and market initiatives. Prior to joining Madison Advisors, Rich worked as a Senior Analyst with Doculabs, where he was the lead on end user and vendor engagements. He also has experience on the manufacturer side, having held positions at Uarco, Inc., a manufacturer of customized business forms and labels. Rich was an integral member of the launch team for Uarco Impressions, one of the first distributed short-run color print operations.

An established industry expert, Rich has authored articles for publications that include DOCUMENT Strategy, Digital Publishing Solutions and Xplor publications.

ABOUT THE EDITOR

Kemal Carr

President

Under Kemal Carr's direction, Madison Advisors has established a market niche as an independent analyst and market research firm that addresses the needs of the electronic and print CCM marketplace. The firm provides retainer and project-based strategy services designed to assist clients with technology selection and alignment and business process optimization decisions.

Kemal is regularly sought out by some of the leading output technology publications to write about or comment on the industry's key issues and topics, including articles on the impact of eDelivery and multi-channel delivery, advancement in communication technologies, and electronic document presentment. He is also asked to speak at trade events, including key sessions at Xplor's global conference, DOCUMENT Strategy Forum, Inkjet Summit, and numerous vendor trade events.

In 2017, Carr received the Brian Platte Lifetime Achievement Award from Xplor International at its global conference. The award was in recognition of Carr being one of the industry's most respected resources and thought leaders who is known for his insight, vision and passion.

Kemal earned a B.B.A. in management information systems from the University of Wisconsin and is a M.B.A. candidate in management at Texas Christian University.

ABOUT MADISON ADVISORS

Madison Advisors offers research and consulting services that provide objective analysis, client-specific guidance, and in-depth market knowledge to clients in the customer communications management (CCM), electronic delivery, and print industries. Madison Advisors' industry-neutral expertise enables enterprise organizations, service providers, and technology providers to achieve their strategic objectives around CCM.

Since its inception in 2001, Madison Advisors has helped clients:

- Assess their competitive industry standing through a Best Practices Assessment
- Develop and implement effective enterprise communication strategies
- Identify growth opportunities in the enterprise, service provider, and technology provider markets
- Understand the impact of market trends on their business

For more information about Madison Advisors, visit www.Madison-Advisors.com.