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# > The Indispensable Guide to Personalized Video

SundaySky SmartVideo Best Practices &  
Recommendations for Success

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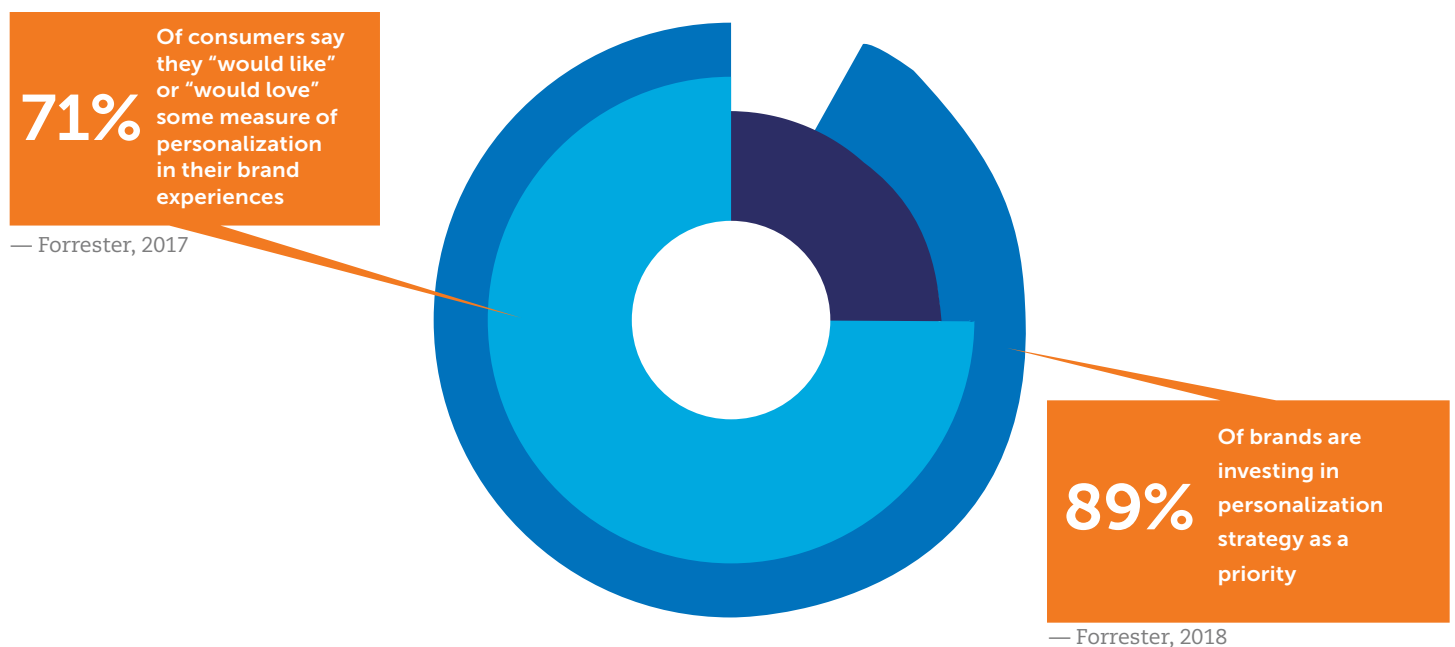
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## WHY SHOULD I READ THE INDISPENSABLE GUIDE TO PERSONALIZED VIDEO?

Marketers, advertisers, and customer experience professionals tend to view video as a vital top-of-funnel brand tactic that tells a more compelling story than other tactics and increases overall customer engagement. What if video can be used throughout the consumer journey, at key moments that matter to the customer as well, though? This guide explores how personalizing video through the use of certain methods can transform the medium into one that drives better business results than all of the others.

First, let's discuss the importance of personalization as a strategy in the context of customer experiences, and how it leads to higher response and engagement rates.



The numbers prove it and brands acknowledge it, so why does personalization work so well?

Consumers today expect more than consumers ever have before, and they're more willing than ever to yield personal information in exchange for more streamlined, personalized experiences. By personalizing each customer experience to cater to individual wants and needs, brands are able to create customer experiences that are contextually relevant, helpful, valuable, and even emotionally engaging. In return, customers feel valued and appreciated by the brands, and this leads to things such as loyalty, higher conversion rates, and better overall sentiment for the brand.

**Adding personalization to video allows brands to deliver relevant customer experiences that have the power of sight, sound, and motion. This elevates good experiences into great ones. Read on to learn more!**



# **GLOSSARY:**

Words to Know

## WORDS TO KNOW

### > **Personalized Video**

One-to-one, data-driven video that delivers the most contextually relevant content to the viewer in real-time.

### > **Brand Medium**

Traditionally top-of-funnel marketing tactics that are measured by indirect, qualitative metrics such as brand recognition and customer loyalty.

### > **Scenes**

Individual portions of a video that are tied to a specific topic or goal.

### > **Touchpoint**

Any point of contact between a customer and a brand that holds potential for personalized video engagement.

### > **Paid Media**

Media placement that is paid for usually via a bidding system, such as PPC, display, or paid social.

### > **Interactive Video**

Customizable video that blends interaction with linear storytelling by including clickable areas that can lead in multiple different directions.

### > **Performance Medium**

Traditionally bottom-of-funnel marketing tactics that are measured by quantitative KPIs that can be directly tied to them.

### > **Scene Sequencing**

A series of scenes arranged in a particular order to form a distinct narrative or story.

### > **Omnichannel**

A multichannel approach to that seeks to provide the customer with a seamless experience no matter the device they are using.

### > **Owned Media**

Media placement that is within one's own control, such as website, email, or organic social.

### > **Dynamic Video**

Reactive video that is able to change or shift according to the viewer's data in real-time.

### > **Video Rendering**

The process by which a computer processes data and information to produce and display a video.

### > **Stories**

The overarching messages conveyed to the audience, made up of relevant scenes which correlate back to the goal(s).

### > **Push Channels**

Any delivery channel that is built to take the product or service directly to the customer as opposed to bringing them to it.

### > **Modularity**

The degree to which something's components may be separated and recombined for varying uses.

### > **Static Video**

Non-reactive video that is delivered to an end viewer without having to be generated, modified, or processed.

### > **Real-time**

The concept of input data being processed into a video in the very moment the play button is pressed.

### > **Data**

Information collected on consumers tied to their behaviors. Data can be structured or unstructured, and it can be 1st, 2nd, or 3rd-party.

### > **Pull Channels**

Any delivery channel that is built to further engage the customers after they have already actively sought out engagement with your brand.

### > **Next-Best Action**

The next action that a customer can take that best fits their needs in accordance with your brands' goals.



# **VIDEO THAT'S RELEVANT:**

The Depth of Personalization



# SEGMENTATION VS. INDIVIDUALIZATION

In a world full of data and information, the first step to creating personalized customer experiences that are up to par with the expectations of consumers is differentiating segmentation and individualization. Traditionally, segmentation was the heart of personalization in marketing, but just because you know one thing about the customer doesn't mean you know everything about them. It's no longer enough to use a single data point when targeting consumers because consumers aren't made of only one data point.

Enter 'individualization' – communicating with the audience of one. When marketers build dynamic, data-rich profiles of their customers, it allows them to leverage multiple data points to personalize messages on a 1-to-1, individual level.

There are many, many ways to combine data. Here are a few:



**Demographics  
& Profile**



**Products/  
Services**



**Lifecycle  
Stage**



**Previous  
Behaviors**



**Channel  
Preferences**

By individualizing customers, brands let customers know that they are more than just a member of a group to which they sell their product or service, which leads to a deeper and more emotional relationship.

When brands reach individualization they are able to deliver personalized customer experiences that are:

- **Proactive:** Predicts what consumers want and what they need
- **Responsive:** Reacts to consumers' behaviors and actions (or lack of)
- **Accurate:** Offers the right assistance, tools, and/or products to the consumer
- **Helpful:** Valuable and useful to the consumer

Personalization is intrinsic to every point of the customer journey, beginning with acquisition and conversion transitioning early onboarding engagement, and continuing through customer retention and loyalty-building efforts.



**True personalization creates a lasting journey with customers, not a short stroll.**

# OVERT VS COVERT PERSONALIZATION

Once brands have achieved individualization of their prospects and customers, it's time to start distinguishing overt from covert (subtle) personalization and making informed decisions on how to use both. Mature personalization combines both obvious and subtle personalization at every touchpoint in order to drive the most compelling experience. As stated earlier, layered data drives personalization, but how that data is used can be the difference between providing a valuable experience and coming off as abrasive.

**Let's check out the difference between overt and subtle personalization using T Rowe Price's 529 Plan Contributions program below.**

## Use Overt Personalization for IDENTIFICATION



Overt personalization is when data points are directly regurgitated to the customer based on their identity, and works best when the message serves a specific purpose such as education or showing appreciation.

> The amounts for monthly contribution, total lifetime contribution, and current balance are directly stated as a recap for the account holder.

## Use Covert Personalization for INTENTION



Subtle personalization is when data points are used together in order to predict the customer's intent (rather than identity) and offer information based on that, such as offering a next-best action.

> The savings estimate is shown for when the account holder's child will be 18 and heading off to college, and is based on the child's current age along with the current contribution pattern.

Rather than simply regurgitating data back to customers, but also making the effort to read between the lines, brands create even more value by showing customers the lengths they are willing to go to provide them with the most relevant and helpful experience possible. Indicating to prospects and customers that they are more than a series of data points can help establish an emotional, lasting connection with brands.

**This added level of value helps elevate customer engagements from being personalized to simply being personal.**

Explore the full case study here >



# VALUABLE VIDEO IS PERSONAL, NOT JUST PERSONALIZED

Video must be valuable to the viewer in order for them to engage with it as desired. “Value-rich” video experiences should help the viewer achieve his goal, complete her task or answer their questions. In short, valuable video is so much more than just an opening scene with a first name or a video ad with a recommended product.

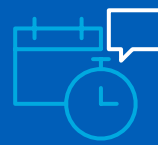
Valuable video can mean the difference between being remembered for all the right reasons and getting lost in the cacophony of customer experience clutter and advertising chatter.

## Truly personal video is:



### Helpful

Delivers valuable and useful information to the customer to achieve his or her goals



### Contextually relevant

Proactively provides what the customer wants and needs in the moment



### Emotionally engaging

Makes the customer feel known, appreciated and valued



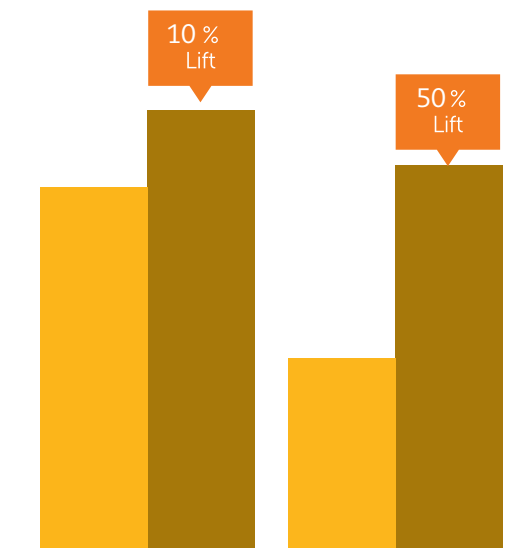
### Motivating

Influences behavior change by inspiring customers to take the next-best action

Using data to create individualized, 1-to-1 video engagements that provide both upfront personalization and between-the-lines, personal touches is so powerful that it can lead to higher engagement rates, and even lifelong customer loyalty.

In fact, SundaySky often sees a **10% lift in finish rates** for personalized videos when compared to static videos, and up to a **50% lift in CTA clicks** when compared to static videos in the same customer engagements.

**This increased customer engagement often leads to even more valuable metrics, such as heightened brand sentiment, more conversions and lowered customer care costs.**



Finish Rate      CTA Click Rate

Static Video      Personalized Video

The Indispensable Guide to Personalized Video



# **VIDEO THAT SCALES:**

Flexible Creative That Adapts  
to Billions of Individuals



# THE MAGIC IS MODULARITY

Now that you understand the power of the audience of one and the different levels of personalization, the next question tends to be “Is it scalable?”

**And the answer is yes.**

Start with modularity – a game-changing methodology that is adaptive, flexible and allows you to leverage your customer data to its best advantage. Simply put, modular storytelling creates communications by connecting discrete topics, messages and creative elements, selected to align with the behavior you would like to influence for each individual audience member.

## What does modular mean for video?



### Dynamic scenes

Specific topics and messages that can be repurposed and reused



### Dynamic creative

Visuals, narration, music, on-screen text, etc. that are adapted to individual viewers



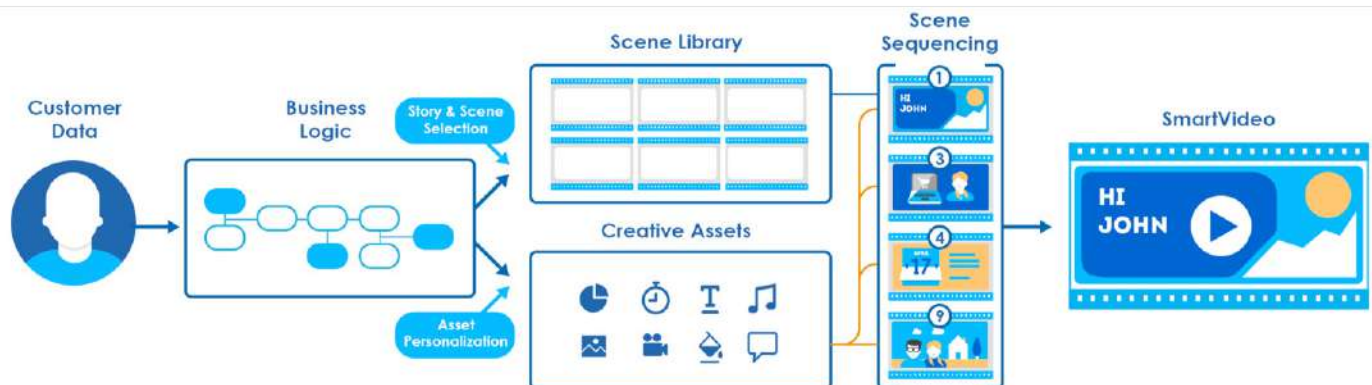
### Dynamic stories

Advancing beyond linear narrative construction by sequencing individual scenes to tell stories

Modular video means each scene is a self-contained unit, allowing you to mix-and-match scenes to create unlimited story variations – each and every one personally relevant for the individual viewer.

A modular approach also allows for scale because there’s no need to reinvent the wheel with each iteration. It gives you the ability to start small and then expand in different ways – add new scenes and reuse them for different stories, lifecycle touchpoints, events and audiences.

## HOW DOES THIS WORK AT SUNDAYSKY?



# MODULAR VIDEO MEANS PERSONAL STORYTELLING

Modular storytelling goes beyond the conventional linear narrative process. Stories are created by sequencing messages that are a blend of audience data and business goal(s). The results are adaptable narratives that speak to your audience.

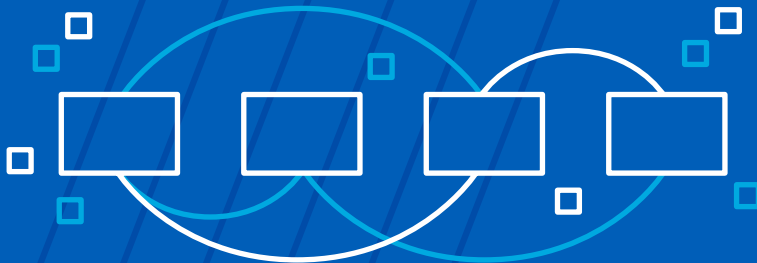
This is where modularity becomes even more powerful – especially in video.

Let's break it down. With modular video, each scene is an individual topic aligned with a specific goal. Sequencing scenes together creates a personalized experience based on individual audience members' data profiles and the behavior you're looking to influence.

Even better? Scenes can be re-used, repurposed, and personalized across different stories and touchpoints. That makes them agile and adaptable.

This means that every time you want to create a new video, you can reuse scenes you already have, make a few tweaks and perhaps add a few new ones. Weave them together and you'll have another unique message. And you can do this over and over and...

The final result is a not only an enhanced customer experience that is timely, relevant, and personalized, but a process that allows you to achieve one-to-one communications – at scale.



## MODULARITY IN ACTION

**OPENING SCENE**  
SUMMER STYLE STARTS AT  
*Saks Fifth Avenue*  
SHOP NOW

**PRODUCT SCENE**  
Exclusive STYLES  
FLAGPOLE  
Lynn One-Piece Swimsuit  
\$130.00  
SHOP NOW

**OFFER SCENE**  
free SHIPPING  
SHOP NOW

**CLOSING SCENE**  
FLAGPOLE  
Lynn One-Piece Swimsuit  
\$150.00  
SHOP NOW

Exclusive STYLES  
ACNE STUDIOS  
Sub Regular Fit Sweater  
\$50  
SHOP NOW

**\*Any scene can be swapped for different versions of the scene, or removed completely, according to their relevancy to the shopper.**

Explore the full case study here >



# **VIDEO THAT DRIVES IMPACT:**

Measuring Performance and Optimizing  
in Real-Time



# FOCUS ON GOALS

The goals you set are based on the actions you'd like to drive or behaviors you'd like to influence. This will lead to a series of objectives or sustainable behavior changes you want to achieve through personalized storytelling.

**Avoid setting “soft” brand goals that are limited to reaching and engaging consumers. Instead, tie your goals to performance impact that drives business value.**

Then, break each goal down into measurable KPIs that indicate whether or not your goals are being met. Matching goals with delineated data buckets and topics enables modularity, and thereby adds another available and valuable layer of personalization.

## Common KPIs used to measure success:



### Expense Reduction

Decrease in related care costs



### Customer Retention

Reduction in churn rates



### Revenue Growth

Lift in incremental revenue per dollar spent



### Enhanced Customer Experience

Lift in brand sentiment or Net Promoter Score



### Strategic Initiatives

Lift in adoption of digital or self-service tools

## SMARTVIDEO SUCCESS IN ACTION

Atlantis Paradise Island developed a personalized video program with the goal of lifting pre-arrival engagement and increasing guest spend. The programs consisted of three pre-arrival personalized videos: one 7 days after booking, the second 14 days before the guest's arrival, and the third 7 days before the guests arrival.



**Scene Goal:** Excite guest and encourage on-property add-ons

**Business Impact:** 129% lift in pre-arrival engagement



**Scene Goal:** Encourage guest to upgrade last minute

**Business Impact:** 13% lift in pre-arrival spend on average per guest

Explore the full case study here >

The Indispensable Guide to Personalized Video

# CONTROL GROUP METHODOLOGY

Now that you're communicating on a one-to-one basis, how do you measure the effectiveness?

Measuring performance and impact during every step of your personalized video strategy is the only way to really know what's hitting the mark with your customers, and what's falling short.

Your results can then be applied to future versions of your programs. In fact, the analysis and post-execution work should be considered just as integral to your strategy as the planning and execution.

A/B testing is a great way to not only connect incremental impact back to your goals, but also identify the right level of personalization, the optimal placement for CTA buttons and the ideal location within the content to place your key messages.

But just because you can isolate and test every single element doesn't mean you should—be strategic.

Identify the factors that potentially have the greatest impact on the success of your program and measure those. The result should be a closed-loop process that ensures you are influencing customer behavior in a sustainable way that drives back business impact.

Not getting the results you want? No problem. The modular approach means making changes is easy—no need to start from scratch!

## Tips to A/B Testing:

1. Measure one element at a time
2. Establish a control group
3. Identify and reduce any influencing factors
4. Identify the business cycle in order to capture all behavior types
5. Verify results by repeating the test





# **VIDEO THAT TELLS A STORY:**

Use Cases by Industry



# PERSONALIZED VIDEO EVERYWHERE

Now that you know what personalized video is and how to execute and optimize it at scale, it's time to discuss where it can be used. At SundaySky we believe that there is no such thing as a touchpoint that can't be enhanced with a personalized video experience; the use of a personalized video should always be strategic and should never be "just because."

It's important to focus on goals first and let reach follow, but below are a handful of touchpoints where we see brands commonly deploy personalized video programs, depending on the goals they are trying to achieve.

## > ADVERTISING

If customers have demonstrated interest in a product, bundle or service but left a branded website without making a purchase, brands can target these website abandoners with a personalized video ad in various ad publishing environments, driving these individuals to a greater likelihood of conversion.

## > ONBOARDING

Engaging and effective welcome experiences in personalized videos help brands proactively onboard new customers. This can lead to higher immediate engagement and lifetime loyalty from the start.

## > CUSTOMER CARE

Brands are able to address common pain points in their customers' lifecycle by providing them with personalized videos that address the issue or explain the complex subject at hand.

## > EDUCATION

Personalized videos can teach or inform customers about a specific product or service, offering a more engaging experience and proving brands care about their customers.

## > RETENTION

Brands are able to retain and upsell customers by delivering personalized videos to them at key points that show the value of the relationship up to that point in time.

## > LOYALTY

Brands can provide further value to customers, using personalized videos to highlight successes they have achieved together, or offer promotions geared toward an appreciation for the ongoing brand-customer relationship.

Business objectives brands commonly address include:



### Customer Acquisition

Increase in prospect conversion rates



### Revenue Growth

Lift in incremental revenue per dollar spent



### Churn Reduction

Decrease in lifecycle stalling



### Expense Reduction

Decrease in related care costs



### Digital Adoption

Lift in use of digital tools

# PERSONALIZED VIDEO IN TELECOMMUNICATIONS

Digitization is reshaping the telecommunications landscape due to growing consumer demand for digital experiences across multiple devices. Providers are facing increasing competition, higher churn rates and declining margins. Some are turning to personalized digital experiences to help differentiate their brand, provide value and increase customer satisfaction.

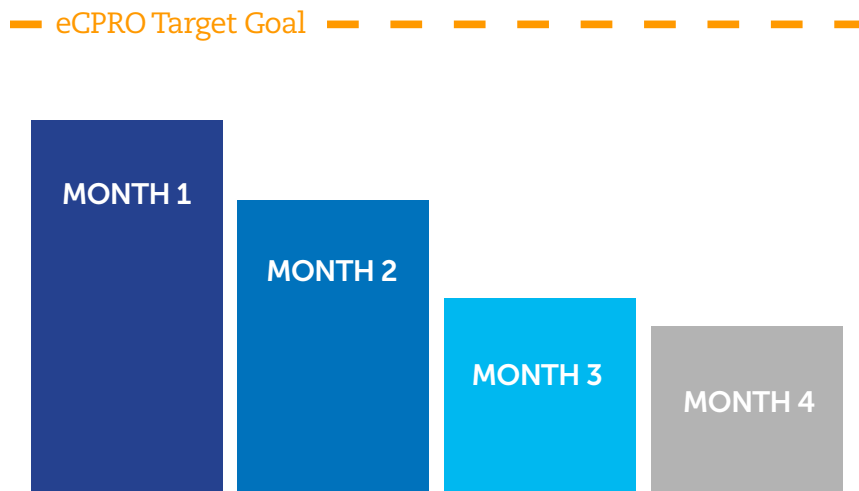
Personalized video can help telecommunications providers turn subscriber insights into contextually relevant experiences that capture attention and influence behavior across the customer lifecycle.

**With a very high density of touchpoints in their customer lifecycle, we've seen telecommunications providers use personalized video to accomplish goals such as:**

- > Increasing new subscriber acquisition
- > Increasing average revenue per account
- > Driving subscriber upgrades and upsells
- > Decreasing average cost per order
- > Deflecting calls by answering common questions
- > Reducing average handle time
- > Promoting self-serve and value-added products
- > Educating for better understanding of benefits
- > Increasing brand stickiness and satisfaction

## BE THE PROVIDER THAT CONNECTS WITH ITS SUBSCRIBERS

Telecommunications providers have seen **up to a 96% increase in conversion rates** and a **90% customer satisfaction rating** attributed to personalized video. As well as **up to a 45% decrease in effective cost per revenue order (eCPRO)** and **up to a 19% decrease in customer lifecycle churn**.



# PERSONALIZED VIDEO IN FINANCIAL SERVICES

Retail and investment banks are suffering due to the entrance of digital disruptors into the financial services space. Apps like Venmo and Acorns are making financial transactions and investment tracking easier and more seamless than ever before. So how do traditional financial service institutions keep up?

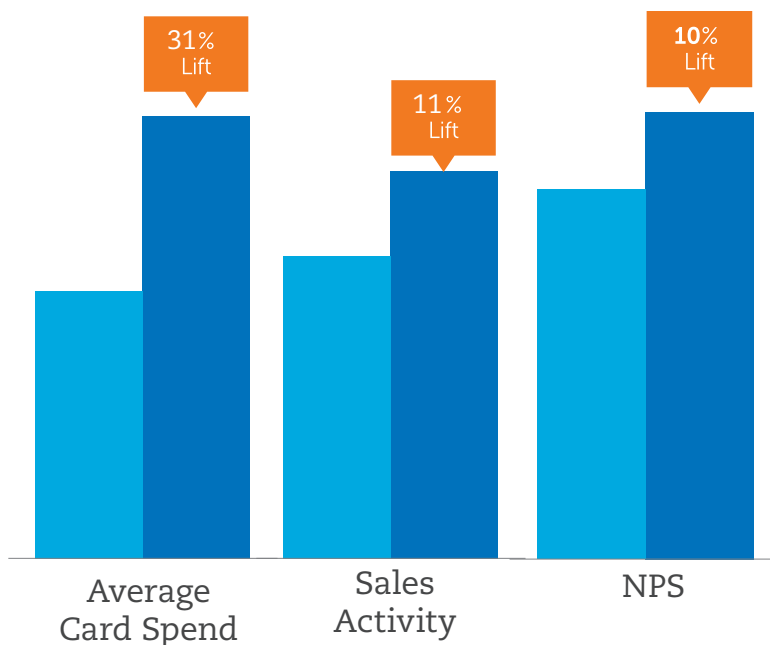
By employing personalized video programs, banks create valuable, digital-first customer experiences that help differentiate them from the pack.

**Personalized video has proven to drive results toward common key objectives that retail and investment banks share, such as:**

- > Increasing adoption of digital tools
- > Fostering greater loyalty through more personal communications
- > Decreasing cost of customer handling
- > Deflecting calls by answering common questions
- > Driving positive brand sentiment through product education
- > Promoting greater card usage and spend

## BE THE BANK THAT EMPOWERS ITS ACCOUNT HOLDERS

Financial service providers have seen an overwhelming uptake in brand sentiment, share of wallet, and adoption of digital tools and services attributed to personalized video, including **up to a 130% increase in online account registration** and **up to a 552% lift in monthly contribution amounts**.



Non-viewers Viewers

# PERSONALIZED VIDEO IN RETAIL

Retailers face challenging times as real estate assets prove to be liabilities, disruptive business models shake traditional brick and mortars and shoppers block out the constant stream of advertising. Despite these industry challenges, retailers can choose to see the “Age of the Customer” as an opportunity to proactively position personalization strategies at the core of the digital side of their business.

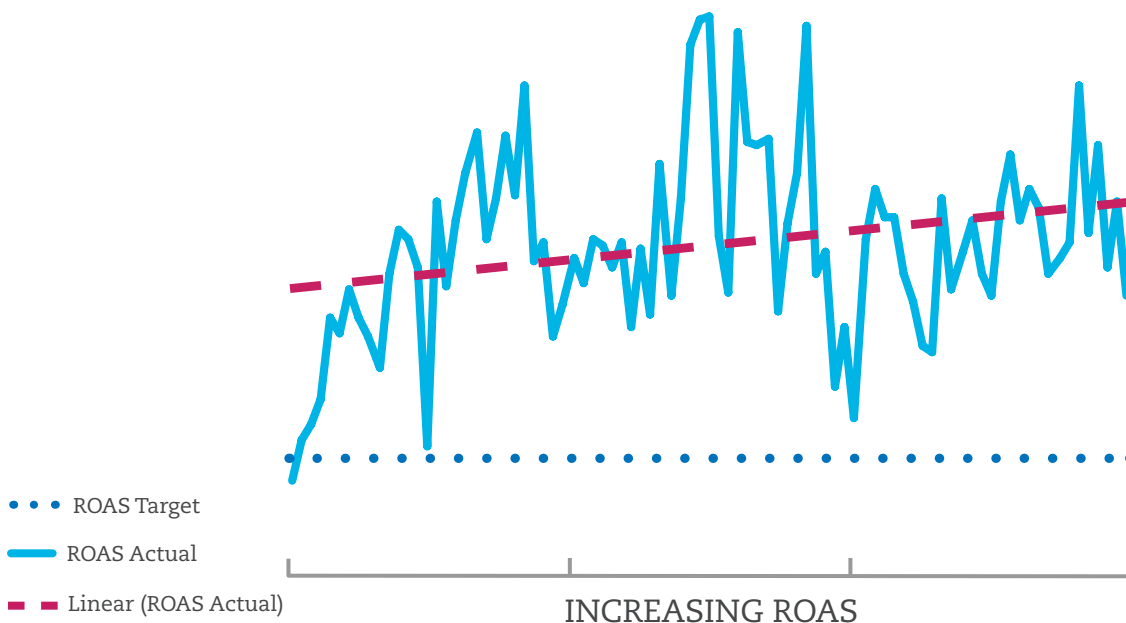
By doing so, retail brands surprise and delight customers from the get-go, while providing further value for those customers who support the brand with repeat business.

**With a relatively low touchpoint customer lifecycle but a relatively high churn rate, retailers can use personalized video to address common industry issues and accomplish goals such as:**

- > Reaching customers where they want to be reached
- > Decreasing customer churn and cart abandonment
- > Decreasing cost per acquisition
- > Driving higher conversion rates
- > Increasing revenue per customer
- > Elevating digital experiences to meet or exceed modern customer expectations
- > Building loyalty throughout the lifecycle of each customer
- > Increasing brand sentiment and retention

## GIVE SHOPPERS MORE REASONS TO BUY

Retailers have seen huge increases in revenue and major efficiency optimizations to advertising programs attributed to personalized video, including **up to 10x the return on ad spend (ROAS)** they normally see.



# PERSONALIZED VIDEO IN TRAVEL

Airlines, hospitality companies and online travel aggregators (OTA) all dream of perfectly fostering loyalty through emotional connections with customers and guests from the very first touchpoint. By leveraging customer data, behaviors and preferences to deliver personalized customer experiences, travel and hospitality brands are able to achieve this dream and more.

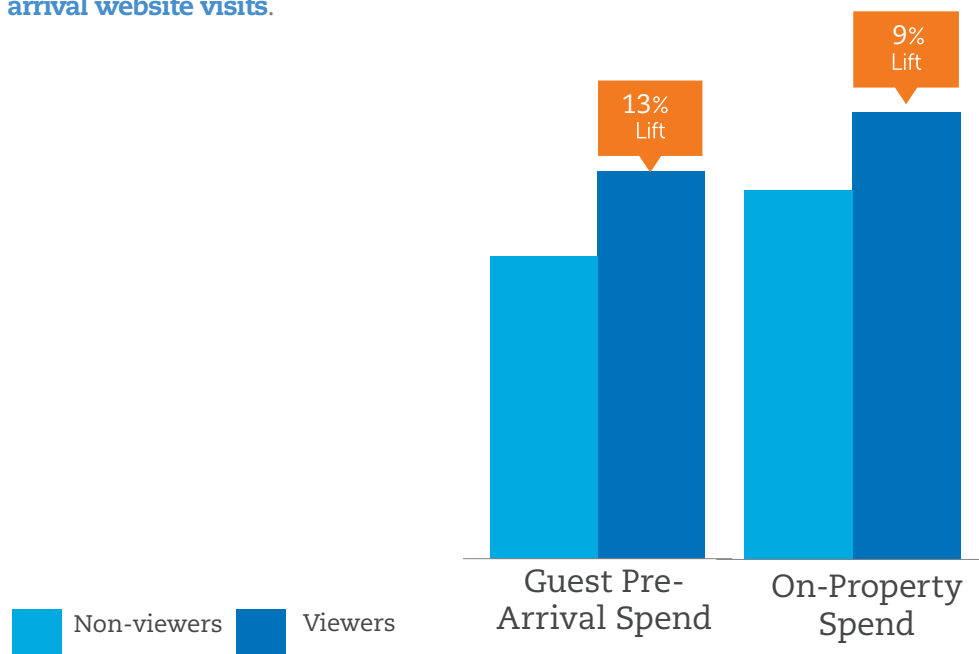
Employing a personalized video strategy at one or more touchpoints across their customers' lifecycle gives travel brands the power to use their customers' data in a way that adds value and builds loyalty that otherwise isn't possible at scale.

**Travel companies who have had or currently do have personalized video programs have seen the programs deliver results such as:**

- > Increasing new bookings
- > Driving more revenue per customer
- > Promoting adoption of self-service and digital tools
- > Lifting pre-arrival engagement
- > Increasing customer satisfaction and brand stickiness
- > Decreasing customer churn between purchases or stays
- > Promoting trip additions
- > Educating for better understanding of loyalty benefits
- > Encouraging use of promotional offers

## GIVE GUESTS MORE REASONS TO KEEP COMING BACK

Travel companies have seen significant lifts in pre-arrival engagement and total guest spend attributed to personalized video, including **up to a 134% increase in pre-arrival email CTR** and **up to a 129% increase in pre-arrival website visits**.



# PERSONALIZED VIDEO IN INSURANCE

In a market heavily driven by price competition and ease of service, insurance companies must provide valuable customer engagements from the outset of their relationships. Two of the major pain points that insurance providers are dealing with today include high quote to conversion churn rates and low policyholder satisfaction. The reason for these pain points can often be attributed to the complexity of insurance policies and the fact that the benefits aren't necessarily apparent unless something goes wrong in the policyholder's life.

By including personalized videos in their customer engagements, insurers are able to transform their member experiences with informative and educational content that better promotes the services and tools available to policyholders.

**With the help of personalized video, Insurers have been able to achieve goals such as:**

- > Increasing conversion rates
- > Decreasing quote-to-conversion churn
- > Driving higher retention and renewal rates
- > Decreasing cost per acquisition
- > Increasing NPS and J.D. Power Ratings
- > Educating customers for better understanding of tools and benefits
- > Reducing disenrollment rate
- > Decreasing policyholder care costs

## MAKE INSURANCE A PERSONAL MATTER FOR MEMBERS

Insurance companies have seen significant lifts in policyholder satisfaction and large increases in online tool use attributed to personalized video, including **up to an 8% increase in online account creation** and **a 5% increase in logins**.

65%

Of policyholders who viewed a personalized video reported that they better understood their benefits

88%

Of policyholders who viewed a personalized video reported that it was helpful

55%

Of policyholders who viewed a personalized video reported that they would consider themselves brand promoters



# **THE FRAMEWORK FOR PERSONALIZED VIDEO STORYTELLING:**

A Data-Driven Approach for  
1-to-1 Video Engagement

# THE PERSONALIZED STORYTELLING FRAMEWORK

This is SundaySky's data-driven approach for one-to-one customer engagement that lays out the aspects and step-by-step process that sets brands up for success when crafting a personalization strategy. Starting with the audience and moving clockwise, the purpose of the framework is to help brands think of personalization in a modular and strategic way that allows for scale and ongoing optimization.

By beginning the entire process with the audience, brands are taking the term "person-first" personalization literally, and they build the program outward by layering each of the next aspects on top of the previous ones. Once all six aspects of the first iteration are complete, brands can then continue to optimize and build by repeating the process and simply layering on, each new iteration being informed by the last.

## AUDIENCE

**Who:** Group(s) of One – unique individuals eligible for a particular Story. Data elements define the audience segmentation and 1-to-1 messaging.

## CREATIVE

**How:** The look and feel of the communication, which can change by Audience.

## DATA

**How:** Information powering Audience selection and Story personalization that supports 1-to-1 messaging, topic inclusion/exclusion and other dynamic elements within a Story.

## GOALS

**Why:** Behavior changes of the specific Audience measured in order to determine performance impact and incremental business value.

## REACH

**Where & When:** Delivery channel(s) and touch point(s) in which the Story is delivered and served to the Audience.

## STORY

**What:** The overarching message conveyed to the Audience, made up of relevant topics which correlate back to the Goals.







# **THE VIEWER EXPERIENCE:**

An Omni-Channel Approach to  
Personalized Video Distribution



# REACH YOUR AUDIENCE THE RIGHT WAY

Reach is connecting with your audience at the optimal time and in the optimal way.

Identifying the right touchpoint and channel is important. If the message isn't available where the customer will view it, and at the best time, then that's a communication wasted. If the timing isn't just right, you've just made your communications irrelevant.

**Enhance your distribution efforts with an omnichannel strategy that provides a personalized digital experience wherever and whenever consumers want to engage.**

Gone are the days of siloed digital experiences. When personalized content is modular, communications can be reused and repurposed across a combination of channels, devices and touchpoints including:

- Re-use of programmatic off-site ads on-site in heroes & interstitials
- Changing the message based on pre or post-authenticated portals
- Mobile optimized content that can be triggered by IVR after inbound customer support calls
- Content pushed in real-time to the customers upon order completion within the retail store

This enables relevancy and continuity, which in turn creates great experiences for customers.

## An omnichannel distribution strategy should be:



Accessible over multiple device formats



A combination of push and pull channels across paid and owned media



Prompted by event-driven or timing-triggered touch points throughout the customer lifecycle

## SMARTVIDEO SUCCESS IN ACTION

AT&T launched a personalized video program integrated across different touch points and channels to lift online conversion rates, and to streamline the onboarding and billing process.



Pre-roll video ads delivered on publishers site within 30 days has proven to bring prospective customers back and lift online conversion rates.



Videos are pushed to new customers via email within one day of ordering a new device or plan to enhance the customer experience

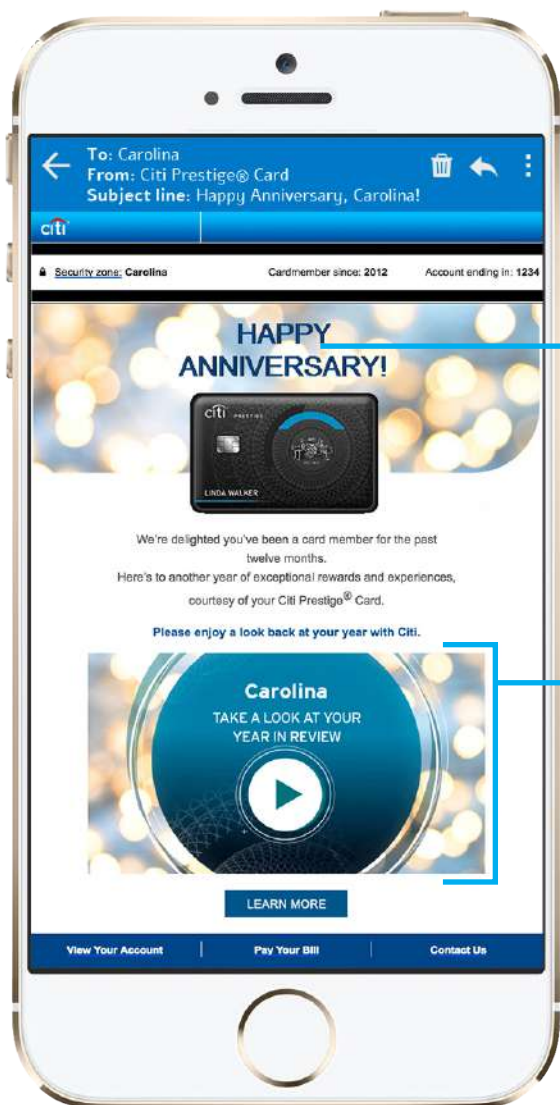


Customers can access monthly video bills from the mobile app and within account portals, thereby reducing inbound billing-related call volume.

# EMAIL/SMS/MMS

Email is probably the most common delivery channel for customer communications today. Including personalized videos in your customer emails is a surefire way to increase engagement and encourage desired customer behaviors. SMS and MMS are lesser-used delivery methods but tend to follow the same guidelines in terms of best creative practices, other than the fact that they should be leveraged for mobile-specific goals.

The following pages will highlight the creative best practices we have collected over the years for the various personalized video delivery channels on which we have helped brands deploy programs.



## SUBJECT LINE

Ensure the subject line indicates a personalized video is included in the email. Adding the words “personalized video” to the subject line is proven to double open rates and triple click-through rates. SundaySky customers have seen open rates range from **20-60%**, depending on the brand and use case.

## PERSONALIZED THUMBNAIL

Personalized thumbnail images are proven to be more effective than simple links or plain text, and can **double click-through rate**. Text-based buttons should also be included in the event the images within the email are blocked.

## ABOVE THE FOLD

When the personalized image is above-the-fold and the email layout is simple and direct, email click-through rates average **20-30%**.

## FOLLOW UP

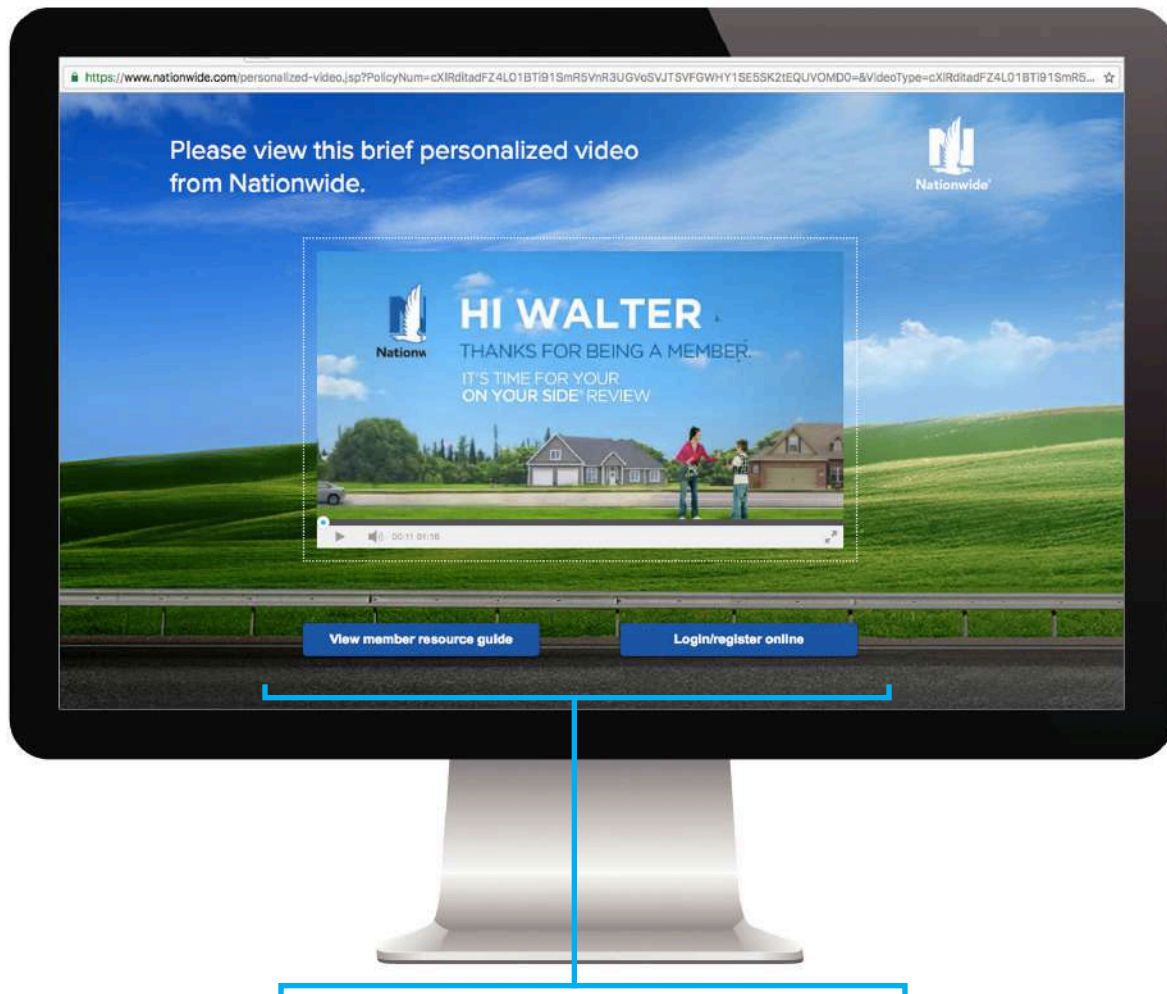
We have seen e-mail video view rates anywhere from **7-10%**, depending on the brand and use case, so it's vital to send communications more than once.

## TIMING IS KEY

Test and determine the best day and time to send your email to drive open and click-through rates.

# DESKTOP LANDING PAGES

Desktop landing pages offer a valuable opportunity to provide personalized videos in a pre-authenticated environment. This delivery channel can be automatically populated with a customer's data when it is a direct response to an action they took, or it can have an interactive aspect to it with a pre-video questionnaire that informs the personalization.



## PERSONALIZED CALL-TO-ACTIONS

Landing pages should contain the same dynamic CTAs that are included in the closing of the video, so that customers can take the action when they are ready.

## ABOVE-THE-FOLD PLACEMENT

The video player should live as close to the top of the page as possible so that no scrolling is required to view.

## CONSISTENT BRANDING

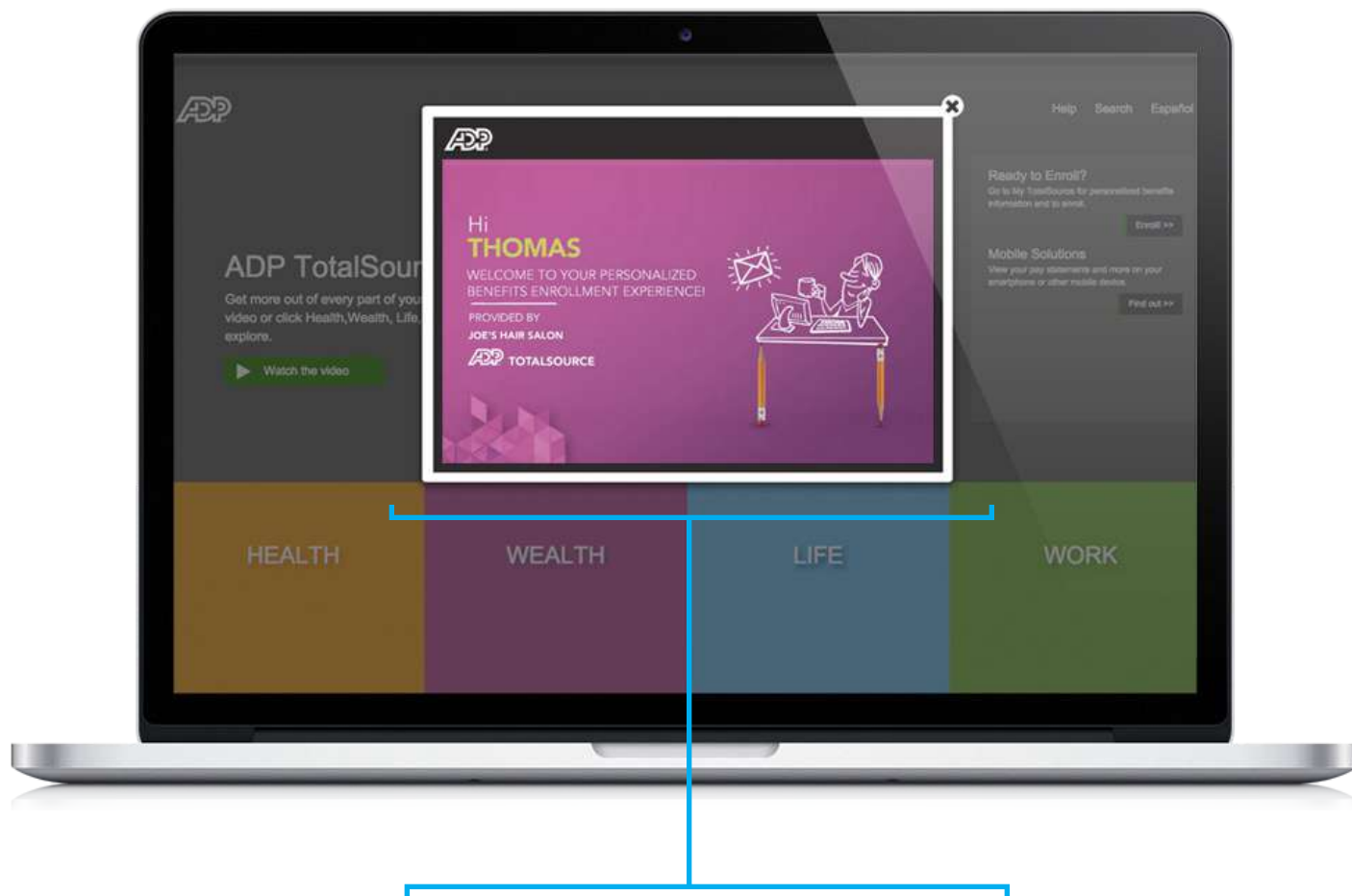
Web page design and user experience should be consistent with the brand's website and messaging to create as seamless of an experience as possible..

## AUTOPLAY

When the viewer arrives to the page, the video should automatically start playing, as this expectation was set in the initial communication by presenting a clickable thumbnail to view.

# ACCOUNT PORTALS

Account portals differ from web landing pages and other channels because they live in a post-authentication environment. Portals can offer more detailed user account data in addition to tracking cookie based behavioral data.



## POST-AUTHENTICATION ACCESS

The video should be accessible post-authentication to be consistent with standard methods of presenting information to portal users.

## INTERSTITIAL DELIVERY

Once logged in, the personalized video should be presented with an interstitial pop-up or lightbox to ensure delivery of important information and to maximize view rates.

## ABOVE-THE-FOLD PLACEMENT

Video placement within “My Account” portals should be prominent and above-the-

## CLICK TO PLAY

The video should play upon the viewer’s click. Unlike most other deliver channels, autoplay can be disruptive to an on-site browsing experience, especially if the viewer isn’t expecting it.

# MOBILE-OPTIMIZED EXPERIENCES

Designing mobile experiences varies from desktop greatly, and relies heavily on the consumer's moment of engagement — which is anytime, anywhere. Shifting to a mobile-first mindset ensures viewers always have an optimal personalized video experience.

## ABOVE-THE-FOLD PLACEMENT

Video placement within mobile web pages should be prominent and above-the-fold.

## OPTIMIZE FOR DEVICE CONTEXT

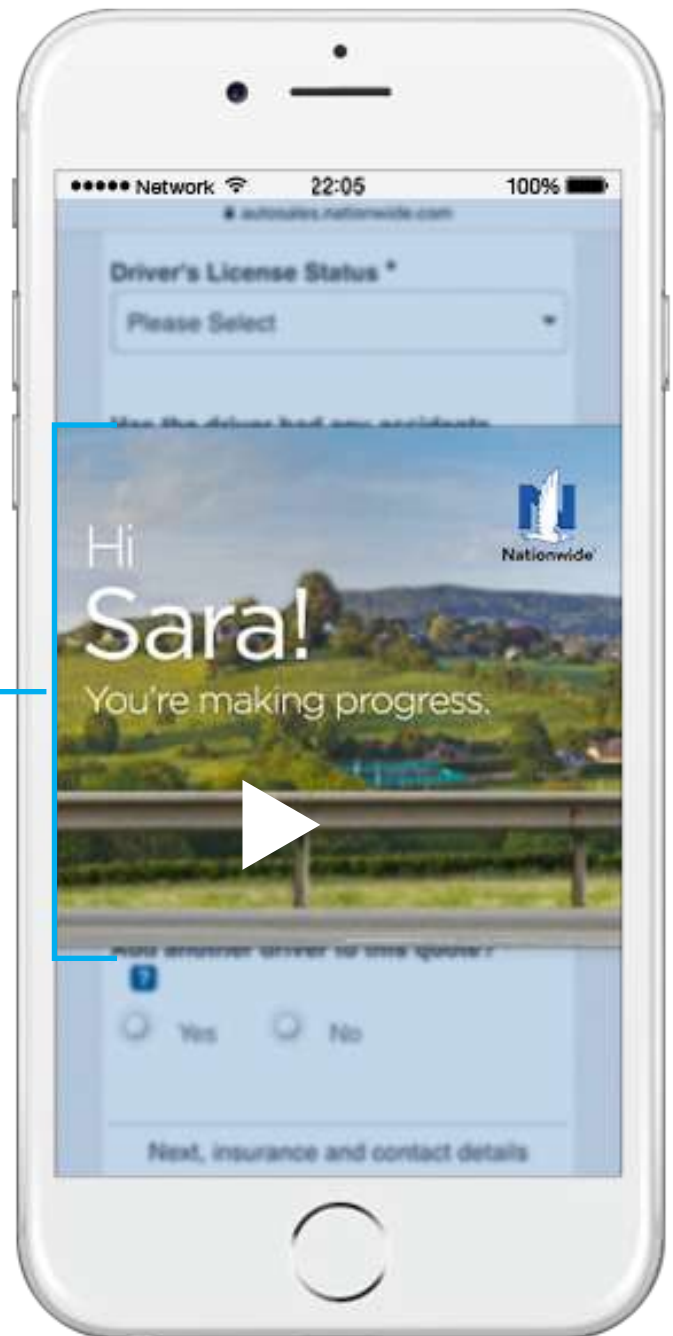
Square format video is more suitable for mobile viewership, as it maximizes small screen real estate regardless of how the viewer is holding the device. Mobile requires touch interaction with swipes and taps, so video messages, narration and CTAs should be aligned to this interactivity.

## LEVERAGE SHORT-FORM CONTENT

Mobile video consumption skews toward short-form content. Mobile video should contain fewer and shorter messages than desktop video.

## OPTIMIZE FOR MOBILE DELIVERY

Mobile consumers view video content any time and anywhere depending on the consumer's location or the presence of headphones, sound is possible — but it's not guaranteed. Mobile-optimized SmartVideo should display key messages as on-screen text or have closed captioning turned on as a default.

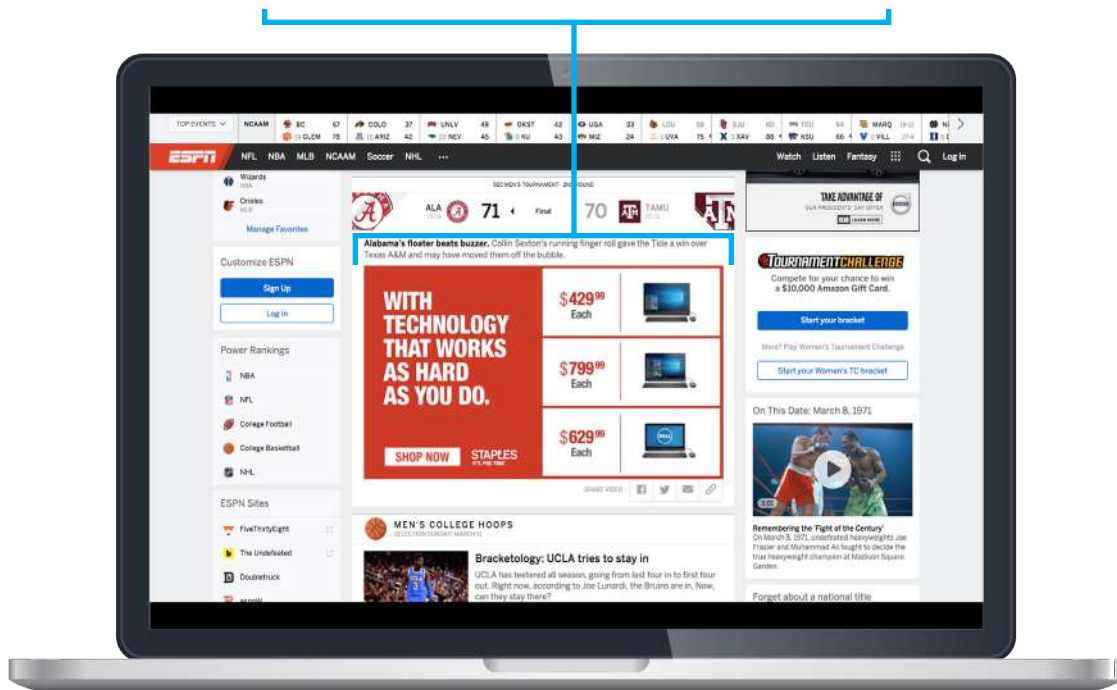


# ADVERTISING CHANNELS

The final delivery channel is actually a group of channels that can be broken into two separate categories: publisher sites and the Facebook Audience Network. Personalized video advertising is more than audience targeting and dynamic creative optimization. True individualization goes beyond ‘who are we targeting?’ and ‘what are they buying?’ It compels the data to answer questions such as ‘what does she need?’ and ‘how does he feel?’

When creating personalized video ads for publisher sites, there are a handful of best practices to follow.

- **Optimal ad length** for personalized video ads is either 15 or 30 seconds. While this is similar to TV ad spots, it is quite significant that retargeted video ads are NOT repurposed from television. Specifically, bid on 15-second spots for repeat “shop-a-lot” customers and 30-second spots for first-time buyers. These tend to correlate because repeat customers have a high impression value and are already familiar with your brand, whereas first-time buyers have a lower impression value and tend to need more motivation.
- **Optimal ad placement** for personalized video ads are in-stream – specifically pre-roll, mid-roll and post-roll. The viewer is already engaged in video content, so in-stream placement is the optimum way to leverage the engagement.
- **Incorporate a compelling call-to-action** at the end of the personalized video ad. The highest performing call-to-actions we’ve seen include, “Add to Cart,” “Click to Buy,” or “Buy Now.”
- **You should constantly optimize** both the media buy and the creative. If one creative or a specific type of placement are working better than the rest, then be sure that those versions of the video ad become a priority in real-time.

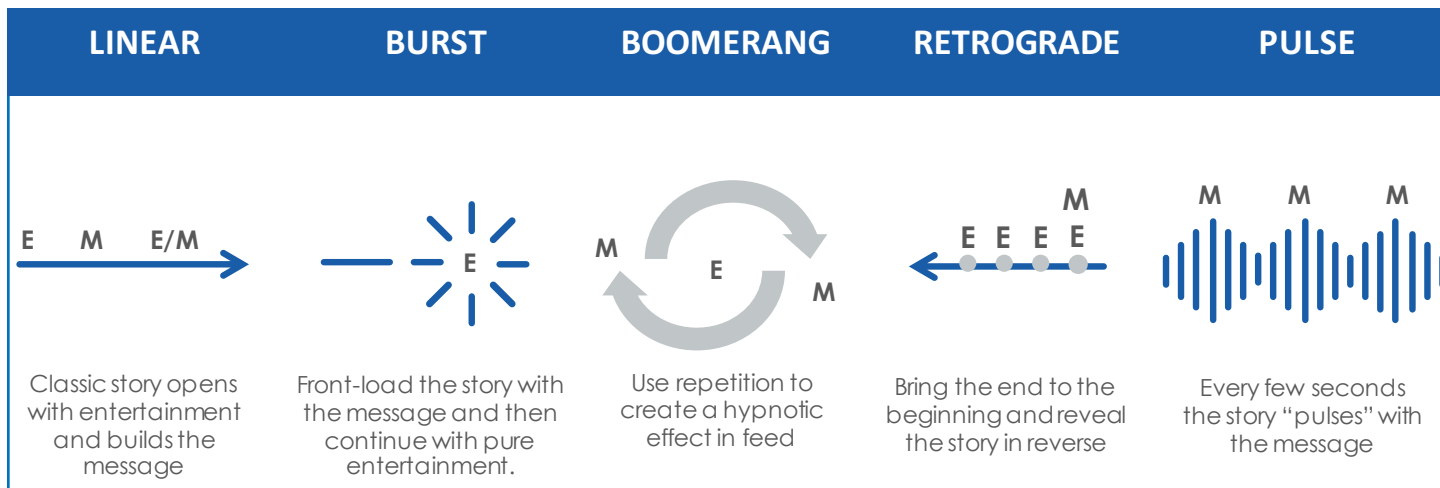


# FACEBOOK ADVERTISING

As a Facebook Marketing Partner, SundaySky has had the opportunity to test and learn a lot with publishing personalized video ads on the Facebook Audience Network. This has given us the chance to collect data things from the best performing video styles all the way to best Facebook and Instagram specific creative practices.

One of the first tests we performed was which storytelling style resonates best for the highest possible viewer engagement that motivates consumers to take action on the world's largest social platform?

The storytelling styles that we tested were the five below:



Everything in the videos was consistent other than the storytelling style. In the end, the Linear video led to the most people watching to the 95% complete mark, but the Boomerang video led to the highest percentage of people taking some sort of action (when soft and hard metrics were counted together). Meanwhile, the Pulse story drove the highest return on ad spend (ROAS) out of any of the storytelling styles. One hypothesis is that because the Pulse story is mainly entertainment interjected with the product message, it resonated with the audience and kept the product top of mind which ultimately drove purchases.

As for creative best practices for personalized video ads on Facebook other than storytelling styles, here are the ones that seem most important.

- **A relevant opening scene** is vital in this environment due to the passive scrolling nature of the user experience.
- **Experiment with aspect ratios** because square and vertical video formats maximize viewing space in the feeds and ensure an optimal viewing experience.
- **Assume the sound is off** since that is the default. This means you should include on-screen text to ensure the message gets across even without the sound.





# BEYOND RETARGETING

Finally, one of the advantages personalized video ads have over traditional video advertising is that personalization offers individually relevant content proven to deliver real business results, while also providing a way for brands to use and reuse content throughout a customer's lifecycle. By extending creative best practices for personalized video ads into the type of content the ads are portraying, brands can create video ads that are even more valuable and cost-effective than the typical retargeted ad.

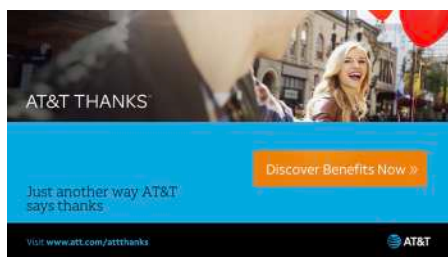
Below are examples of some of the other common use cases of personalized videos employed by brands:

- 1) Push cross-sell performance:** Drive further revenue by cross-selling to customers based on recent purchases. This can drive repeat orders and - ultimately - brand loyalty.
- 2) Boost customer lifetime value:** Use retargeted video ads to promote loyalty programs and rewards to your customers. Customer segment and history attributes can be tracked so that video ads are generated to encourage various loyalty and reward programs.
- 3) Nurture prospects:** Leverage visitor frequency attributes based on customer activity on site and video ads viewed in order to modify the video ad. If a visitor has already seen a retargeted ad for the last product viewed and did not take targeted action, then a different ad can be generated for the visitor, or play the same ad, but include a special promotion.
- 4) Drive new visitor traffic:** Perform “look alike” targeting (sometimes referred to as audience extension) to bring new visitors to the site. By capturing all attributes related to successful retargeted video ad engagements, a “look alike” profile can be established for a target prospect

## SMARTVIDEO SUCCESS IN ACTION



Brands can push cross-sell performance with personalized video ads that promote things such as device and plan upgrades



Brands can boost customer lifetime value by promoting loyalty programs and educating customers on how to best use their benefits.



Brands can nurture prospects by reusing retargeted ad content in personalized videos that live on their homepage for education purposes.



# **VIDEO PERSONALIZATION PLATFORMS:**

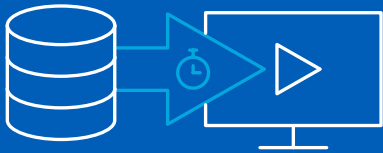
What To Look For



# THE TECHNOLOGY

At this point, you recognize the value of using data-driven video to create unique customer journeys and you have learned a lot about how to get started. The next step is finding a reliable provider that enables personalized video storytelling that best fits your needs.

But given the number of solutions out there, how do you ensure you find the right fit? Start with the technology. Below are the key technical components that are vital for any successful personalized video program.



**100% real-time video rendering**, because videos – and the data used to create them – should never be stored.



**Depth of personalization** to engage customers via 1:1 messaging, beyond just first name narration and on-screen text placeholders.



**Dynamic timing** mitigates the potential for “dead air” or hanging narrations that are misaligned with the visual, and allows scenes to flow continuously, so videos feel like they were developed for the specific individual and not a “one-size-fits all” customer experience.



**Robust measurement and reporting** for quantifiable results that deliver reliable ROI metrics and proven performance.



**Data security** and sufficient processes in place to protect sensitive customer data and sensitive company data, such as SSAE SOC II certification – the gold standard in information security.

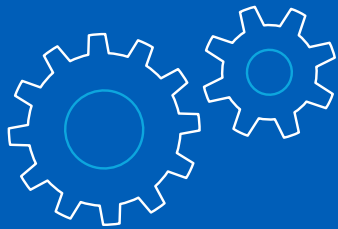


**Scalability with stability** to aggressively scale personalized video programs across multiple use cases and customer lifecycle stages for enterprise-size organizations, while maintaining consistent uptime and performance SLAs.

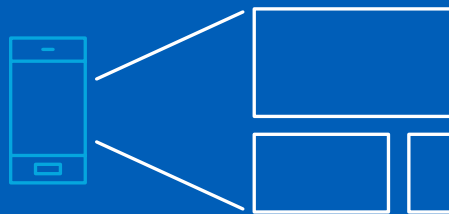
# THE METHODOLOGY

Once you've decided that the technical capabilities are up to par with the industry's leading standards, it's time to evaluate how the provider's methodology. This is the process behind the development and delivery of personalized video programs - from audience and channel selection to story, creative development and program execution.

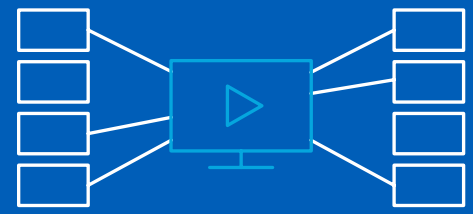
Below are the three pillars that constitute any robust personalized video creation methodology.



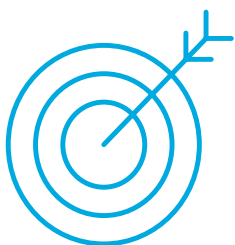
**Formalized and proven techniques** that provide the ability to aggressively scale the technology across multiple use cases and touch points based on past successes.



**A multi-channel approach** that provides message continuity across owned and paid media channels throughout the customer lifecycle, such as email, SMS/MMS, webpages, mobile apps, pre-roll ads, OTT, social media, etc.



**Scene reusability** to leverage existing creative, content and topics to deliver message consistency, scalability, speed and cost effectiveness for new personalized video programs.



“Individualization done right doesn't look like personalization... it just looks like a great customer experience.”

**Brendan Witcher**

Principal Analyst eBusiness & Channel Strategy, Forrester

## THE EXPERTISE

Finally, you need to ensure that the provider's expertise in the category is sufficient enough for guiding you through the process of creating a successful program at the caliber you desire. This involves evaluating the structure of the team and the people on the team. Make sure they have the capability help you maximize the impact and performance of every personalized video program you want to employ.

Below are the key factors you should be assessing to gauge whether or not the provider's expertise is up to your standards.



**Strategic resources with domain experience** in creative, delivery, data integration, customer success and analytics and reporting.



**Dedicated testing** that provides proactive analysis and recommendations that are based on statistically proven standards and best practices to optimize program effectiveness.



**Proven ROI via immediately available references** from companies of similar scale and scope are a lower risk.



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## ABOUT SUNDAYSKY

SundaySky combines the power of personalization with the emotion of video to transform customer relationships, one person at a time. Its proprietary SmartVideo Marketing Cloud™ powers billions of personalized video experiences annually for the world's leading brands, including AT&T, Allstate, Citigroup, Staples, Verizon and more. Headquartered in New York City, SundaySky has additional offices in Tel Aviv and Tokyo and is the only SOC II and HIPAA-compliant video marketing company in North America. In 2017, SmartVideo generated more than \$1.4 billion in measured value for SundaySky customers. Please visit [www.sundaysky.com](http://www.sundaysky.com) for more information.



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