



You've invested in video content because it increases engagement and drives conversion and ROI. How do you measure the performance of your videos? Our Client Services team can help you implement video tracking and reporting that provides the insights you need to optimize the way your video content is performing.

### Top reasons to measure your video content:

- Optimize video performance. If your viewers are not watching the video to completion, do you know where they are abandoning? Tune your content to make sure your message is delivered.
- Understand engagement. Track shares, subscriptions, comments, likes, and other important indicators.
- Measure ROI. Does your video content drive conversion? Do viewers complete actions like signing up for your newsletter, filling out an application, purchasing a product, or other critical actions on your site?

### What you'll receive:

#### Video Data Collection Strategy

Webtrends will deliver a video data collection strategy that will capture the metrics you need for reporting. One of our seasoned consultants will assist your team in implementing the data collection strategy and any required tagging.

#### Requirements Review and Report Design

We work with your team to understand your goals and objectives and design reports that meet your requirements. We'll recommend appropriate best practices and report designs to provide the insight you need to understand the performance of your video content.

#### Knowledge Transfer and Instruction

Your consultant will explain how the reports are configured and how to use them, ensuring a complete understanding of all the metrics in the reports and data.

### Talk with your account manager to learn more.

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