



# VideoNotion

The Platform for your Interactive Video Messages



**VideoNotion** is the safe and ad-free portal for your interactive videos.



## INTERACTIVE VIDEOS FOR PROFESSIONAL USE

VIDEONOTION - THE PLACE WHERE YOUR VIDEOS BECOME ALIVE.

VideoNotion offers a complete portal to create and distribute interactive videos for commercial use - safe and ad-free.

INTERACTIVE - INNOVATIVE - INFORMATIVE

Video is the future's trend medium. All data and statistics confirm that. One reason for that boom: videos verifiably raise higher attention and increase conversion rates for self- and product marketing.

VideoNotion is the ideal platform to actively communicate your message. Now you can directly connect your offers and core messages to a video via VideoNotion. Your customer needs just one click to head from a video directly to your product, to order it or to communicate with you.

VideoNotion combines all these advantages in one application by:

- easy creation and distribution of interactive videos on all channels, no technical skills are required,
- integration of all the necessary components in one portal,
- integrated file management and transcoding,
- innovative style of communication via NotionCard,
- simple, safe and ad-free service!

1,356 Aufträge  
2,073 Neuzugänge  
1,145 Klicks auf interaktive Flächen

© Angelegte Flächen: 4,68  
© Akzeptanzdauer: 1:45

## VIDEO EDITOR AND VIDEO PLAYER

Thanks to the integrated Video Editor, adding interactivity to your videos is a breeze. You define sensitive areas in the video that become responsive to mouse clicks, so-called NotionAreas, and attach links, files, images and other videos to those areas.

Interactive videos are also easy to integrate in your web site. All you have to do is insert the code generated by the VideoNotion portal into your page. It takes only a few steps to equip your web site with an interactive video ready to use.

## NOTIONCARD

Focus and personalize, communicate with direction. NotionCard enables you to add direction and precision to your communication. You determine who has access to your videos and who can communicate with you.

- Videos on landing pages increase conversion rates up to 130.5%. [*MarketingTech*]
- Interactive videos fascinate the whole world. HTML5 formats achieve 40% higher click rates than flash. [*Sizmek*]
- The word "video" in an email subject increases click rates by 13% and conversion rates by 21%. [*MediaConnection*]
- Product videos increase sales by 85% compared to products without video. [*Internet Retailer*]
- In August 2012, 188 million internet users from the USA watched about 37.7 billion online videos. [*ComScore*]
- In 2016, 1.2 million minutes of video will be uploaded world-wide every second. [*Worldwide Marketing Council*]

## FILEMANAGEMENT AND TRANSCODING

You can comfortably manage all your videos, files and contents in one place - safely and efficiently. You can realize and expand your marketing ideas fast and with ease. Therefore, all files are automatically converted into the output formats needed to make them compatible with any terminal device, no matter if mobile or web browser. With VideoNotion, you don't need any external systems and your data is also protected from unauthorized access.

## ANALYSIS & STATISTIC

The Analysis & Statistic tools offer an in-depth assessment of your interactive videos. By providing a basis for optimization of contents and links in the video, they help you tailor your campaigns and offers exactly to the user's needs.



## About VideoNotion

VideoNotion offers communication strategies for the future, providing the safest interactive, cross-media internet technology. VideoNotion is the first provider of a complete portal for commercial creation and use of interactive videos - safe and ad-free. VideoNotion is a driver of innovation and technology in the field of interactive videos.

Video is the trend medium of the future. All data and statistics confirm that. One reason for that boom: videos verifiably raise higher attention and increase conversion rates for self- and product marketing.

With VideoNotion, the video becomes interactive, so that you can be one step ahead.

Enable the viewer to actively choose the information from a video that is individually relevant for him. Editing and distribution of interactive videos is done completely within the browser. Simple, safe, ad-free - and anyone can use it!

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