

## PRODUCT ONE SHEET

# LEVERAGING ENGAGEMENT SCORES DRIVES SMARTER VIDEO CONTENT DISTRIBUTION

Media Goals and Audience Demographics can't be the only planning variables for the distribution of longer form video content. Having a metric that can better align specific video content to media goals and target audiences will help you make smarter distribution and investment decisions.

Imagine your objectives for lead generation could be met by the ability to choose videos with higher engagement scores for generating "Action" rather than just "Awareness." Or that you had the ability of knowing what devices your video is performing better on. With these kinds of insights, you know which piece of content is performing effectively, and when to refresh content if it is not.

Our vision of being able to properly analyze and distribute specialized video content in a vast digital media landscape is here! We have created tools and strategies to help our clients get there. Are you ready?

## Make smarter business decisions –

Let ConvIndex take your video content deeper down the right media channels and start engaging your specific target audience.



## Media Distribution For Long Form Content

**We're Your Partners For Navigating And Executing A Complex Media Landscape.** The ConvIndex Media Team has over 20 years of experience placing video content. We've pioneered the media landscape, and pride ourselves on identifying trends before they happen. Our clients turn to us to help them make smarter business decisions, allowing them to differentiate and stay ahead of their competition- that's our key differentiator!

## Introducing ConvIndex Media Distribution Services

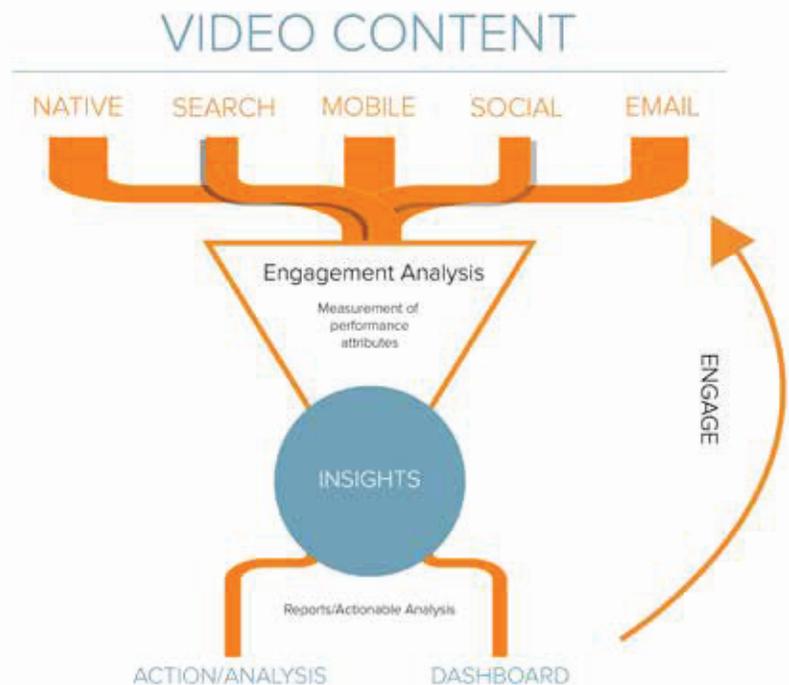
It's one thing to have engaging video content, and another to make sure that it's seen by the right people at the right time. ConvIndex MD (Media Distribution) puts a number of digital media channels and platforms to work, and leverages years of media experience to ensure your video content is seen. We maximize viewership of your long form video content, by applying learning from your video's scores & analysis, and place it in front of the audience you want to reach – when and where you want to reach them!

“ConvIndex gives us a measure of the effectiveness of our online videos that we're not getting from any other platform.”

-David Marine  
Coldwell Banker Real Estate

We position your video content for success, whether it's native online display, search engine marketing & re-marketing, mobile content placement, social media engagement, email marketing, or all of the above. With campaign data streaming in, we display real-time insights and provide actionable analysis to optimize your campaign and content.

### Here's How ConvIndex MD Works



*Make your video engagements more meaningful, and start optimizing your campaigns so you are reaching the right audience.*