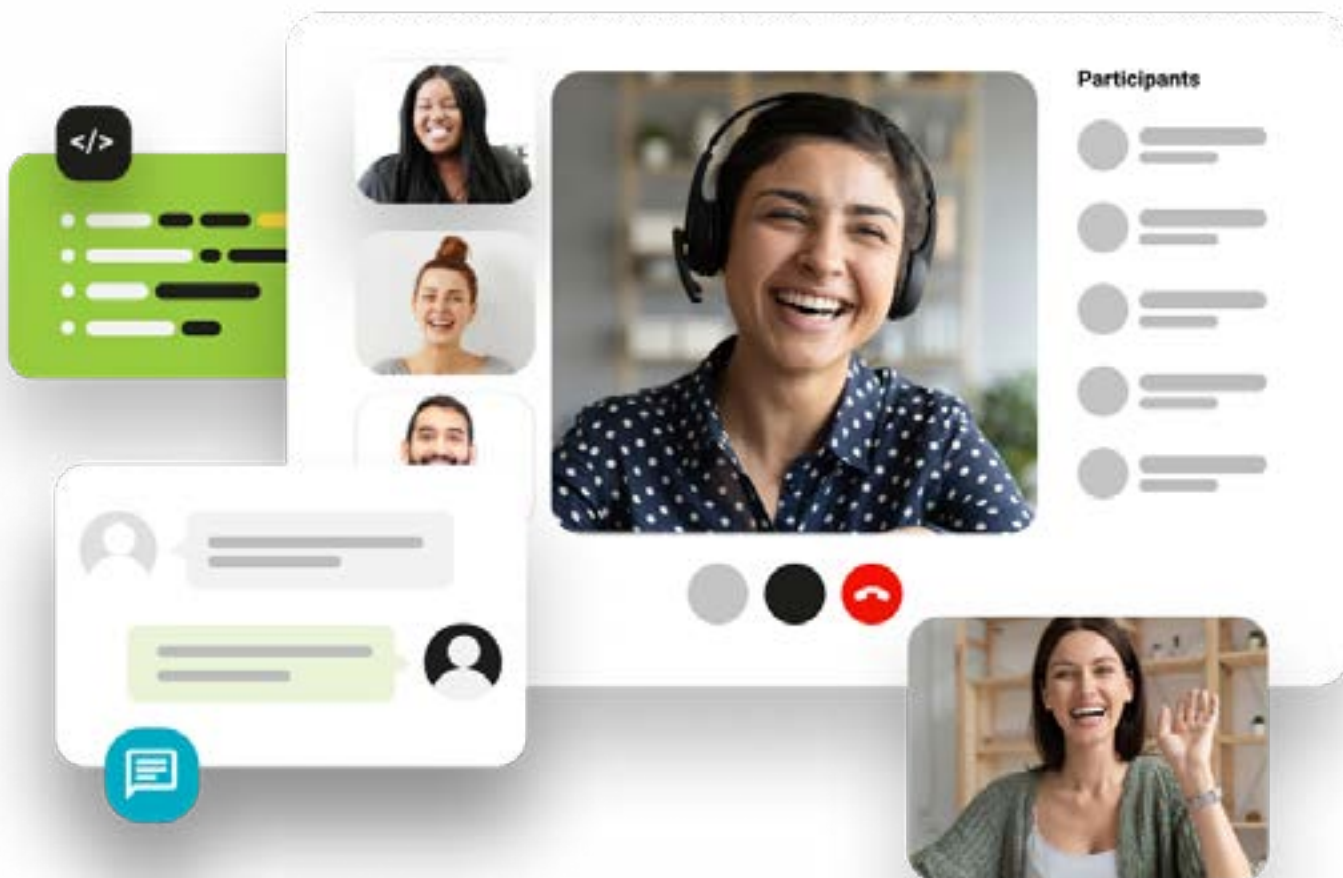


# Is Embedded Video Right For My Company And How Do I Monetize It?





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## In Summary



If 2020 taught us anything, it's that video has now taken precedence in how we communicate, and ultimately live our lives. Organizations had to adapt to keep up with the video trend by embedding video chat and calls into their consumer-facing touchpoints. All sorts of industries – from healthcare to working from home, online events, and more – had to jump on the bandwagon and experiment.

Now that we're living in a world where the new normal isn't so new anymore, one of the residual effects of having lived through a pandemic is the convenience, and accessibility that video provides. Especially for businesses, video has become a portal for customers to enter.

Plus, did you know the average user will spend 88% more time on a website if it has video? Not only does video make life easier (think instant customer support) and more "real," embedding video chat and calls into your website, product or app has the capacity to bring in better click-through rates, higher conversions and a solid ROI.

Read on for an outline of why embedded video might be exactly what you're looking for to monetize.

# The Benefits of Embedded Video



- Instant customer support
- Fast to set up
- Save resources
- Improved overall customer experience
- More time spent on your site
- Total customizability
- Security and compliance
- Leave the hard work out

You might be wondering, what is embeddable video? If you're looking to broaden your customer reach, you're going to want to consider how your brand speaks to your audience. Not only is it about the color, logo, and other brand specifics, these days, it's about how your brand functions and appeals to customers on top of how it carries users from the beginning of the customer journey to the end.

Embedded video chat and calls on your website, or in your product or app give way to an instant connection to users. Whether static and pre-recorded or click and go live, users have the opportunity to get in touch with who they need to.



# Embedded Video Supports Many Industries

Level up your offering by embedding live video calls and chat into your product to empower the connection between you and your audience:



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## For Retail and e-Commerce

Showcase services or products with real-time demonstrations to bring to life how it all comes together. Embedded video and video streaming API can gamify your retail experience with contests and audience questions.

## For Education

Bring online tutoring, school lessons, lectures and seminars into a beautiful virtual space. Open up your digital classroom by adding simple and effective video calls.

## For Telehealth

Host presentations, keynote deliveries, important events, and breakthrough announcements to your audience, live and in real-time. Share with stakeholders and specialists now or record now to watch on-demand.

## For Online Events

Increase engagement and overall attendance by hosting live virtual events, industry conferences, and large-scale conferences in a virtual space. Reach every participant just like you would in person.

## For eSports

Gaming and sports live online when you can stream gameplay to audiences. Give international fans the opportunity to follow and interact with players and with each other, before, during, and after games.

# Embedded Video Makes For Smooth Online Interactions

Now that the world is officially hybrid, you want to make sure your customers have direct access to you when they need it. Regardless of time or location, give them the online entry they need to get frictionless connections:

## Get Up And Running In Minutes

Hit the ground running with a solution that's already created and ready to be implemented. Instead of wasting long stretches of time researching and developing, A/B testing and using up your resources to get your in-app video off the ground, integrate already-developed embeddable video and save yourself the headache. Plus, it's proven to work which means you can expect frictionless interactions with customers from the get-go.

## Make A Lasting Impression

It's all about the customer experience, especially online. Beyond your aesthetics – logo, branding, tone of voice – how are you “wowing” and taking care of your customers' needs and journey? When you realize that every point of contact is an opportunity to make an impression, it becomes obvious that providing high quality video interactions has to be a priority.

Hassle-free access, fluid transitions between customer touchpoints, eliminating unnecessary steps, and a browser-based, zero equipment set-up all help to shape a positive customer experience.

## Enhance Customer Engagement And Retention

Embedding video calls into your website helps to keep your customers on your page for as long as possible without them clicking out to use a third party. From here, you can gain visibility and manage the customer experience by receiving insights and data that lets you know their habits and patterns – data that is instrumental to predicting churn rates and optimizing engagement.

## Rely On High Quality Video And Audio

Low-latency and delay-free high quality video not only creates an online environment customers want to engage with, it provides you with a back-end experience that gives you control and customizability. Enjoy making the aesthetic appearance your own plus incorporating other functions like recording, screen sharing, integrations and breakout rooms.



# Embedded Video Enables Your Business



One of the most compelling reasons why embeddable video calling and chats is a must-have for any business is that it keeps customers locked and loaded on your content. When using a third party or external platform, you're essentially giving away business.

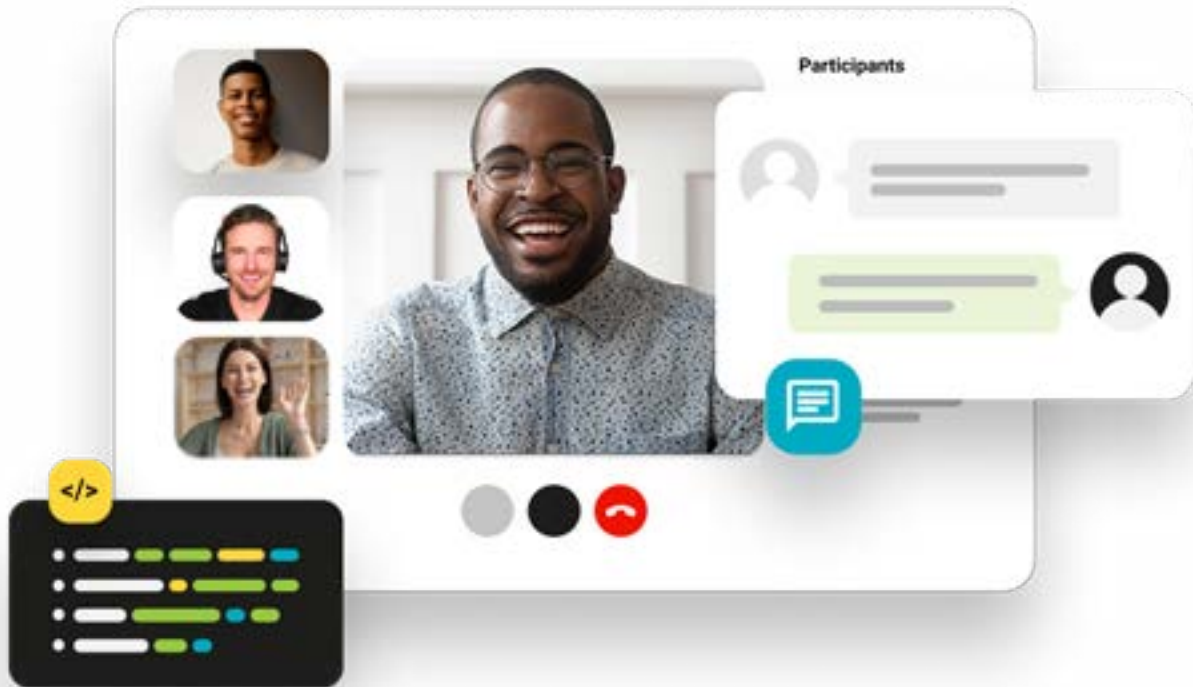
Instead, you could just have a client click on an embedded video on your landing page, website, product or app and instantly bring them into a video experience, whether live or recorded, that's still on your site or in your hosting. No lost business, and no customers led elsewhere.

This increased accessibility puts a customer's needs first. With simple navigation, a customer can speak to someone on your team or be led in the right direction without it feeling clunky or having to go through too many steps. The moment they have to click a link, navigate a new site, download software and leave your page, it's safe to say you've lost them.

Remove the frustration and hoop-jumping. These micro (and macro) interactions set the tone for how your brand is perceived. A smooth-running experience that is intuitive and intelligently curated leaves customers feeling satisfied. By getting their needs met when they interact with your business virtually, you're going above and beyond just branding.

In fact, it's these engaging interactions that keep customers coming back. A live chat, webinar, and video call all have the capacity to give a customer the chance to be seen and heard using two-way communication. Audiovisual cues lead to richer, and more in-depth interactions over other methods like text chat, and audio conferencing.

# iotum Cohesively Integrates Live Video Calls Into Your Product



Embeddable live video chat is only gaining in demand. The speed at which it's becoming more popular is in direct proportion to the businesses who are seeing its potential and choosing to implement it. If you want to uplevel your online presence, scale your business, be of full service to your customers and provide a one-of-a-kind experience, embeddable video is the next thing to do on your list.

With iotum, you can expect:

- Crystal clear, high-quality video and voice without interruption or delay
- Simplicity and ease of use – browser based, zero download technology
- Easy set up in minutes
- State-of-the-art features like Screen Sharing, Online Whiteboard, Live Video Annotation and more
- Secure file and document sharing at your fingertips
- High security features like One-Time Access Code and more

**Let iotum show you what's possible today and what's coming tomorrow.**

[Learn More Here](#)