

VIEWER AUTHENTICATION

SEAMLESSLY LINK WORK FLOW, INTERNAL SOFTWARE AND CRM WITH VIEWER ACTIVITY

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Video viewing restrictions empower video owners to set limits as to who can watch a video and when. ZiMovi allows channel owners to restrict the viewing permissions of videos to only those with a ZiMovi account, allowing owners to collect personal data on exactly who is watching their videos. Viewers without a ZiMovi account will be prompted on-screen to sign-up to watch the video selected.

ZiMovi's Viewer Authentication features also enable viewers of ZiMovi hosted videos, embedded on a website or intranet that has sign-in/log-in functionality, to be automatically authenticated using their localised company login, without having to login to a ZiMovi channel. For channel owners this allows them to embed viewing analytics into a 3rd party solution, as well as within ZiMovi, to assist in deeper analytics and reporting. For the viewer it means that they are not presented with an additional login process before viewing a video, thereby maximising viewing numbers and a better customer experience.

The viewer Authentication feature is included in these ZiMovi subscriptions:

- Grow
- Accelerate
- Amplify

Watch our Viewer Authentication [training video here](#).

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Benefits

- Enhanced customer experience - create a seamless experience between video and website for your viewers
- Improved work flow efficiency - all ZiMovi platform data can be pulled back into your internal software or CRM, making your work flow effective and reducing disruption
- Strengthen community loyalty and retention - only allow your customers to access video content by managing the identification process through your internal database software or CRM. This creates a secure link between your internal software solution and website and builds a strong relationship between your viewer and your brand
- Secure data – all viewer data sent to the 3rd party solution is fully end-to-end encrypted. All customer data is encrypted in all stages of the data exchange
- Easy implementation - reduce cost, time and disruption using ZiMovi <APIs> to integrate with your internal database software or CRM

Feature Overview

Use this feature to:

- Collect personally identifiable data about your viewers
- Seamlessly authenticate viewers via a ZiMovi login or a localised company login hosted videos embedded on a public facing website. All the viewing data can be securely transmitted to a 3rd party solution and uploaded to a database for analysis.

Playing an embedded protected video triggers a check to confirm if the viewer is already logged into the website. If it returns 'true' they do not have to sign-in to the ZiMovi channel to view the video as ZiMovi utilises the existing authentication that has been done by the main website. You can manage privacy settings to enable if the log-in attempt returns 'false' your viewer will have to sign-in to the ZiMovi channel as normal.

Use Cases

Examples sites include:

- Travel booking sites – airlines, holiday bookings, hotels, rail, bus and ferry bookings
- Shopping – e-commerce sites, supermarkets
- Review sites – holidays, food and drink, airlines, hotels
- Fans/supporters – football clubs, gyms, racecourses, stadiums