

IN PLAYER CALL TO ACTION

HIGHLIGHT AN ACTION OR INFORMATION AND ALLOW VIEWERS TO PAUSE & RETURN TO VIDEO

IN PLAYER CALL TO ACTION

HIGHLIGHT AN ACTION AND ALLOW VIEWERS TO RETURN TO YOUR VIDEO

The ZiMovi in player call to action (CTA) function enables you to add CTAs to your video without taking the viewer to a new url. All variations of CTA can be added to within the video player, keeping the viewer on the same page as the video they were watching. You can add the action within in the video player at a specified start and end time in a ZiMovi hosted video.

An In Player CTA can be positioned in a variety of pre-determined locations on the screen, giving you flexibility. You can include multiple CTAs on-screen simultaneously and have multiple CTAs throughout the video.

Benefits

ZiMovi In Player CTAs has increased flexibility of on screen In Player CTAs positions allowing multiple positions when other video platforms only allow one or two positions or your viewer has to leave the player or web page to complete the action. ZiMovi allows you flexibility of position and design, as well as the option to keep the viewer action within the player or to a specific url.

With ZiMovi In Player CTA you can:

- Encourage in player viewer interaction
- Build customer loyalty
- Improve user experience
- Monetise a click through
- Encourage the viewer take actions defined by you
- Improve SEO value as result of increased interaction
- Increase page visitor time spent on page
- Maintain audience attention and reduce distractions by keeping the viewer on the same screen

In Player CTAs enable you to encourage your audience to interact with your video. At chosen times in the video you can focus the viewers' attention on an action, once completed returning the viewer to the point at which they left the video for a seamless experience.

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HIGHLIGHT AN ACTION AND ALLOW VIEWERS TO RETURN TO YOUR VIDEO

The ZiMovi In Player CTA function gives you the option to keep your viewer on the same webpage and within the same video player when acting on a CTA.

ZiMovi provides the following:

- A seamless experience for your viewer - maintain viewer attention span by allowing your audience to react to an In Player CTA then return to the video they were watching
- Full and in-depth viewer analytics – Understand a complete customer journey from CTA to conversion, including time-related data
- You can access and own all analytics - All viewer data belongs to the channel owner and will not be shared with any third parties
- Add multiple and varied CTAs all returning back to the video being viewed

Use Cases

In Player CTAs allow a video owner to add clickable actions that are applied within the video player at specific point(s) and keep the viewer within that player and web page. This enables the video owner to create a targeted interaction with their audience with a variety of options whilst keeping the viewer on the same page and within the video player.

When an In Player CTA is clicked, the video is paused and an In Player CTA function opens within the video player. You can select if the In Player CTA completion is compulsory to continue watching the video or optional.

The In Player CTA options available in this feature include:

- Shopping basket
- Complete a questionnaire
- Download a file
- Send an email

Once the In Player CTA action has been completed the viewer will be taken back to the video they were viewing. All viewer actions are recorded in Analytics > In Player Call-to-action allowing channel owners to see at what point in the CTA on-screen start/end timing it is clicked and the data collected.