



ZIMOVI FEATURES COMPARISON OVERVIEW

WELCOME TO ZIMOVI THE PLATFORM TO 'MAKE VIDEO WORK' FOR YOU

Zimovi helps businesses achieve their video objectives manage your video activity, reach and performance from one central dashboard. The ZiMovi video strategy platform enables you to use video content to increase audience reach & impact, interact with viewers, integrate with internal systems and analyse video performance. ZiMovi allows you to enhance your brand, protect your business & audience and own all generated data.

So whether your needs are just one or all of the following, the ZiMovi platform can improve your video and viewer experience.

Viewer interaction

Transact orders, collected needed data or feedback from viewers using the camera on their device and location.

Content distribution

Share your videos (inc 360) direct to individuals or globally across all your social media platforms, with just one click.

System integration

Integrate the platform to any of your existing CRM, work flow, automated marketing tools or existing video platforms.

Analytics & reporting

Real time feedback on everything from the actual video content, including where viewers stop watching, to where, when, how and the viewer and content outcome.

Set up automated reporting direct to specified contacts.

360 & VR

Benefit from all the features within the ZiMovi platform. Uploaded videos are compatible across all devices without the need for an app.

Attached is an insight to what makes ZiMovi a market leader in the areas above & how some of the others compare (with links to much more detail & trials)

The team look forward to understanding your needs & objectives, so let's meet or chat very soon.



ZIMOVİ FEATURES COMPARISON

ZiMovi has a host of unique features that are not available on any other video hosting platform. The descriptions below highlight the key differentiators focused on

Viewer Interaction

- We do not restrict where your call to actions are directed to. You own and can download all data generated
- Use ZiMovi Video Booth to create questionnaires your viewers can answer using video responses. We automatically stitch together the responses into one video
- Encourage conversation with the safety of moderating all comments against anything detrimental

Content Distribution

- Fully manage all elements of video search engine optimisation, then let ZiMovi automate the rest
- View and own data generated from social media platforms
- Manage multiple channels from one device and push content to them, ideal for managing client accounts
- Share video content via SMS and short code

Analytics & Reporting

- You own and can download all data generated
- In-depth look at views, share activity & geolocation
- Automatically generate, export, schedule and email automated reports to multiple recipients

System Integration

- Authenticate viewers without the need to log in to the ZiMovi platform
- Pull traffic to your site and improve SEO by white labelling your channel and outward facing portal
- Define and manage pre and post roll advertisement and sponsorship
- Full APIs available to integrate into your systems and platforms

360 & VR

- Host 360 videos on your ZiMovi channel or embed into your website
- Improve viewer experience as you do not need to download an app

See over the page for an in depth feature comparison with the most popular platforms.

ZIMOVI FEATURES COMPARISON

The table below gives a quick overview of how the most popular video platforms compare. Please see over the page for a more detailed comparison with further information and explanation to highlight the strengths of ZiMovi in relation to specific other platforms.

		ZiMovi	Vimeo	YouTube	Wistia	
Viewer Interaction	Call to Action (CTA) and Watermark	Ability to add a call to action (CTA)*	✓	✓	✓	✓
		Variety of types of CTAs a user can include, all working on iPhones/iPads*	✓	x	x	x
		Flexibility of CTA in multiple positions on the screen*	✓	x	✓	x
		Full tracking of who/when/where a viewer is when they click a CTA*	✓	x	x	x
		Ability to add an unlimited number of CTAs to your video*	✓	x	✓	✓
		Add CTAs that appear in player and resume play*	✓	x	x	✓
		Direct CTAs to any url, with no restrictions*	✓	✓	x	✓
	Intelligent Form	Insert an intelligent form into a video to ask a specific question(s)*	✓	✓	x	✓
		Choose from a variety of question format options *	✓	x	x	x
		Enable answer scoring and set preferred question responses	✓	x	x	x
Video Booth: Creating user generated content	Record responses as HD quality on computer and mobile phones	✓	x	x	x	
	Stitch multiple video clips responses, include question cards and generate into one video	✓	x	x	x	
	Add pre-roll and post-roll videos with CTAs	✓	x	x	x	
	Ability to combine multi video questions style	✓	x	x	x	
	Accept / reject submitted video responses	✓	x	x	x	
	Add video descriptions for questionnaire and video questions	✓	x	x	x	
Comment Moderation	Moderate and remove detrimental comments to your videos (Powered by Crisp Thinking)	✓	x	x	x	
Content Distribution	Video Optimisation	Automated video optimisation for your web pages*	✓	x	x	✓
		Indexing subtitles in multiple languages together with video title/descriptions/tags	✓	x	x	x
		Match subtitles language with search engine preference for global SEO, including China	✓	x	x	x
		Show your related videos*	✓	✓	✓	x
	Social Media Sharing & Syncing to increase click through	Flexible video sharing options*	✓	✓	✓	✓
		Track who/when/where viewers are clicking on the link and how long videos are played	✓	x	x	x
		Automatically sync your video to social media, based on your own criteria, with just one click	✓	x	x	x
		Part sync video and bring viewers back to your own channel to prevent competitor adverts	✓	x	x	x
	Multi Channel Management & Content Distribution	Automatically retrieve video activity data from You Tube, Facebook and Twitter	✓	x	x	x
		Manage multiple channels, switch between channels on any device	✓	x	✓	x
	Short code & SMS	Clone videos to the channels to which you have authorised access	✓	x	x	x
		Share video by SMS direct from platform	✓	x	x	x
	Video landing page	Viewers text a keyword into a short code and receive a video link in an SMS reply	✓	x	x	x
Add video, play list and actions to create video oriented pages		✓	x	x	x	
Include CTAs or link to a questionnaire or recording		✓	x	x	x	
		✓	x	x	x	
Analytics & Reporting	Reporting	In platform analytics reports	✓	✓	✓	✓
		Automated customized reports with PDF/CSV export & scheduled generation*	✓	x	x	x
		Supports multiple time zone	✓	x	✓	x
	Data and Analytics	Access basic user analytics in platform	✓	✓	✓	✓
		Track full details of when/who/where people interact and share content on a per view basis*	✓	x	x	x
		View a time line of user's activity across devices/browsers	✓	x	x	x
System Integration	Viewer Authentication - CRM Integration	No platform viewer log-in needed on websites with existing user log-ins	✓	x	x	x
		No back end integration needed	✓	x	x	x
		You own the data for user accounts within your community*	✓	x	x	x
	Channel White Labelling	White label the url of your channel or video landing page*	✓	x	x	x
		Provide dedicated load balancers and global distributions*	✓	x	x	x
	Monetisation - Pre-Roll & Post-Roll	Include pre-roll and post-roll videos*	✓	x	✓	x
		Specify your own pre-roll and post-roll ads, instruction and branding purposes*	✓	x	x	x
	APIs	Use existing CRM & workflow to send video and receive viewing data back	✓	✓	✓	✓
	360 & VR	Compatible with 360 and VR content*	✓	x	✓	✓
Supports desktop, website embed, mobile devices and all VR headsets*		✓	x	x	x	

*More specific details on following pages



	ZiMovi	Vimeo				
Viewer Interaction	Call to Action (CTA) and Watermark	Ability to add a call to action (CTA) Variety of types of CTAs a user can include, all working on iPhone Flexibility of CTA in multiple positions on the screen Full tracking of who/when/where a viewer is when they click a CTA Ability to add an unlimited number of CTAs to your video Add CTAs that appear in player and resume play Direct CTAs to any url, with no restrictions	Can add CTA 3 options (image, image & text, text) 7 different positions Full tracking Unlimited All CTAs available to add at any point in video then resume play No url restrictions on your CTAs	Can add CTA Text only 1 positions No tracking One option Email collect & link open a new web page No url restrictions on your CTAs		
	Intelligent Form	Insert an intelligent form into a video to ask a question Choose from a variety of question format options Enable answer scoring and set preferred question responses	Intelligent form can be inserted at any point 6 options (single and multiple inputs, single and multiple choice, remote date, video recording) Manage scoring metrics & select preferred	Email capture can be added Email capture available Not available		
	Video Booth	Record responses as HD quality on computer and mobile phones Stitch multiple video clips responses Add pre-roll and post-roll videos with CTAs Ability to combine video questions style Accept / reject submitted video responses Add video descriptions for questionnaire and video questions	Fully supported across devices include question cards and generate into one video Full management of pre & post roll options Single & multiple, single & multiple choice, remote date Ability to accept/reject submitted videos Add video descriptions	Not available Not available Not available Not available Not available Not available		
	Comment Moderation	Moderate and remove detrimental comments to your videos	Moderate and remove detrimental comments to your videos 24/7 Powered by Crisp Thinking	Not available		
	Video Optimisation	Automated video optimisation for on your own websites Indexing subtitles in multiple languages Match subtitle language with search engine preference for global SEO Only show your own related videos, not competitors	iframe embedding to your own websites Multiple language inc video title/description/tags Automatically matches for global SEO impact Only show your related videos, not competitors	Not available Not available Not available Shows competitor videos		
		Social Media Sharing & Syncing	Flexible video sharing options Track who/when/where viewers are clicking on the link Automatically sync your videos to social media Sync part of the video & bring viewers back to your own channel Automatically retrieve video activity data from Social Media	8 options; SMS, email, link, embed, Twitter, Facebook, Google+, QR Code Real-time analytics inc. location, length, device, etc Auto sync to You Tube, Facebook and Twitter Manage partial sync & direct viewer to url Retrieve video activity data from YouTube/ Facebook/Twitter	6 Options: email, link, embed, Twitter, & Facebook, Google+ Not available Not available Not available Not available	
			Multi Channel Management	Manage multiple channels & switch between channels Clone videos to the channels to which you have authorised access	Multi-channel management & 1 click to switch channel Ability to clone videos to channels	Not available Not available
				Short code & SMS	Share video by SMS direct from platform Text a keyword into a short code and receive a video link via SMS	Share to SMS is available for all video content Keyword set up & responder set up
	Video landing page		Add video, play list and actions to create video oriented pages Add CTAs to a link, questionnaire or recording	Set up, manage & access data from page Full ability to add CTA to link/questionnaire/recording	Not available Not available	
	Reporting	In platform analytics reports Automated customized reports with export & scheduled generation Supports multiple time zone	Generate and export reports in platform Automate and schedule send of customisable reports Supports multiple time zone	Not available Pre-defined reports. No recurring notifications & PDF/CSV exports) Not available, only UTC		
Data and Analytics		Access basic user analytics in platform Track full details of when/who/where people interact and share View a time line of user's activity across devices/browsers	Full available from dashboard Including when/who/where videos, questionnaire, make comments and share videos Access user activity time line	Full available from dashboard Figures available with no data Not available		
		Viewer Authentication	No platform viewer log-in needed on websites with existing user log-ins No back end integration needed You own the data for user accounts within your community	User identification using localised company login, No back-end integration needed Community with user accounts for your channel	Not available Not available Not available	
	Channel White Label		White label the url of your channel or video landing page Provide dedicated load balancers and global distributions	Use an owned url for your channel/landing page Full supported load balancers	Not available Not available	
Monetisation Pre-Roll & Post-Roll			Include pre-roll and post-roll videos Specify your own pre-roll and post-roll ads	Manage pre-roll and post-roll videos You manage this, no competitor content,	Not available Not available	
APIs	Use existing CRM & workflow to send video and receive viewing data	APIs available	APIs available			
360 & VR	Compatible with 360 and VR content Supports desktop, website embed, mobile devices and all VR headsets	Supports 360 & VR with all platform functionality Supports desktop, mobile devices Google cardboard, Oculus and iOS with no need for an app	Not available Not available			

Viewer Interaction

		ZiMovi	Wistia
Call to Action (CTA) and Watermark	Ability to add a call to action (CTA)	Can add CTA	Can add CTA
	Variety of types of CTAs a user can include, all working on iPhone	3 options (image, image & text, text)	Text & html
	Flexibility of CTA in multiple positions on the screen	7 different positions	Centre position only
	Full tracking of who/when/where a viewer is when they click a CTA	Full tracking	No tracking
	Ability to add an unlimited number of CTAs to your video	Unlimited	Unlimited
	Add CTAs that appear in player and resume play	All CTAs available to add at any point in video then resume play	Email collection available in player
Intelligent Form	Insert an intelligent form into a video to ask a question	Intelligent form can be inserted at any point	Email address collection using Turnstile
	Choose from a variety of question format options	6 options (single and multiple inputs, single and multiple choice, remote date, video recording)	
	Enable answer scoring and set preferred question responses	Manage scoring metrics & select preferred	Not available
Video Booth	Record responses as HD quality on computer and mobile phones	Fully supported across devices	Not available
	Stitch multiple video clips responses	include question cards and generate into one video	Not available
	Add pre-roll and post-roll videos with CTAs	Full management of pre & post roll options	Not available
	Ability to combine video questions style	Single&multiple, single&multiple choice, remote date	Not available
	Accept / reject submitted video responses	Ability to accept/reject submitted videos	Not available
	Add video descriptions for questionnaire and video questions	Add video descriptions	Not available
Comment Moderation	Moderate and remove detrimental comments to your videos	Moderate and remove detrimental comments to your videos 24/7 Powered by Crisp Thinking	Not available

Content Distribution

Video Optimisation	Automated video optimisation for on your own websites	iframe embedding to your own websites	Possible with html code
	Indexing subtitles in multiple languages	Multiple language inc video title/description/tags	Not available
	Match subtitle language with search engine preference for global SEO	Automatically matches for global SEO impact	Not available
	Only show your own related videos, not competitors	Only show your related videos, not competitors	Not available
Social Media Sharing & Syncing	Flexible video sharing options	8 options; SMS, email, link, embed, Twitter, Facebook, Google+, QR Code	7 options; email, link, embed, Twitter, Facebook, Google+, LinkedIn
	Track who/when/where viewers are clicking on the link	Real-time analytics inc. location, length, device, etc	Not available
	Automatically sync your videos to social media	Auto sync to You Tube, Facebook and Twitter	Not available
	Sync part of the video & bring viewers back to your own channel	Manage partial sync & direct viewer to url	Not available
	Automatically retrieve video activity data from Social Media	Retrieve video activity data from Youtube/ facebook/twitter via their APIs	Not available
Multi Channel Management	Manage multiple channels & switch between channels	Multi-channel management & one click channel	Not available
	Clone videos to the channels to which you have authorised access	Video clone videos to channel functionality	Not available
Short code & SMS	Share video by SMS direct from platform	Share to SMS is available for all video content	Not available
	Text a keyword into a short code and receive a video link via SMS	Keyword set up & responder set up	Not available
Video landing page	Add video, play list and actions to create video oriented pages	Set up, manage & access data from page	Not available
	Add CTAs to a link, questionnaire or recording	Full ability to add CTA to link/questionnaire/recording	Not available

Analytics & Reporting

Reporting	In platform analytics reports	Generate and export reports in platform	Full analytics available
	Automated customized reports with export & scheduled generation	Automate and schedule send of customisable reports	Pre-defined reports. No recurring notifications & PDF/CSV exports)
	Supports multiple time zone	Supports multiple time zone	Only server time-zone
Data and Analytics	Access basic user analytics in platform	In dashboard analytics	In dashboard analytics
	Track full details of when/who/where people interact and share	Including when/who/where videos, questionnaire, make comments and share videos	Email & devices if user provides using Turnstile. No cross-device tracking. No user accounts
	View a time line of user's activity across devices/browsers	Access user activity time line	Not available

System Integration

Viewer Authentication	No platform viewer log-in needed on websites with existing user log-ins	User identification using localised company login,	Not available
	No back end integration needed	No back-end integration needed	Not available
	You own the data for user accounts within your community	Community with user accounts for your channel	Not available
Channel White Label	White label the url your channel or video landing page	Use an owned url for your channel/landing page	Available without https
	Provide dedicated load balancers and global distributions	Full supported load balancers	Not available
Monetisation Pre-Roll & Post-Roll	Include pre-roll and post-roll videos	Manage pre-roll and post-roll	Not available
	Specify your own pre-roll and post-roll ads	No competitor content, you manage this	Not available
APIs	Use existing CRM & workflow to send video and receive viewing data	APIs available	APIs available

360 & VR Video

360 & VR Video	Compatible with 360 and VR content	Supports 360 & VR with all platform functionality	Hosting & stats available
	Supports desktop, website embed, mobile devices and all VR headsets	Supports desktop, mobile devices Google cardboard, Oculus and iOS with no need for an app	Supported but not for iOS



Viewer Interaction

	ZiMovi	YouTube	
Call to Action (CTA) and Watermark	Ability to add a call to action (CTA)	Can add CTA	Image & text (filtered urls)
	Variety of types of CTAs a user can include, all working on iPhone	3 options (image, image & text, text)	Text & html
	Flexibility of CTA in multiple positions on the screen	7 different positions	2 positions
	Full tracking of who/when/where a viewer is when they click a CTA	Full tracking	No tracking
	Ability to add an unlimited number of CTAs to your video	Unlimited	Unlimited
Intelligent Form	Add CTAs that appear in player and resume play	All CTAs available to add at any point in video then resume play	CTA opens new webpage. Only available in app or desktop
	Insert an intelligent form into a video to ask a question	Intelligent form can be inserted at any point	Not available
	Choose from a variety of question format options	6 options (single and multiple inputs, single and multiple choice, remote date, video recording)	Not available
Video Booth	Enable answer scoring and set preferred question responses	Manage scoring metrics & select preferred	Not available
	Record responses as HD quality on computer and mobile phones	Fully supported across devices	Not available
	Stitch multiple video clips responses	include question cards and generate into one video	Not available
	Add pre-roll and post-roll videos with CTAs	Full management of pre & post roll options	Not available
	Ability to combine video questions style	Single&multiple, single&multiple choice, remote date	Not available
Comment Moderation	Accept / reject submitted video responses	Ability to accept/reject submitted videos	Not available
	Add video descriptions for questionnaire and video questions	Add video descriptions	Not available
	Moderate and remove detrimental comments to your videos 24/7 Powered by Crisp Thinking	Not available	

Content Distribution

Video Optimisation	Automated video optimisation for on your own websites	iframe embedding to your own websites	Not available
	Indexing subtitles in multiple languages	Multiple language inc video title/description/tags	Not available
	Match subtitle language with search engine preference for global SEO	Automatically matches for global SEO impact	Not available
	Only show your own related videos, not competitors	Only show your related videos, not competitors	Shows competitor videos
Social Media Sharing & Syncing	Flexible video sharing options	8 options; SMS, email, link, embed, Twitter, Facebook, Google+, QR Code	6 options; email, link, embed, Twitter, Facebook, Google+
	Track who/when/where viewers are clicking on the link	Real-time analytics inc. location, length, device, etc	Not available
	Automatically sync your videos to social media	Auto sync to You Tube, Facebook and Twitter	Not available
	Sync part of the video & bring viewers back to your own channel	Manage partial sync & direct viewer to url	Not available
	Automatically retrieve video activity data from Social Media	Retrieve video activity data from Youtube/ Facebook/twitter via their APIs	Not available
Multi Channel Management	Manage multiple channels & switch between channels	Manage Multi-channels + one click to switch channel	Available for channels within your Google account
	Clone videos to the channels to which you have authorised access	Video clone videos to channel functionality	Not available
Short code & SMS	Share video by SMS direct from platform	Share to SMS is available for all video content	Not available
	Text a keyword into a short code and receive a video link via SMS	Keyword set up & responder set up	Not available
Video landing page	Add video, play list and actions to create video oriented pages	Set up & generate targeted data from page	Not available
	Add CTAs to a link, questionnaire or recording	Full ability to add CTA to link/questionnaire/recording	Not available

Analytics & Reporting

Reporting	In platform analytics reports	Generate and export reports in platform	Full analytics available
	Automated customized reports with export & scheduled generation	Automate and schedule send of customisable reports	Pre-defined reports on screen. No recurring notifications & PDF/CSV exports)
	Supports multiple time zone	Supports multiple time zone	Supports multiple time zone
Data and Analytics	Access basic user analytics in platform	In dashboard analytics	In dashboard analytics - Figures but no per viewer details available
	Track full details of when/who/where people interact and share	Including when/who/where videos, questionnaire, make comments and share videos	
	View a time line of user's activity across devices/browsers	Access user activity time line	Not available

System Integration

Viewer Authentication	No platform viewer log-in needed on websites with existing user log-ins	User identification using localised company login	Not available
	No back end integration needed	No back-end integration needed	Not available
	You own the data for user accounts within your community	Community with user accounts for your channel	Only public to YouTube
Channel White Label	White label the url of your channel or video landing page	Use an owned url for your channel/landing page	Not available
	Provide dedicated load balancers and global distributions	Full supported load balancers	Not available
Monetisation Pre-Roll & Post-Roll	Include pre-roll and post-roll videos	Manage pre-roll and post-roll	System generated ads
	Specify your own pre-roll and post-roll ads	No competitor content, you manage this	System generated ads, including competitors
APIs	Use existing CRM & workflow to send video and receive viewing data	APIs available	APIs available

360 & VR

360 & VR	Compatible with 360 and VR content	Supports 360 & VR with all platform functionality	Mobile browsers need to download YouTube app
	Supports desktop, website embed, mobile devices and all VR headsets	Supports desktop, mobile devices Google cardboard, Oculus and iOS with no need for an app	