

CALL TO ACTION (CTA) & WATERMARK

HIGHLIGHT AN ACTION TO YOUR VIEWER TO PROVOKE AN IMMEDIATE RESPONSE

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Feature Overview

The Call To Action (CTA) feature allows the overlay of text and/or images with an action URL at a specified start and end time in a ZiMovi hosted video. Unlike other free platforms, which either do not allow CTAs or only allow links to a range of approved URLs, a ZiMovi CTA can include any URL enabling a wide range of possible actions when clicked on.

A CTA is overlaid on a video at a chosen start point for a number of seconds, after which it fades out. It can be positioned anywhere on the screen, chosen from a set of pre-determined locations. It is possible to have multiple CTAs in a video and multiple CTAs on-screen simultaneously.

A watermark is usually your organisation logo, a product or brand. There is one watermark per channel and you can choose on a per-video basis if you want to enable it. Typically a watermark is visible for the entire length of the video, a bit like the channel ident you see on the top left of your TV screen.

Benefits

ZiMovi CTAs are not restricted in the same manner as on other video platforms where you can only call a list of pre-defined URLs or go to your own website.

With ZiMovi you can use your own URLs to:

- Encourage viewer interaction
- Build customer loyalty
- Improve user experience
- Monetise a click through
- Encourage the viewer take actions defined by you
- Break out from viewing to specific content
- Improve SEO value as result of increased interaction

CTAs are a valuable feature enabling the viewing of a video to be interactive. At precise points in the playback you can focus the viewers' attention on an action that they can then choose to follow.

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The ZiMovi CTA function gives you control of interaction with your viewer and data generated from this.

ZiMovi provides the following over and above other platforms:

- Increased control over design – Create the look and feel of the CTA to reflect your brand, message and content. Define CTA position to compliment your video
- In-depth customer journey analytics – Understand a complete customer from CTA to conversion, including time-related data
- Complete control and access of URL links - No approval process or restrictions
- Confidential analytics - All viewer data belongs to the channel owner and will not be shared with any third parties

Use Cases

CTAs allow a video owner to integrate video content with external actions at specific point(s) in a video via a call to an external URL. This enables the video owner to create a specific interaction with the viewer in a number of different ways as determined by the URL.

When a viewer clicks on a CTA the video is paused and a new browser window opens, depending on what the specified

URL is they may be able to:

- View a page on a web site
- Make a phone call
- Complete a questionnaire
- Purchase a product/service
- Download a file
- Send an email
- Payment / Donation

Once the CTA action has been completed the viewer can either close the window or switch back to the tab where the video was being viewed. All viewer actions are recorded in Analytics > Call-to-action allowing channel owners to see at what point in the CTA on-screen start/end timing it is clicked and the URL the user has been directed to.

The Call To Action (CTA) and Watermark features are included in all ZiMovi subscriptions.

Watch our CTA & Watermark [training video here.](#)



Text 'zimovi' to '64446' to receive our overview

[Click here](#) to watch our overview video

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