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Professional Services

HOW AVANADE'S VIDEO PERFORMANCE SKYROC

📅 Dec 7, 2024

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system. The company has 80 office locations in 20 co
illion annual revenues, and employs more than 30,00
elivered over 10,000 projects to approximately 4,000 clie
are Fortune Global 500 companies.

PAGE VIEWS DOUBLE, VIEWERS ENGAGEMENT INCREASE FOURFOLD WITH MARTECH INTEGRATION

While Avanade was using video as a digital marketing tool, the company's digital strategy wasn't primarily focused on or tied to any sales objectives. Instead, Avan[a]
on content. "Video was giving us bare-bones metrics, like how many peo
our videos," says Matt Stegen, Senior Director of Digital Marketing. Unfo
couldn't show how videos were impacting sales goals, or how they might
conversion and retention.

After recognizing how limited Avanade's content-centric marketing appr
and his team reformulated the company's digital plan, creating a user-fo
strategy capable of targeting all parts of the customer journey. They dec
a new way, focusing less on impressions and views, and more on how vid
sales. The company also changed its approach to evaluating video conte
measuring performance, Stegen and his team would now study which dis
the most engagement, which videos reach the most target clients, and w
most impact on the sales life cycle.

With a new video strategy, martech data stack, and content evaluation p
company is now able to keep an accurate measure of video's impact on s
personalized video experiences to viewers. Since implementing the new
seen its page views double, and viewers now engage with Avanade's con
than before. And as audiences remain on site to consume video content,
Avanade's decreasing bounce rate.

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With the help of Brightcove Audience talking to our marketing automation solution, we're able to see more, understand more, and deliver more power with data through the video we're providing to a client.

MATT STEGEN
SENIOR DIRECTOR OF DIGITAL MARKETING

"They click, they're downloading, they're engaging with more content," s...
with us longer—four times longer, in fact. And they're taking the next cli...

BRIGHTCOVE INTEGRATION, AUDIENC...
HELP PROPEL DIGITAL FRAMEWORK

To complement Avanade's newly refined video strategy, the company als...
comprehensive digital ecosystem to track and consolidate video-based ...
customer journey. Within this ecosystem, consolidated data provides Ava...
analysis of where prospects are within the sales cycle. By integrating Bri...
with Avanade's web delivery and asset management solution (Sitecore), ...
platform (Marketo), CRM (Microsoft Dynamics), and its company website,...
data from social media and paid display ads, Stegen could now show the...
video on conversion.

He then developed a strategic scorecard system to track video data cap...
Avanade's new marketing tech stack. These scorecards identified which s...
video resonated most among viewers, including style, length, format, pag...
distribution channel. From this information, Stegen and his digital team w...

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not a matter of how many KPIs populate your scoreca
meaning they carry."

Stegen attributes Brightcove's Audience module as one of the driving forces behind Avanade's new marketing tech ecosystem. By plugging the Audience module into the Brightcove platform, Stegen and his digital team are able to see detailed viewership data across all video distribution channels, which is then transferred and attributed to contacts within the company's sales database. Avanade's sales team can then craft tailored messages to qualified prospects and begin the lead nurturing phase of the customer journey.

"Having those three systems [Brightcove, Sitecore, and Marketo] speak to one another and having a vascular system in between them—specifically with the help of the Bright Audience module talking to our marketing automation solution—we're a understand more, and be able to deliver more power with data through t providing to a client," he says.

Core

Host & Stream

Manage Video Library

Player

Features

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

Platform

Developer APIs

Accessibility

Security

Content Monetization

Integrations

Social Integrations

Solutions

Communications Studio

Media Studio

Marketing Studio

Beacon Studio

Zencoder

Brightc

Financi

Leader

Live Ev

Market

Moneti

Sales

Suppor

Industr

Broadc

Healthc

Media

Media

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CAE Calculator

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