



# Release the power of personalized videos to your channel partners

with the most customizable channel marketing automation platform

Video is now the preferred marketing format for many brands — and for good reason: 54% of consumers want to see more video content from the brands they support. Similarly, consumers expect a level of personalization in their marketing communications, so much so that 83% are willing to share their data to help create that experience.

Combining the two — video and personalization — allows you and your channel partners to generate targeted communications that drive response and results. StructuredWeb allows brands to easily create multiple versions of a video to tailor the message to specific segments of their audience. The personalized videos can be shared with and co-branded by channel partners to be delivered to prospects and customers. The result is an experience that drives the message home in a way that ordinary, impersonal communications can never approach.

Simple to configure and enable, StructuredWeb makes it easier for brands to unleash the power of personalized videos to their channel partners.

## Learn more:

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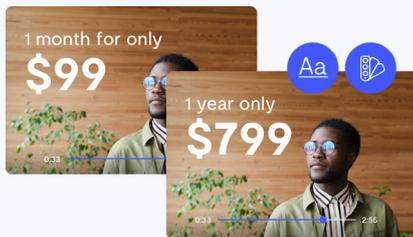
AVEVA



MOTOROLA SOLUTIONS

## Customizable Videos

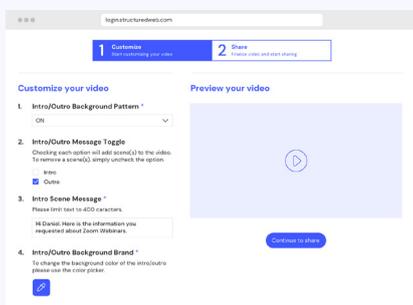
Proliferate video content through predefined templates blended with data and logic to automatically generate highly-targeted videos for amplification by your channel partners.



## Dynamic Personalization

You can interchange elements such as scenes, images, text and audio to make the videos more relevant.

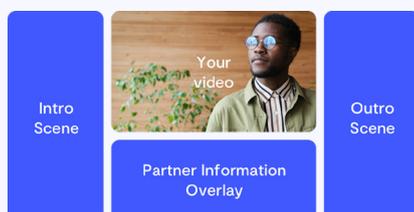
- Visual elements include text, images and dynamic graphics through Adobe After Effects
- Audio variables include names, numbers, dates and dynamic sentences based on rules
- Dynamic scene selection allows you to vary the scene by audience segment (e.g. large vs. small company or new vs. existing customers)



## Partner Experience

Once videos are personalized, design the experience to allow partners to create, cobrand and share them.

- Design the video creation and customization process to align with your brand and specifications
- Determine video content elements that can be modified and cobranded by partners
- Simple point-and-click feature allows partners to easily create and customize the videos.

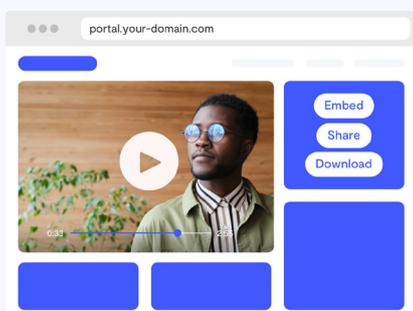


DEFAULT CO-BRANDING  
STORYBOARD

## Partner Cobranding Elements

Allow partners to further personalize and localize the ready-made videos while maintaining your brand identity.

- Choose intro and outro messages, personalized to their end-users
- Select background colors to match the partner brand
- Pick their own music to play at the beginning and end



## Partner Syndication and Sharing

Make it easy for partners to distribute and broadcast your personalized video content.

- Embed the customized video within the partner website with simple JavaScript coding
- Easily share the personalized videos on social media from the panel
- Download the video as an .mp4 file

### Learn more:

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[structuredweb.com](https://structuredweb.com)

20+

Years in channel marketing

50+

Languages supported

20+

Marketing tools and tactics

100,000+

Channel partners empowered



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