STANDING OUT IN A COMPETITIVE INDUSTRY:
HOW SWITCH VIDEO INCREASED ONLINE LEADS BY 20%

Executive Summary

In June 2011 Inbenta contacted Switch Video to produce a video that could explain the value of Inbenta’s natural language processing in a highly competitive search engine market. Requiring a video that could speak to a variety of audiences, including potential clients and investors, Inbenta wanted an animation that was fun, yet professional. The video would need to clearly demonstrate that Inbenta is on the cutting edge of search engine technology. Through the development of strong, engaging characters and a professionally written script that explains not only how Inbenta works, but also how it is extremely valuable, Switch Video produced a video for Inbenta featuring a burgundy robot helping business owners communicate better with potential customers and clients. When Inbenta launched their video via their website, they saw a 20% increase in their total online lead generation in less than six months. In addition to using animated video as part of their marketing strategy, Inbenta was also able to apply characters from their video to feature prominently throughout their website and branding. Inbenta now features the animated video on their website, and throughout their sales processes.

The Details on Inbenta

Clients: +80 enterprise accounts
Industry: Information Technology
Location: Barcelona, San Francisco, Madrid, Vancouver, Sao Paulo, Lisbon, Bogota, and Toulouse

Secret ingredient to their video:
Fantastic characters that connect with customers and can be applied to additional branding opportunities

Why Inbenta chose Switch Video:
Inbenta wanted to work with a highly creative team and was impressed by Switch Video’s professional process

Watch the Video: video.switchvideo.com/EM6q/inbenta/
About Inbenta

Inbenta is an information technology company that aims to revolutionize the way people search for information online. Inbenta develops search engine technology that uses natural language processing. Users search for information using questions or statements rather than keywords. Inbenta focuses on the meaning of the search, not the keywords, to generate more relevant responses. As a result, Inbenta is able to help companies better communicate with their customers across a variety of platforms including search engines, technical support and social media.

Inbenta’s Goal

Inbenta needed an animated video that explained an extremely complex process to a variety of audiences in a fun and memorable way. As a growing company, Inbenta needed a sales tool that could not only capture the attention of prospective clients, but also work with their marketing plan and help to raise capital investment.

Switch Video’s Solution

Switch Video decided to demonstrate the value of Inbenta through a traditional explainer video. Inbenta needed to communicate their value in a highly competitive search market to potential clients and investors. Switch Video took an approach to the script that highlighted Inbenta’s value and demonstrated that Inbenta understands the pain points of customers in the search technology market. Focusing on the explanation of benefits, as opposed to a complex description of search engine methodology, the video was easy to understand, and allowed customers to relate.

"I never thought a simple animated video would be so useful in so many contexts. We use it in every presentation, on our website and with potential investors. People love it and it gives them a foundation of knowledge so that our conversations can be richer and straight to the point.” (Jordi Torras)

In addition to Inbenta’s traditional explainer script, Switch Video designed memorable characters for the video that stand out and stick with the audience, especially the burgundy Inbenta robot that complimented the Inbenta brand. The characters were created for the purpose of telling a story, personifying Inbenta’s search technology with more human like qualities. These characters, combined with a traditional explainer script, allowed for the clear understanding of Inbenta’s unique value proposition.
“We are now able to explain what our company does in a few minutes with a fun, yet highly informative video. Since the video was posted on our website, we have seen a **20% increase in online leads.**”

- Jordi Torras, Inbenta CEO

**Switch Video’s Results**

Following the completion of the video, Inbenta placed their video on their website and conducted tests to determine the effectiveness of the video regarding online conversion. Inbenta wanted to determine if visitors were more likely to convert by signing up for services after viewing all or part of the Switch Video produced animation. Inbenta monitored the conversion rates of website visitors and compared those who watched all or part of the video against those visitors who did not. The results, displayed in **Figure 1**, indicated that visitors who viewed the video converted at a rate of 15% compared to a conversion rate of 1% for visitors who did not watch the video. **After watching the video, a visitor was 15 times more likely to convert.** As a direct result of the increased conversion rate associated with the video, Inbenta saw a **20% increase in total online leads** generated.

**“Our video has contributed to an increase in conversions that we never expected. Not only does the video do a great job of describing our service, but it’s helped increase our total conversion rate by more than 20%”** (Jordi Torras)

To keep on target with their marketing plan, Inbenta needed to work their video into their existing branding and website. To best address these needs, the Switch Video designed animated characters were placed on Inbenta’s homepage to draw attention to the website’s call to action. As shown in **Figure 2**, the video’s characters are in the visitor’s primary line of sight, compliment the company’s branding and connect visually with the visitor.

Inbenta used a lightbox format to showcase their video. A lightbox player, as seen in **Figure 3**, enlarges the video, making it the primary focus of the viewer’s attention and dims the background, giving the page an almost theatre-like quality. Video lightbox is more engaging than a static player and has been shown to **increase conversions by up to 20%** when compared to traditional static video embedding. Inbenta’s use of this technique focused viewer attention on the video, rather than the surrounding text and images, resulting in a stronger understanding of the content and a higher conversion rate.

**Figure 1**: When visitors watched all or part of the Inbenta video, the conversion rate was 15%(red), compared to only 1%(grey) for those who did not watch the video.

**Figure 2**: Images from Inbenta’s video were incorporated into their website and branding. The characters draw attention to their call to action.

**Figure 3**: Inbenta embedded their video using a lightbox. This darkens the background, enlarges the video and makes the video the primary focus for the visitor.