



VIDYARD CUSTOMER CASE STUDY:

TAULIA

HOW TAULIA USES VIDEO TO BE THE MOST
REMARKABLE SUPPLIER FINANCING PROVIDER...

— *Of All Time* —



COMPANY:

Taulia, the leading provider of cloud invoicing and supplier financing

MARKETING AUTOMATION:

Marketo

CRM:

Salesforce

CHALLENGES:

- Implement a way to measure video marketing performance and connect video assets to ROI
- Increase the number of marketing qualified leads provided to sales team
- Find a reliable means to embed recorded webinars on landing pages
- Showcase entire video library on website in an easily accessible format
- Enhance investment in Marketo and Salesforce

SOLUTION:

- Vidyard Video Marketing Solution with Marketo Integration, Salesforce Integration and Video Hubs

RESULTS:

- Influenced over \$125M in marketing pipeline based on leads' interaction with all video content
- Implemented a tiered lead scoring model based on video data in Marketo
- Optimized content with calls to action, email gates, and lead capture forms
- Found a way to sync video data in Salesforce for incredible sales context
- Created Taulia branded channel for showcasing entire video library using Vidyard Video Hubs
- Identified early viewer drop-off rates to improve the effectiveness of content over time

"We absolutely love that Vidyard engagement data shows up in the lead's Marketo activity log. Because of this, we're able to score viewers based on which videos they watch, and how long they watch them for."

Bhaji Illuminati,
Senior Marketing Manager,
Taulia



HOW TAULIA USES VIDEO TO BE THE MOST REMARKABLE SUPPLIER FINANCING PROVIDER OF ALL TIME

For marketers looking to emulate a company doing amazing things with video, look no further than cloud-based Procure-to-Pay provider, Taulia.

Not only is this B2B company creating entertaining video marketing spoofs – reinforcing the fact that fun videos aren't exclusive to B2C – but their marketers also track the performance of video campaigns in Marketo and Salesforce to continually improve their content strategy.

Working both in-house and with agencies to create over seven different video types, the company uses video prominently because it stands out in comparison to other content mediums. As Taulia's Senior

Marketing Manager Bhaji Illuminati reveals:

"We've found it's easier to get people to press play and watch a minute long video than it is to get them to download a white paper, let alone read that white paper! With a video they get a version of our message in a compact, memorable format we can track."

A leader in the video marketing space, the company uses video throughout the sales funnel and carefully optimizes each asset with calls to action and email gates when appropriate for lead generation.

When asked to reveal their secret, it turns out their video strategy runs on three factors:

1. Integration with their marketing automation platform
2. Narrowcasting, and
3. The company's key differentiator – humor.

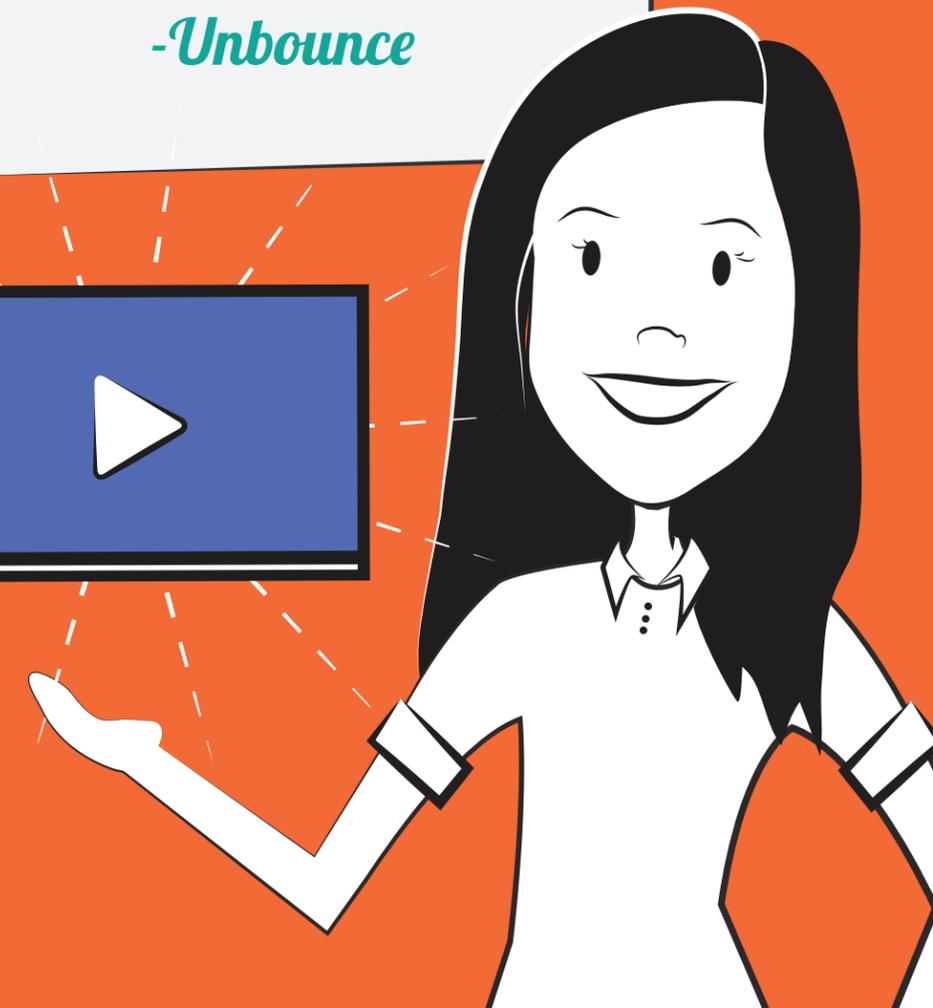
DID YOU KNOW?

Nearly **60%** of B2B marketers rate videos as the most effective content marketing tactic.

-Toprank, Lee Odden

Using video on landing pages can increase conversion by

80%
-Unbounce

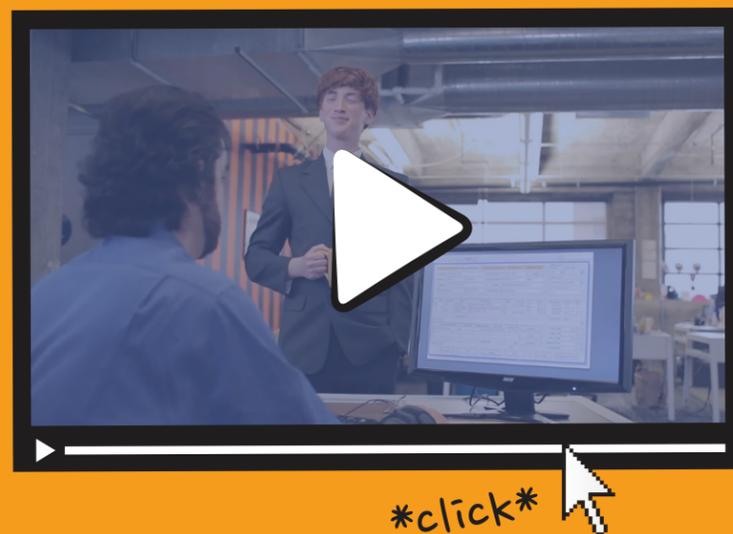


NARROWCASTING

Rather than aiming to “go viral”, Taulia crafts video content targeting the company’s four specific audience types and buying personas.

“Every audience has a different expectation and we’ve seen that the more targeted we can get in speaking to a unique group’s pain points and distinct sense of humor, the more successful the video becomes”.

We see this narrowcasting technique with Taulia’s spoof on Direct TV’s award-winning ‘Get rid of Cable’ ad campaign. Take a look for yourself:



GOING FOR THE LAUGH

Along with narrowcasting, Taulia has been very successful with humor designed to appeal to their niche.

Take for example one of their most successful campaigns, “The Most Remarkable Man in Accounts Payable”, a parody of Dos Equis’ Most Interesting Man in the World.

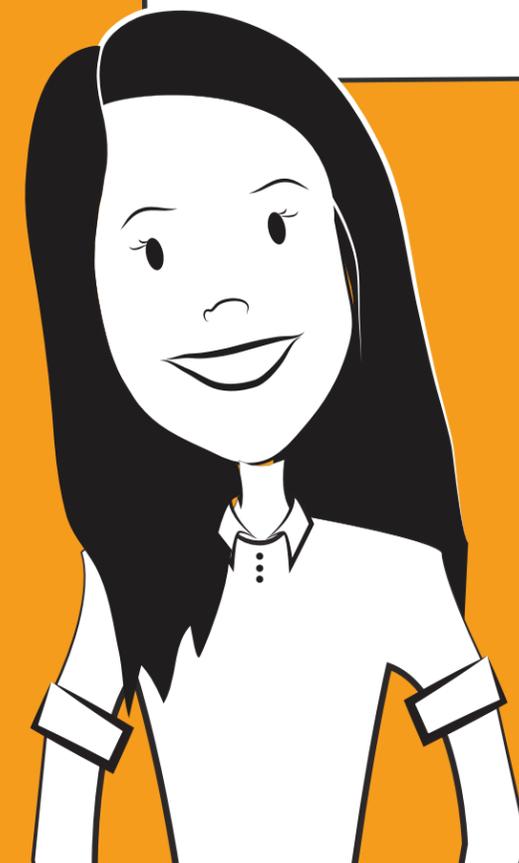


Taulia knows how to have fun with their content while tailoring it to suit their target demographic. They’ve modified a joke format to transform the dull world of invoicing into something humorously glamorous, creating a memorable B2B message.



BY MAKING VIDEOS TO APPEAL DIRECTLY TO QUALIFIED VIEWERS, TAULIA INFLUENCES LEADS THAT ARE MORE LIKELY TO CONVERT.

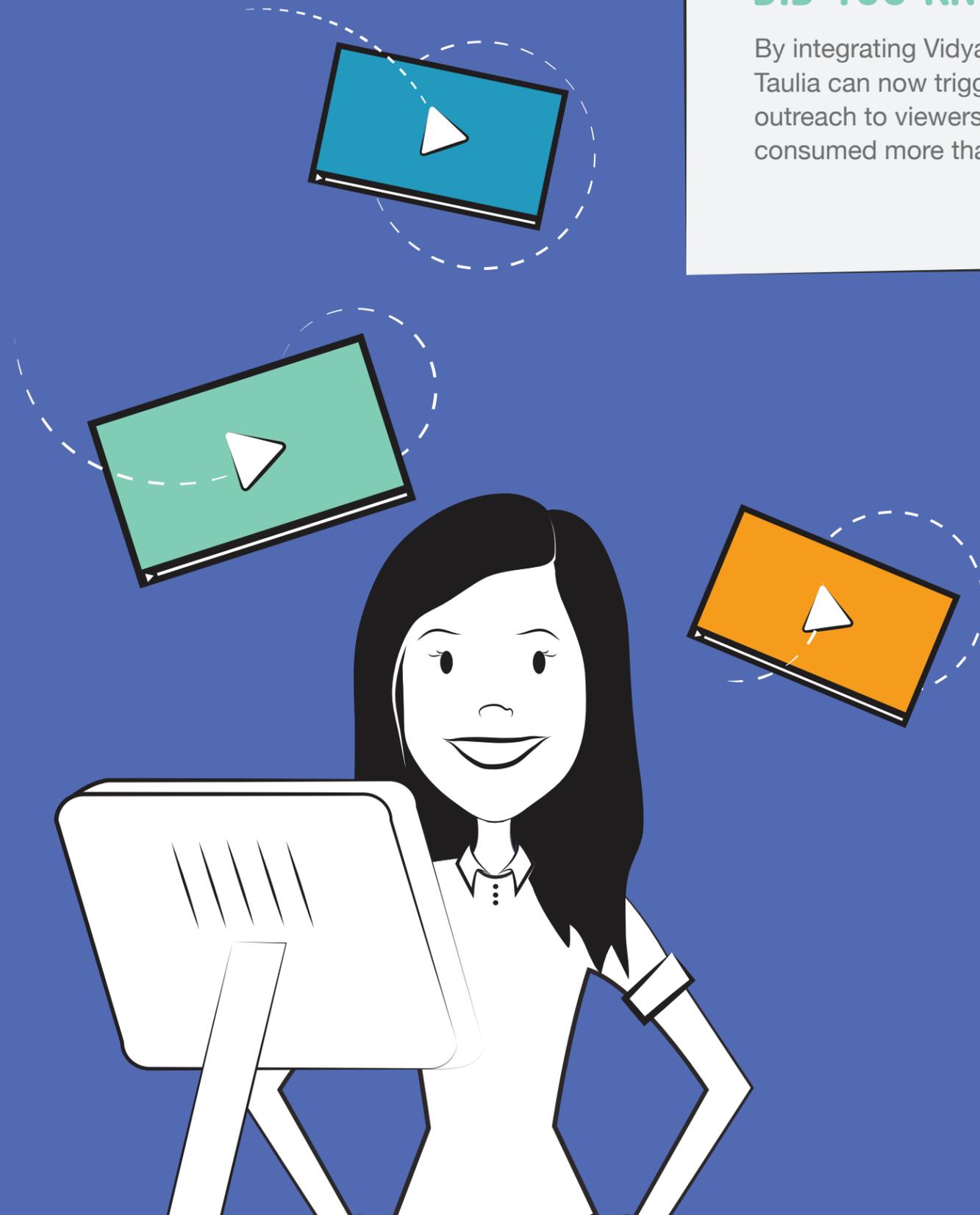
“Rather than trying to make one video that appeals to the entire world, we’ve learned that we can get stronger results by making many videos that appeal to specific audiences.”



TRACKING THE VIDEO'S PERFORMANCE

With an engaging splash screen (A/B split tested for maximum engagement), the Dos Equis video spoof has an 80.3% click through rate and over 2,500 qualified views. More importantly, however, the analytics for attention span reveal that 79% of viewers watched the video right to the end. This data is important as it reveals the leads with the highest attention span and therefore, interest.

Bhaji notes that she was able to trigger automated email follow up in her MAP to contacts who consumed more than 50% of the video. This triggered follow up offered viewers additional content of interest and recommended that viewers continue watching the other videos in the series.



DID YOU KNOW?

By integrating Vidyard with Marketo, Taulia can now trigger automated outreach to viewers as soon as they've consumed more than 50% of a video.

VIDEO DATA IN MARKETTO

With Vidyard, Taulia can embed their webinar videos on landing pages and use a contact form at the beginning of each video to collect registrants' contact details. Using this method, viewers see a splash screen of the video prior to entering their information (which increases conversion rates), and the data is automatically pushed into a lead's individual Marketo activity log.

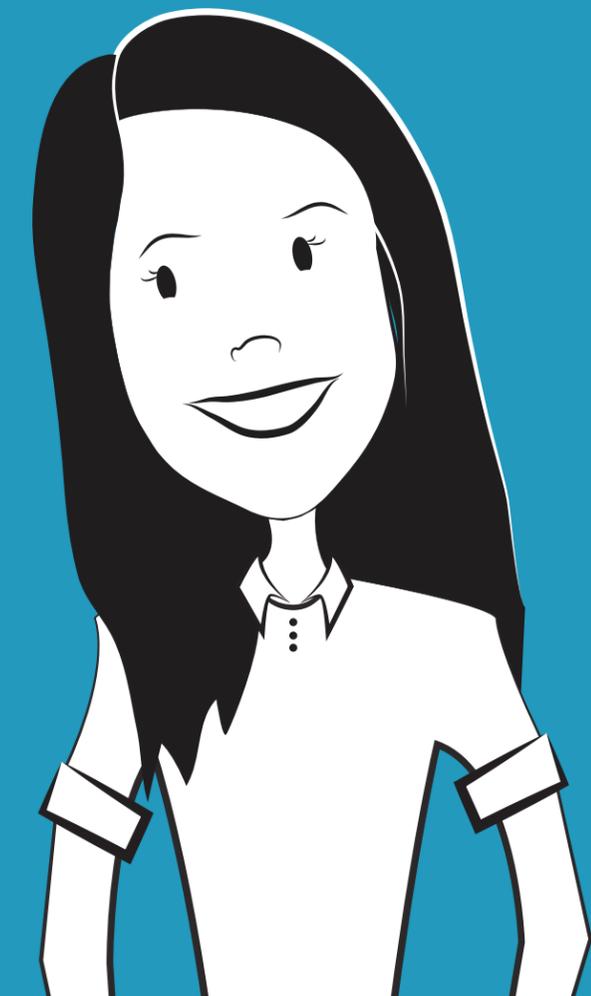
This allows Taulia to record registrants and automate personalized follow-up content to interested leads. Using video and Marketo in this way, Taulia has captured over 250 new qualified leads with recorded webinars alone.

This on-demand webinar process and associated data is especially helpful to Bhaji as she has gained sophisticated lead scoring ability.

Here's an example of Taulia's tiered lead scoring model, which places increased weight on informative, mid-funnel content:

TYPE OF VIDEO	STARTED	COMPLETED
DEMO VIDEOS	20 POINTS	15 POINTS
WHITEBOARD VIDEOS	15 POINTS	10 POINTS
FUNNY VIDEOS	10 POINTS	5 POINTS
WEBINAR	50 POINTS	15 POINTS

Following up with leads who score 80 and above, Taulia has been able to automate relevant content to those who show interest in specific products and push more leads through the sales funnel.



HOW TAULIA USES VIDEO FOR SALES ENABLEMENT

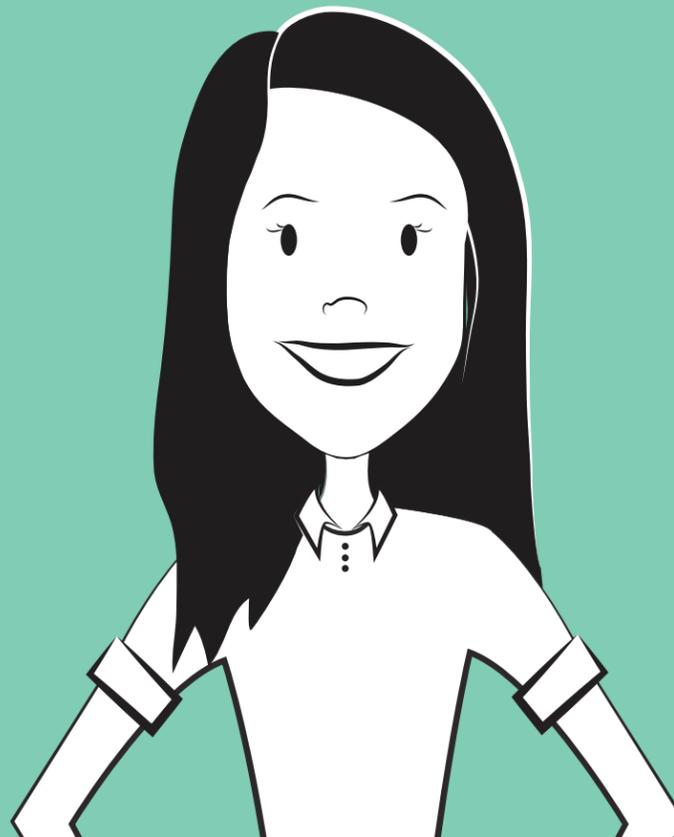
Beyond using video engagement data to nurture and score leads, the Taulia marketing team also shares customer insights with their sales team using Vidyard for Salesforce.

“We have had a lot of positive feedback from our sales team on the increased visibility they get into prospect’s behaviour. Using the data in Salesforce, our reps can follow up with as much context as possible. In the case of a webinar, they might call a potential customer and say, ‘hey, I noticed you began watching a webinar, but you didn’t get to the point where we had a guest speaker discuss (topic of interest). Did you want to discuss (topic they were interested in) with me at your convenience?’”.

Having sales monitor website visitors’ video viewing behavior in Salesforce means Taulia can follow up immediately when they are top of mind.

With no fear of direct and timely follow up, Bhaji explains the benefit:

“It’s a fine line to walk between stalking and caring, but generally we’ve found that people love when we know exactly what they want. In such a digital world, people have come to expect that level of behavioral understanding.”



DID YOU KNOW?

Enjoyment of video increases purchase intent by **97%**, and brand association by **139%**.

-Unruly

USING VIDEO DATA TO IMPROVE CONTENT STRATEGY

With so much customer insight available, Taulia approaches each new release with what the data is telling them about current performance. This helps improve all future video campaigns.

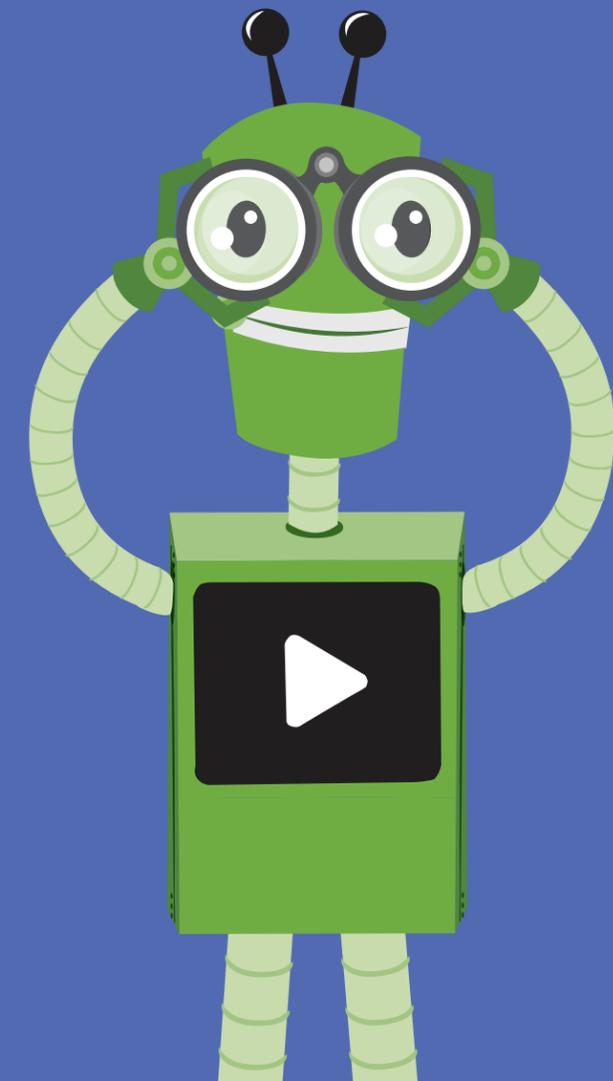
For example, data revealed that toward the end of the Taulia whiteboard videos, 70% of viewers dropped off before the last 8-10 seconds. In looking to find out why, Bhaji discovered the tone of the final few lines of these informative product demo videos sounded a bit like a sales pitch.

In planning future content, the team keeps the tone of educational content consistent and avoids a sales pitch. Instead of prompting a sale, Taulia focuses on getting viewers to watch the entire video and then prompts engagement with a call to action such as a white paper download, or something more commitment-heavy in later stages of the funnel.

Another interesting finding was that 19% of all time views for Taulia videos came from mobile devices. Bhaji states, "this was surprising to us because our target demographic doesn't have technology as integrated into their lives as most consumers, and we assumed they didn't check work emails at home. Because of the finding, however, we've since started sending some of our casual or funny videos out on weekends and we optimize all video campaigns for mobile."

DID YOU KNOW?

The Vidyard Analytics Center helps Taulia track where viewers are watching, which devices they're watching from, and how long they are watching for.



THE FUTURE OF VIDEO AT TAULIA

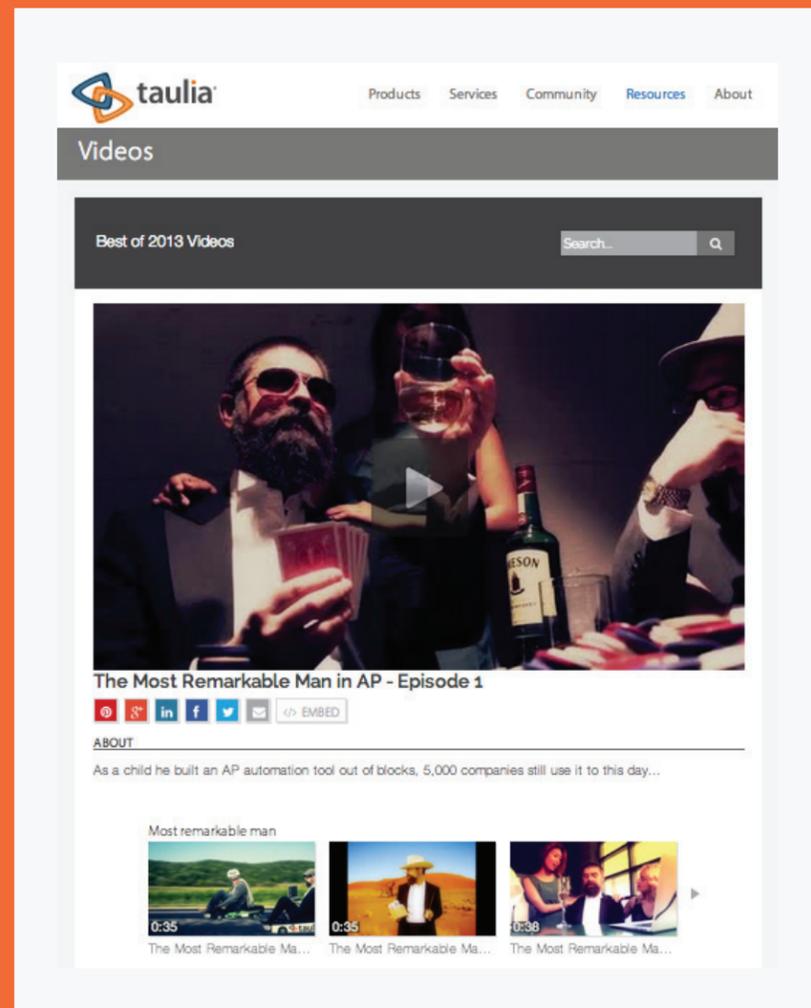
Based on their success to date, Bhaji insists the company will be making a lot more videos:

“We want videos for everything! Videos will be integrated into every campaign we run. We’re planning to bring more content creation in house and we’ll be investing in a small studio kit to start doing vlogs.”

Amassing quite the video collection, the Taulia marketers also started using Vidyard Video Hubs as a central, branded location on their website to showcase all of their video content.

“We love the Video Hubs product! It’s the perfect way to share multiple videos, and since it’s Taulia branded and seamless with our website, it has virtually replaced our use of YouTube.

It’s very refreshing to have control over the content and layout of the page without having to pull a developer in to create a custom look”.



Sending out a “best of 2013” video email, Bhaji was able to use just one link to share 13 of the brand’s most popular videos with fans and potential customers. As she says, “a Video Hub was the absolute best (and probably only) way we could have delivered all that valuable content”.

Taulia’s funny video spoofs and narrowcasting approach is certainly working to attract qualified leads, and the video optimizations Bhaji and the marketing team implement ensure that the company’s content goes beyond entertaining and drives real business revenue they can track.



Fun

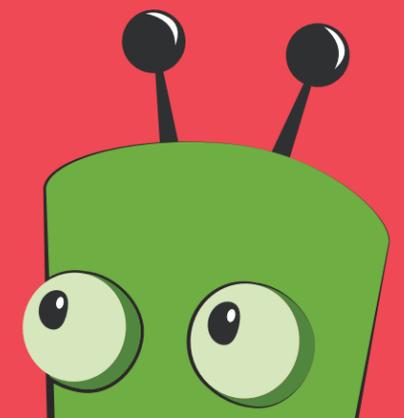
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or

GIVE US A CALL AT:

1-800-530-3878



VIDEO RESOURCES

Watch out, these links will direct you outside of the doc.
Be sure to click the back button after you've seen the awesome examples!



**EINVOICING VIDEO
(DIRECT TV SPOOF)**



**THE MOST REMARKABLE MAN
IN ACCOUNTS PAYABLE**

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