

Wistia is a complete video marketing platform where you can host videos for your business, go live and create new content, market your videos, and measure video performance with industry-leading video analytics. And we've got a pretty great team of people here to help you along the way. I'm Chris, here to show you around the wonderful world of Wistia. Great video marketing starts with professional video hosting, and that's what Wistia is all about. Upload your video to Wistia and we'll process it for the web to make sure it'll play back perfectly on any device anywhere in the world. Our player loads super fast and puts the focus on your content. No ads, no distractions. Nice for your viewers and nice for your website load times. Video is everywhere, and if you're like us, your library is constantly growing. Wistia makes organizing and managing all of your video content a breeze. Easily rename videos, organize them into projects, create new sections. You can even add tags to keep things neat and tidy. And with permissions, you can invite team members to help manage your content. When you need to find a specific video, you can search your entire library by video title, tag, description, even the captions. Wistia makes it easy to replace a video too. Perfect if you want to update a video without having to re-embed it everywhere. If you're ready to retire a video but you don't want to delete it altogether, you can archive it. Archived media won't count against your plans included videos, but can still be accessed and viewed from within your account. Wistia is the video marketing platform built by marketers for marketers. So we've got some pretty fancy tricks up our sleeve. Start by customizing the Wistia video player to perfectly match your brand. You can do all sorts of things like change the player color, upload a custom thumbnail, or add and remove player controls. There are also some pretty handy marketing tools to put your videos to work. Our email collector has to be one of my favorites. Here, submit the form to see how it works. Pretty cool, huh? Wistia lets you add an email collector like that directly to your video. Want to direct viewers to an external link? Oh, hello. Easy to do with Wistia's annotation tool. Add a call to action to the end of a video to motivate viewers to take action. Wistia automatically transcribes your video so you can turn on captions and make your content accessible to as many folks as possible. Easily upgrade to a human verified transcription too. And with other customizations like chapters and password protection, you are in total control of the viewing experience. Once your video is looking good, it's time to get it onto your website. Just copy a snippet of code and paste it onto your site. You can choose between a standard inline embed or a popover embed. And no matter which type you choose, the embed will be responsive. Once your video is embedded, any future changes and customizations you make in Wistia will automatically be updated on your site. And with SEO benefits built in, Wistia can help your videos rank better on Google search. What if you've got a whole series of content you want to highlight, like a gallery of your recent webinar recordings or a collection of your onboarding videos? Well, with Wistia channels, you can easily share a gallery of videos all without bothering your developers or designers. Once you've added videos to your channel, you can customize colors, themes, fonts, and even a subscribe button to collect emails. You can embed a channel onto your website just like you would embed any other video. Or just share a link to it as a standalone page. And if you're working on an exciting new podcast, Wistia supports audio too. Your podcast has never looked, and sounded, so good. Wistia Analytics. This is the good stuff. This is where you can really prove the value of your videos. This is an engagement graph. It shows you how your audience is interacting with your video. A spike like this means that viewers are rewatching. But a nasty drop off like this means you've lost your audience's attention. Wistia also tracks how every person watches your video second by second. This is the view stream, which is a live look at how folks are watching all of your videos. Each video view has its own heat map, showing what each viewer watched, rewatched, or skipped around in your video. Now, if you're using marketing automation software, you're going to love this next part. Wistia can pass video viewing data right into your marketing software for better lead tracking and scoring. And we integrate with all of your favorite marketing tools like HubSpot, Marketo, Pardot, Google Analytics, and MailChimp. Wistia Analytics are built to help you better understand how your content is performing, what's working best, and where you might be able to improve. Video is important for every business, but it can be tough to actually create lots of videos or host virtual live events. Luckily, Wistia makes it easy to create new video content in a snap. With live, you can spin up a webinar or a live event in seconds. Create a landing page where you can collect registration information. When it's time to go live, you can present with up to four other panelists and choose from dynamic layout options to keep things looking fresh. When your live event is over, the recording automatically saves to your Wistia account, so you can edit it, customize it, and repurpose it to fit your other marketing needs. Wistia's built-in video editor is the easiest

way to make simple edits to any video in your Wistia account. Trim the start and the end of your video. Remove a section from the middle of your video. You can even stitch multiple videos together, perfect for adding bumpers to the start or end of your content. With editing, you have the power to cut down and repurpose your videos, all without any video editing expertise, and all without leaving Wistia. That is a lot of stuff, and you can try it out for free with Wistia's 14-day trial. It started today.