



Changing the way companies educate and inspire

Accelerate the buying cycle and affect behavior throughout the customer journey with **interactive video experiences**

What we do

Rapt Media offers a compelling alternative to traditional video to engage and educate—one that speaks to your consumers' behaviors. Our cloud-based interactive video platform provides a suite of authoring, hosting, and analytics tools that enable businesses to transform video content into user-controlled, response-provoking, and behavior-changing experiences.

Why use interactive video?

The internet and social media have totally transformed the customer experience by changing the way consumers engage, make purchases, and exhibit loyalty.

With experiential, user-controlled interactive video, you can offer relevant, useful information to improve product differentiation, consumer education, buyer acceleration, and brand loyalty.

By adding choices and interactivity to your video, you invite your consumers to lean forward and participate. The act of participation deepens engagement, enhances learning, and accelerates behavior change. It also generates data. With every click of a button, you gain useful insights about your viewers.

Why Rapt Media?

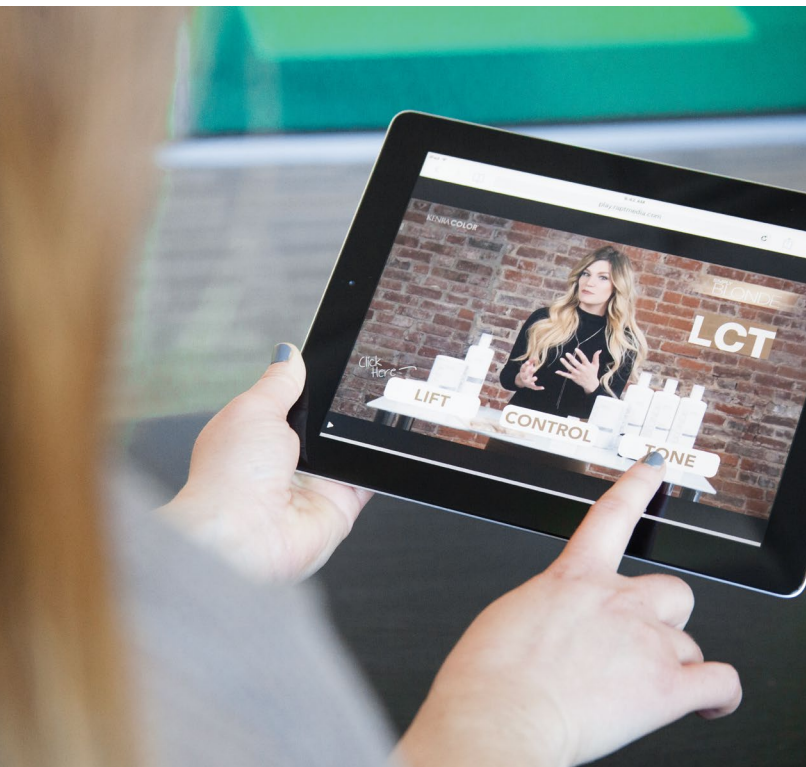
Rapt Media provides the underlying technology that enables the build, publish, and playback of your interactive experience.

Navigable, interactive video captivates customers by giving them the power to control and consume only relevant information, accelerating the buying cycle. Let our platform power your content and empower your audience. Start building your next generation digital ecosystem today.

Industries using the **Rapt Media** interactive video platform for consumer education videos:

- Healthcare
- Finance
- Insurance
- Pharmaceutical
- Automotive
- Technology
- Consumer goods
- Retail

With **Rapt Media** technology, you will benefit from:



Deeper engagement

- Longer viewing times
- Behavior change
- Audience gratitude
- Knowledge retention

Behavioral insights

- Video choices
- Calls to action
- Audience behavior
- Analytics data

Business value

- Accelerated sales and learning cycles
- Increased productivity and revenue
- Reduced costs and call center support

Ways to use the **Rapt Media** interactive video platform at your company:

- Product training
- Product tutorial & how-to
- Product launch
- Product feature discovery
- Core product selectors
- Product cross-sell and upsell

Let's do this

Visit our website for a **free trial** or contact sales@raptmedia.com for more information.

Companies that have had success with **Rapt Media**:

