

How Act-On Integrates with VIDYARD

Vidyard is the only solution that enables Act-On users to track which videos each contact watches and how long they remain engaged in the message. By pushing this data directly into contact records within Act-On, marketers can enhance lead scoring and nurturing programs to better qualify prospects and increase conversion velocity.

Leverage your Vidyard Viewer Data Using Act-On

Vidyard is an online video marketing platform that helps drive results and ROI with video content. Vidyard reveals exactly who's watching your content, and for how long with detailed viewer analytics and engagement data.

Collect leads and generate revenue with your videos by aligning your leads' individual viewing history with your marketing automation and CRM tools. Vidyard reveals who's watching your content, and for how long with detailed viewer analytics and engagement data; we give you all the details you need to enable your sales team with more qualified leads.

Integration Features:

- Identify video viewers across your website and social channels, right within Act-On
- Use lead capture forms in videos to identify prospects and generate new leads in Act-On
- Track who's watching which videos and use that data for better customer insights
- Track and score video viewing activities and use that data to identify your most engaged leads faster

