Making friction disappear by making people self-supporting

Interactive video, the best way to serve content
If a picture paints a thousand words, and a 1 minute video more than a 1.8 million, Just imagine the impact of interactive video...

Jeroen Krouwels, CCO hihaho.com
Our mission

Hihaho stands for High Interactivity, leading to High Attention values and High Outcomes.

We solve friction in business processes, customer and employee communication and learning by making people self-supporting with (DIY) interactive video.
Video usage is increasing

- Worldwide: more than 6 hours online
- 1:20 for social media
- 0:39 for streaming music
- 2:52 tv and streaming video
- 0:28 streaming video only, increasing rapidly

Bron: Hootsuite | we are social (Global digital report) | Telecompaper

It’s fairly common knowledge that the internet is absolutely loaded with video streaming traffic, but new figures from Cisco nevertheless put that reality in stark relief.

According to the company’s newest Visual Networking Index, video traffic will quadruple by 2022. At that point, video will account for 82% of all IP traffic, up from 75% today. By 2022, Cisco says that nearly half of all devices and connections will be video capable.
Video preferred over text

68% of consumers prefer video over text and use YouTube as their favorite search engine.

- Searchengine #1 millennials: YouTube
- >134.000.000 instruction videos on YouTube
- More than 1 billion views per day
- 55% watch every day and 78% watch at least once a week
90% of all information that is registered in the brain is visual.

Visuals will be registered **60,000 x faster** than text!
Employees are 75% more willing to watch a video than to read a text.
Research among 1,600 participants WFT (Financial Supervision Act) training Dukers en Baelemans:

Exam training based on video results in **55%** more chance of success
Limitations

Linear video

- Just watching leads to passivity.
- The viewer is not in charge.
- Limited analytics.
- Less suitable for in-depth learning.
A-B tests lineair vs interactive video

- Interactivity results in 3x-4x greater viewer engagement and conversion than traditional linear video.
- The completion rate increases by 36% compared with linear video (Forrester).
- The click-through rate is 10x higher than a passive video (Business Insider).
- 35% of marketers using interactive video have seen increased conversion, and 25% increased sales.
- 34% of video consumers want to be able to jump to a different part of a video.
- Interactive Video provides 62% Interaction Rate for Quizzes and 13.45% Interaction Rate for Chapters.
- Interaction Rate for total annotations makes up 35.53%.

Source: i4v
Interactive video enables you to...

- Explain better, learn more, understand better
- Optimize your video campaigns on the go
- Conduct A/B testing
- Learn about your audience preferences
- Track interactive video performance
- Track leads, prospects and customers
- Evaluate your success against your marketing goals
- Measure purchase intent
- Understand better your video ROI
- Take better marketing decisions
- Create new business
- Create new engagement concepts

Top 3 Effective Video Types

- Product Videos: 49%
- Tutorial Videos: 50%
- Explainer Videos: 55%

Videos Engage Users For Longer on Your Website

The average user spends 88% more time on a website with video. (Forbes, 2018)
So here’s
Applications

- Do-it-yourself helpdesk
- Shoppable video
- On demand performance support
- Effective video training
- Smart webinar
- Interactive screencasts
- Interactive recruitment
- Dedicated patient information
- Interactive videoquiz
Applications

- Product explainer videos
- Interactive virtual tours
- Personalized animated videos
- Collect user data
- Personalized presentations
- Interactive video games

What's your big idea?
Customer examples
Virtual tour – Shoppable merchandising
Virtual tour in a school
Landrover – Jaguar: Rent-a-car shoppable video
Smart webinars and interactive video lessons
Smart webinars and interactive video lessons

1. Introduction
2. Functioning of the lungs
3. Infection of the lungs
4. Symptoms (ABCDE)
5. Interventions
6. Oxygen delivery
7. Non-rebreather mask
8. SBARR
9. Digital resources

Welcome to this interactive video about clinical reasoning with the COVID-19 patient.
Interactive immigration procedure instructions for immigrants

Select your route that is applicable to your situation:

- **Residence permit including work authorization process**
  - I have a nationality from one of the following countries:
    - Australia, Canada, Japan, Monaco, New Zealand, United States, South Korea, Vatican City

- **EU nationality process**
  - I have an EU/EEA/Swiss nationality

- **Visa and residence permit including work authorization process**
  - I have a different nationality (other than nationalities mentioned)
Interactive operation room training for operation assistants
Interactive sales training for in store employees

The employee did something wrong. Did you see what it was?
Select one answer.

- She used a wrong icebreaker.
- She should have tried harder to convince the customer to try the solar powerbank.
- She isn't wearing her namebadge.
Interactive videoquiz for lead generation

What’s your answer?

Our brains control the blinking of the eyes so that the chances of missing information are minimal

A TRUE B NOT TRUE
Interactive virtual video tours (showrooms / hotels / events etc.)
Medicines explained: Public healthcare information

This video explains the most important information in the package leaflet.
Demonstration Overview
Do-it-yourself interactive video
Any place, any time, any device
You don’t need to edit the video!

Call on the video from any platform and simply put an interactive layer over it!
1 source video, multiple application layers

Interactive layer 1 + Interactive layer 2 + Interactive layer 3 + Interactive layer 4 =

Video on: YouTube, Vimeo, Qumu, JW Player, Mediasite, Kaltura, etc. or simply upload it to our own platform!
select your video

make it interactive

share your video

measure the results
Create, share & track

With our feature packed video editor it is simple to create, share and track your interactive videos.

 création
Create interactions to serve the user the right content.

Partage
Share your video with your audience with a personal or generic link.

Suivi
Generate insights by tracking how people use your video.
Step 1: Select or upload your video
Step 2: Enrich your video
Step 3: Share
Step 4: Track
Data analytics: We measure every click in every second of every interaction
Settings advanced

Video settings

Player settings
- Time selection: 00:00 to 04:47
  - Allow your viewer to navigate through the video
  - Show time indication in the player bar

Video settings
- Show random feedback title
- Enable color indication for the feedback screens for this video
- Enable question markers on the progress bar
- Display interactions before the video is started (Experimental)

End of video
- Do nothing

Select the style of the player bar
- Inherit the folder value (Player bar over the video (default))
- Select autoplay behaviour
  - No autoplay

Video progress
- Add markers to track video progress

Searchability
- Taxonomy

Transcription

https://studio.hihaho.com/settings/bdcd9f-95b9-648f-3c40-34d5c6557229AdvancedTab
External report integrations
Collect user data

Video settings

Collect viewer data

If you would like to collect information about your viewers, for example their name or email address, you can define this below. If you would like to pre-define variables, please go to allowed viewers. Allowed viewers

<table>
<thead>
<tr>
<th>Variable</th>
<th>Value</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your email</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Please enter your email address here*

+ Add optional variable