

Wideo.co Launches Interactive Video Technology and Analytics Tools

Wideo raises the standard in its video creation platform with the release of new functionalities designed with businesses in mind.

For immediate release

San Francisco, California (PRWEB), February 03, 2016 — [Wideo](#), a leading animated video creation software, releases interactive video technology and analytics tools that allow businesses to create and distribute professional videos, all from one platform. Wideo developed these functionalities so that marketers can meet the rising consumer demand for video with robust yet easy-to-learn tools at an affordable cost.

Videos shared or embedded from Wideo now support [interactivity](#) and toggling between streaming mode and slideshow presentation by clicking a button on the player. Interactivity allows marketers to add clickable call to actions in their video in order to help translate viewing into action for the audience. Meanwhile, a new dashboard reveals metrics on video views, audience demographics, and form submissions - allowing marketers to not only to create videos but also distribute them and track their performance.

CEO and co-founder Agu De Marco says: “Through interviews with our users, we saw a theme emerge: businesses use our tool because it provides them with the flexibility and functionality to easily make video stories — whether it's a marketing video or company announcement. A solution like this is unique because it helps marketers meet the growing consumer demand and buying power of video.”

Through interviews with businesses in their customer base, Wideo collected feedback that helped mold the new functionalities. Wideo launched in 2012 as an online application for consumers to improve the way they communicate through video. It's grown to become an essential tool that lets one million users worldwide incorporate interactive video storytelling into their broader marketing strategy.

Wideo's [new features](#) include:

- **Interactivity:** Insert email signup forms, contact forms, and call to action buttons to help generate leads and conversions.
- **Presentation mode:** Toggle from video streaming to slideshow presentation mode from the video player, avoiding the need download video in a different format.
- **Store individual animations:** Save and reuse scenes of video to ensure consistent brand identity in marketing materials.
- **Analytics tools:** Track performance of shared videos with insights on views, retention, audience demographics, and other video metrics.
- **Video library management tools:** Manage video library with folders and privacy controls.
- **Product demo and presentation templates:** Professionally-designed styles for the fast and easy creation of on-brand videos.

###

About Wideo:

[Wideo](#) is a leading animated video and presentation web app that allows businesses of all sizes, marketing professionals, and educators produce their own professional-quality video content. Its click and drag animation technology and tools for brand identity make it easy to use to use, yet robust enough to produce unique results for people with or without prior editing experience. Wideo also provides resources such as educational guides, interactive video technologies, cloud video hosting, and analytics so that businesses can harness the power of video in their marketing strategy. Founded in 2012, Wideo is based in Mountain View, California with offices in Buenos Aires, Argentina and Seoul, South Korea.

For more information, visit wideo.co to sign up.

Contact Information

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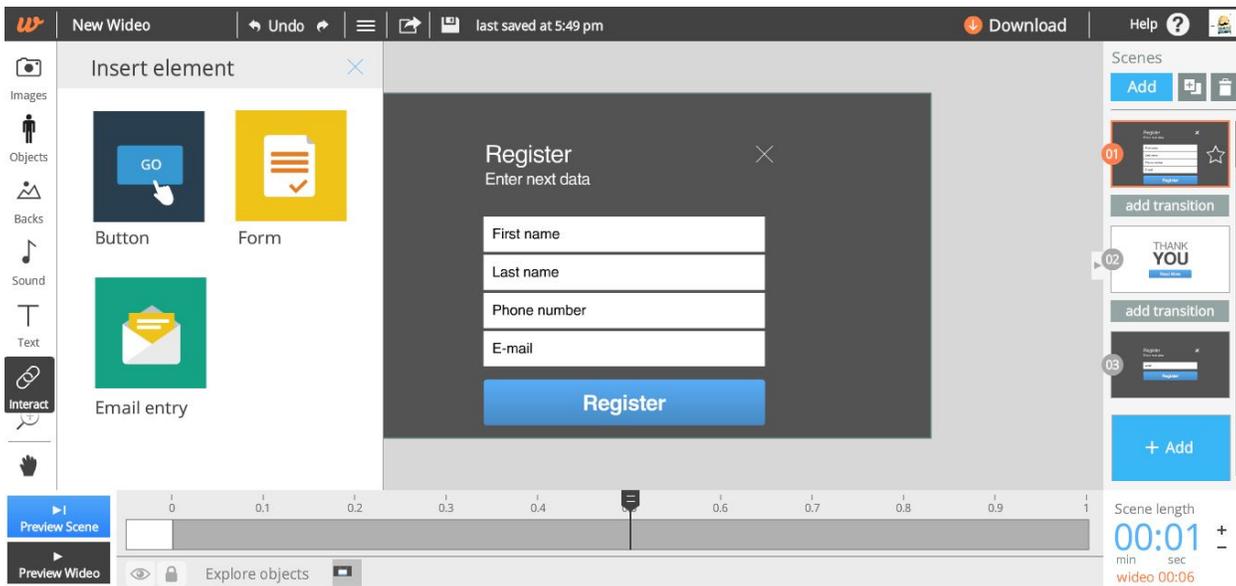
Twitter: <http://twitter.com/MrWideo>

Email: founders@wideo.co

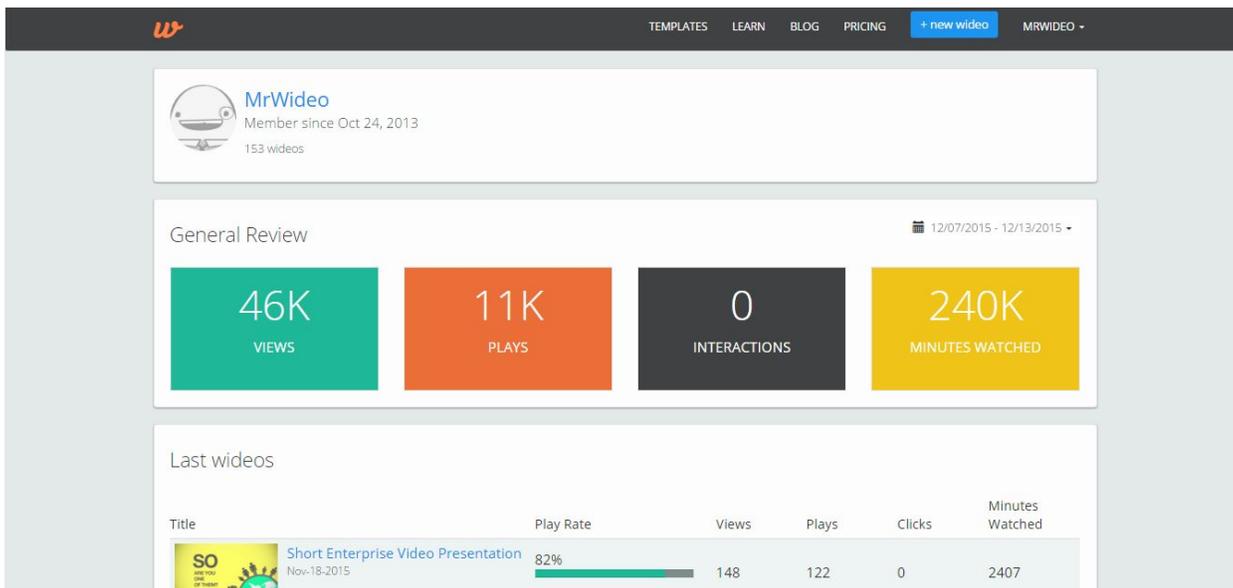
Angelco: <https://angel.co/wideo>

Attachments:

[Interactive elements](#) include Buttons, Contact Forms, and Email Entry.



Wideo Stats's main page



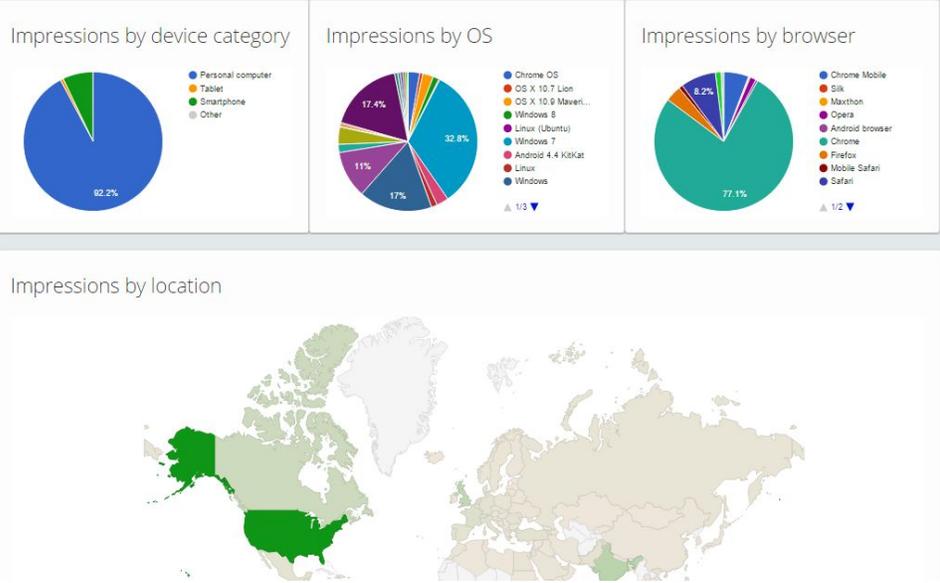
Video metrics

Last videos

Title	Play Rate	Views	Plays	Clicks	Minutes Watched
 Short Enterprise Video Presentation Nov-18-2015	82%	148	122	0	2407
 Short Fashion collection Video template Nov-04-2015	53%	73	39	0	1258
 Short Sell your house Video Template Nov-04-2015	43%	178	76	0	2732
 Short Product or Service Video Template Nov-04-2015	63%	587	369	0	8679
 Short Product Presentation Video Template Nov-04-2015	52%	228	119	0	3689

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Video demographic information



Measure performance of interactive features



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Blank

Highly recommended for beginners

Product Promo Video Template

Write a main title text here for your ad

WRITE A SECONDARY TEXT FOR YOUR AD HERE

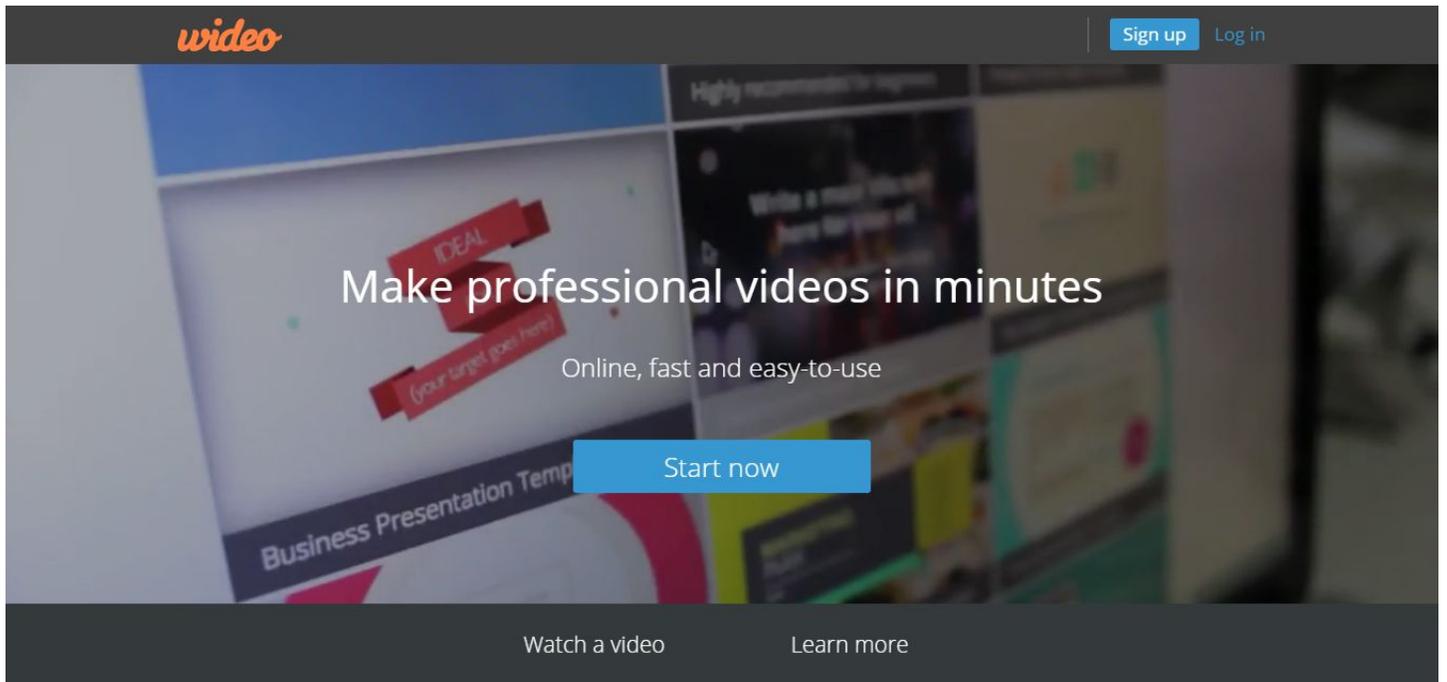
Flat Design Presentation

Write the subtitle of this presentation

[www.yoursite.com](#)

IDEAL FOR (your target goes here) PREMIUM

PREMIUM

The banner features a background image of a whiteboard with various sticky notes and a red ribbon. The sticky notes contain text such as "IDEAL", "(your target goes here)", "Business Presentation Temp", "Highly recommended to sign up", and "Write a short script here for your video". The Wideo logo is in the top left, and "Sign up" and "Log in" buttons are in the top right.

wideo

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