

## REVOLUTIONIZE VIDEO ENGAGEMENT

Inspire your viewers to learn, share,  
buy and act directly from your video.



**Zentrack helps brands and media companies activate video audiences, deepen content engagement and drive conversion across the purchase funnel.**

User actions - the currency of the web - are driven by **activating** the largest audience, **engaging** them for the longest time and **converting** them at the highest efficiency.

With an easy-to-use online platform, Zentrack enables clients like Unilever, Volkswagen, News Corp and many more to measurably drive these three objectives forward for their video content.

Allow videos to seamlessly travel between your sites, social presences and ads on all screens and devices, activating the largest possible audience.

Stand out from the content overload with live learn, share, buy and act call-to-actions, engaging viewers for the maximum amount of time.

Convert all that user attention into leads or buys with inline direct response and commerce actions, capturing value at the point of passion.

Unified, real-time analytics track your reach, engagement and conversion performance down to each distinct call-to-action.

“Make video travel the web, capturing user attention and value along the way.”

Zentrack introduces “video apps” - small web apps that run inside of your video - that you can drag & drop into your content as easy as building a presentation slide.

Pick from an extensive list of pre-built apps, or create your own with full creative freedom, and reuse them on all your assets.

Existing clients have used Zentrack to create dynamic video experiences that load the latest pricing information, magically translate to the user’s language, add geotargeting with local dealers, include live social feeds and that never get outdated with the latest news and articles.

Learn more about how Zentrack can drive your video success today at <http://zentrack.com>.

Contact us at [info@zentrack.com](mailto:info@zentrack.com), or call for the US at (917) 499-0305 and the EU at +32 479 31 43 80 to connect and discuss what we can do to help you achieve your video goals.