Adobe Experience Manager: Video publishing

Bring your products and services to life with interactive video publishing

Whether you want to demonstrate product or service offerings, build brand awareness and drive engagement, provide online support and training, or leverage user-generated content (UGC) to build brand loyalty, the Adobe Experience Manager video capabilities (formerly Scene7) let marketers control video publishing in-house and deliver high-quality video experiences to all channels.

Experience Manager video is a complete video workflow designed specifically for marketers. Nontechnical users can add interactivity and clickable calls-to-action, driving engagement and conversion. This powerful end-to-end set of video management and publishing capabilities optimizes video playback and viewing across all screens sizes and devices in a scalable, cost-effective manner.

Benefits summary

• Boost brand engagement—Turn causal browsers into loyal customers as they linger longer on your site.
• Maximize video conversion—Create personalized, interactive video with relevant, clickable calls-to-action.
• Streamline video production time and costs—Use integrated workflows to transcode, add interactivity, and publish high-quality video assets to your online properties.
• Optimize video viewing and playback on any device—Automatically serve the right video format in the right video player for web, tablet, mobile, or social sites.

Video is an important tool for building brand awareness, demand, and engagement. In the Adobe 2012 Digital Marketing Survey, 61% of digital marketers cited video as the top optimization strategy for conversion. Many marketing organizations spend valuable budget to produce high-quality videos, however, they don't have the internal resources and expertise to effectively implement online video. The lack of a standard video format and a fragmented landscape of screens and devices also hampers deployment. Marketers have limited options to incorporate localization and promotional calls-to-action or target and personalize video content without incurring additional production costs.

Using the Adobe Experience Manager digital asset management (DAM) and video capabilities, marketers can cost-effectively manage and deliver high-quality, interactive video experiences across channels and devices. The video capabilities includes video workflow, management and publishing, optimized playback and viewing experiences, video editing for engagement and conversion, and analytics and reporting to understand usage and trends.
Video workflow and management
Video management capabilities allow organizations to streamline the video workflow, speeding time to market and reducing costs. You can create, edit, upload, and publish video projects directly from Adobe Premiere® Pro to Experience Manager digital asset management capabilities. The centralized video asset management capabilities in DAM enable video workflow, versioning, and asset tagging. You can auto-encode videos based on out-of-box best practice profiles or customize to control quality and size.

- **Workflow**—Review and approve videos and maintain full version control.
- **Transcoding**—Transcode video to web and HTML5 mobile-compatible format with one click.
- **Management**—Organize, browse, tag, and search video with full metadata support.
- **Previewing**—View video content in a secure, staged environment prior to launching on your site.
- **Authoring**—Drag and drop a single video component onto the web page to automatically serve the right video format in the right video player for the screen or device.

Smart video playback and viewing
Smart video playback allows organizations to automatically deliver the right video format in the right video player for each screen. Using device and bandwidth detection, video quality is adapted in real time for smooth playback. Get up and running quickly with the out-of-box video player library, including single video players and industry-leading mixed-media viewers that combine video and image content. You can configure video players to meet branding needs or use the software development kit (SDK) to create custom players.
Robust players—Choose from a variety of configurable out-of-box players, or develop highly customized players.

Mobile support—Deliver optimized playback experiences to numerous devices, including iOS, Android®, BlackBerry®, Windows® Mobile, using one universal URL.

Streamlined localization—Use a single player that translates and delivers text and graphics for different languages, including closed captions and subtitles.

Global scalability—Deliver smooth, high-quality streaming playback worldwide through pre-integration with content delivery networks (CDNs).

Video interactivity and engagement

Many organizations are looking for ways to use video to convert casual customers into loyal buyers. Video engagement capabilities allow marketers to add interactive features, clickable annotations, and calls-to-action directly in the video using a video template. Targeted content can be served dynamically, based on location, segmentation, or seasonality. Support for UGC can also increase video views and user engagement.

Interactive videos—Add clickable annotations and calls-to-action. Use rollovers to display panels with detailed information and images.

Targeted videos—Build video templates with variable content that can be dynamically updated, enabling targeted and personalized video.

UGC—Allow consumers to upload user-generated video content for reviews, promotions, contests, or enterprise submissions with UGC video APIs.

Video analytics and optimization

Understanding video consumption trends can help video producers create more effective content for your audience. The video analytics and optimization capabilities include out-of-the-box reports on viewing trends. Integrations with Adobe Analytics and Adobe Target allow for more detailed testing and optimization across all marketing channels.

Reporting—Create out-of-the-box reports on video views and user engagement.

Analytics—Measure and analyze video’s impact on conversion through integration with Adobe Analytics

Optimization—Test different video content variations through integration with Adobe Target.