

1. Creative Brief
2. Style Tile
3. API Research

CREATIVE BRIEF

1

Overview

At Storyfarm, we provide our clients with award-winning quality videos that help tell their stories. These videos help start conversations, advertise, and bring in new customers. At this point, videos are delivered and clients are left with either no plan for interpreting analytics and the effect our product has had on their company's business or they fend for themselves to figure that part of video marketing out on their own.

The Storyfarm client analytic dashboard will serve as a resource for any of our customers to inspect the statistics of their video created by us.

Goals

- Embrace the established branding of Storyfarm and develop it farther as well.
- Pull multiple video sharing websites data together to give an easy to interpret layout of stats

Target Audience

The target audience for the dashboard is any client of Storyfarm which includes but is not limited to universities, large hospitals, advertising agencies, digital agencies, large corporations, as well as many local businesses.

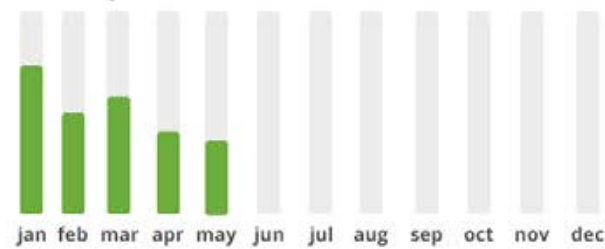


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FOUR SEASONS HOTEL BALTIMORE

"Middle-East Tourism Video"

UNIQUE VISITORS



+3%

VIMEO VIEWS

1,038

-7%

YOUTUBE VIEWS

487

-4%

TOTAL VIEWS

1,525

API RESEARCH

3

1. Youtube
2. Vimeo
3. Facebook?
4. Twitter?
5. Google Analytics/Page Views?

Notes

- Pull full playlists for client
- Pull video thumbnail
- Pull Views
- Pull Likes/Dislikes
- Organize by date, Unique Visitors
- Organize by location, Views
- estimatedMinutesWatched
- Pull demographic info
- Pull number of Shares
- 30 day totals
- Ad Performance Metrics?
- Traffic Sources
- Device Type/Operating System
- Subscribers Gained/Lost
- Annotation Click Through Rate
- Annotation Close Rate
- Set title?
- Set description?

Notes

- Get Info
- Get Likes
- Set Description
- Set Title
- Get views?
- Sharing?
- Traffic sources?

FACEBOOK

API RESEARCH

Notes

- No video analytics API?

TWITTER

API RESEARCH

Notes

- No video analytics API?

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API RESEARCH

Notes

- Event Tracking (On page with video)
- User Timings