

SNOWPLOW

CASE STUDY

Viewbix

How Viewbix uses Snowplow to drive customer insight into campaign effectiveness for their cutting-edge video ad campaigns

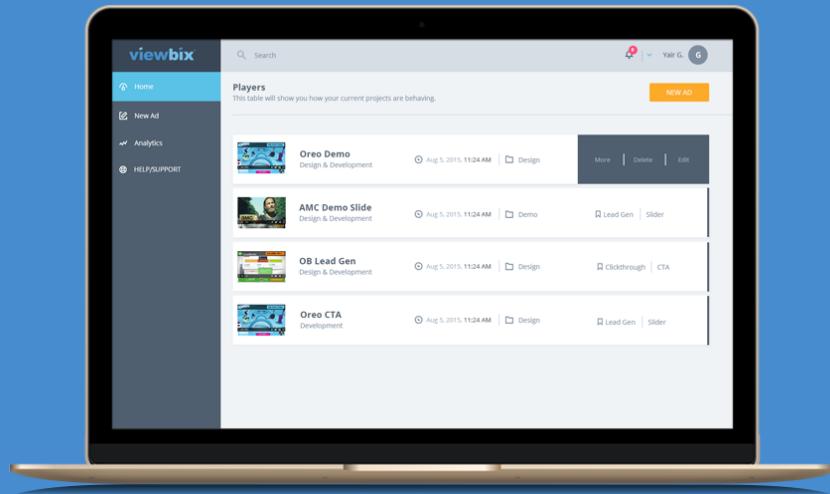


“When we can show a customer that 95% of actions taken during a video happen between 0:30 and 0:35 seconds in, we have provided amazing value. The customer can in turn look at his video and learn what messaging is working, what isn’t, and make needed changes. We use analytics to show that small changes can drive significant increase in KPIs.”

*Dani Waxman, Product Manager, **Viewbix***

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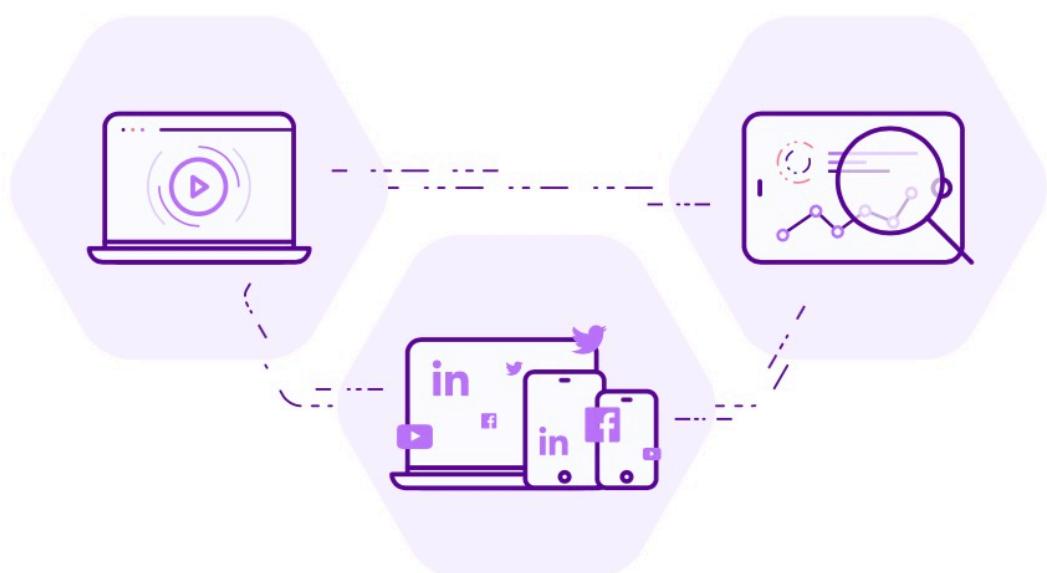




viewbix®

INTERACTIVE VIDEO ADS THAT DELIVER CROSS PLATFORM

Viewbix is a pioneer of interactive video adverts. Their platform makes it easy for brands to build rich, interactive video ad units. Instead of delivering video ads that users can only watch and click on, brands can offer consumers the chance to engage directly with the video ad in myriad ways: entering their email addresses and signing up to newsletters, completing surveys, locating stores, posting to social networks, downloading coupons and more. These interactive video campaigns drive much higher engagement than classic video and display ads.

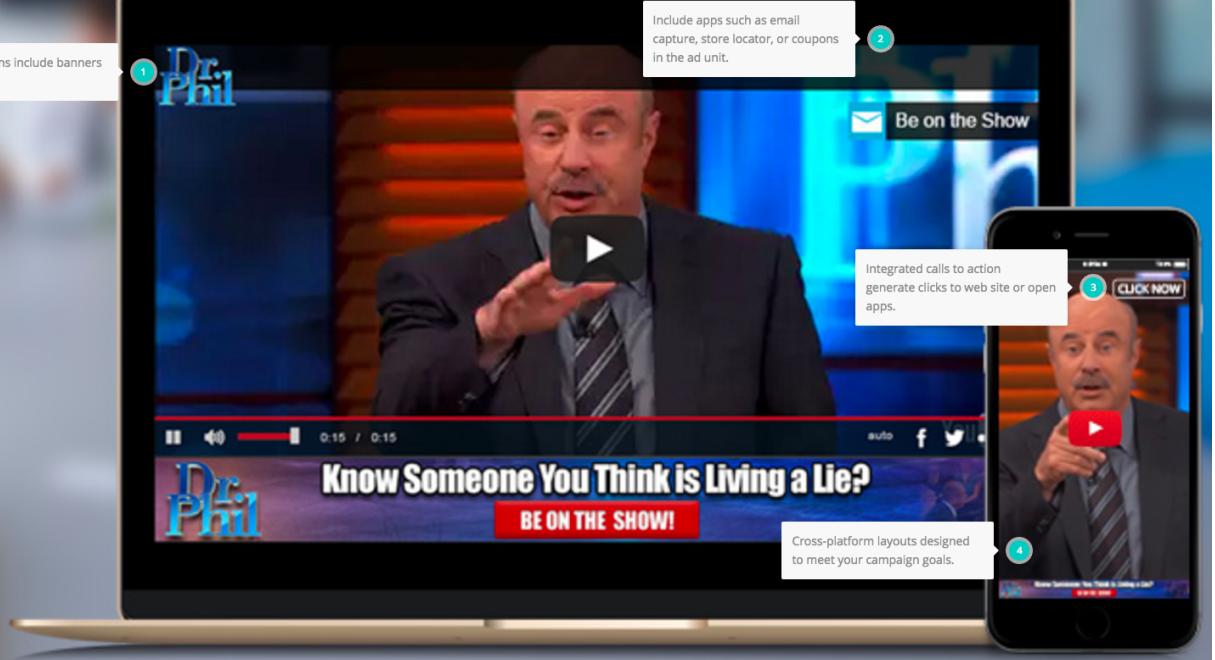


By enabling brands to engage with users directly in their video ads, Viewbix can drive more response from ad campaigns, improving the return on advertising spend for brands. Viewbix Insights provides brands with in-depth analytics, so they can understand how users have engaged with their campaigns and what those engagements look like, to optimize future ad spend.

Business challenges

TRACKING AND MEASURING USER ENGAGEMENT

Brands buying campaigns on Viewbix need to be able to measure how successful those campaigns are. Straightforward KPIs, such as click-thru-rates can be used to measure the success of straightforward ads. Viewbix ads are more sophisticated: there are myriad ways for users to engage with those ads. Viewbix customers need to know not just what percentage of ads users engage with, but how they engaged with them: did they submit their details? Did they download a coupon? Did they share to Facebook? If so, at what stage in the video? There are many more questions that a brand buying a campaign on Viewbix is able to ask than would be possible through a traditional video advertising solution. The Viewbix team wanted to build an Insights product that enabled brands to answer all these questions.



The challenge, then, for Viewbix was two fold:

1. How could they effectively track the rich set of possible interactions that consumers might have with their customers' interactive ad campaigns. The potential volume of data is enormous.
3. How should they present that data back to the brands, so that they can answer those questions and use that insight to drive more effective spend on the Viewbix platform.

USING DATA TO DRIVE PRODUCT DEVELOPMENT

Viewbix can build many different features into their ad units (as mentioned above). To inform their product development, Viewbix needs to have a rich data set that enables them to understand:

- How brands interact with their ad builder to develop and launch ad units and which product features are popular with their advertisers
- How users interact with the video ad campaigns and which product features are successful in driving user engagement

Meeting both challenges with Snowplow to drive user engagement

HOW VIEWBIX USES SNOWPLOW TO TRACK USER INTERACTIONS AND TAKE CONTROL OF THEIR DATA

Viewbix uses Snowplow to collect and process data from their video platform and track every in-ad interaction. Since Snowplow data is very granular, it enables Viewbix and its customers to pinpoint how exactly the users interact with the video ads, e.g. how they respond to a call to action. This enables its customers to understand the success of their campaigns in much more granularity than would be possible with a traditional campaign. The Snowplow data is hosted on Viewbix's own AWS account (data warehouse). This means that Viewbix has complete ownership of the data collected by Snowplow. As such they also enjoy complete visibility and access to their data.



“We are happy with how quickly, effectively and on budget we got our data platform solution up and running. Snowplow is a big success for us.”

*Dani Waxman, Product Manager, **Viewbix***

VIEWBIX INSIGHTS: ACTIONABLE ANALYTICS TO GENERATE INSIGHTS AND MAXIMIZE VIDEO ROI

Viewbix built an analytics product, Viewbix Insights, on top of their Snowplow data, that enables its customers to:

- Know exactly how, when and where viewers engage with their videos, so they can gauge the effectiveness of each campaign
- Use this information to optimize their campaigns, drive user engagement and maximize their video ROI

Viewbix Insights is a key part of the Viewbix value proposition and is entirely powered by Snowplow data.



PRODUCT ANALYTICS

Viewbix uses the Snowplow data internally to learn about how advertisers use their video platform, how users engage with video ads, what works, what doesn't work and what makes an effective campaign. This data serves as the foundation to drive their product roadmap forward. This is useful when for example Viewbix rolls out new ways that an end-user could interact with an ad unit, to understand what works best and in what situation.

BUSINESS IMPACT: VIEWBIX'S CLIENTS ENJOY IMPROVED KPIS FROM THEIR VIDEO ADVERTISING

Thanks to the granularity and flexibility of Snowplow data, Viewbix's video platform delivers results and user engagement for their customers that far exceed industry standards. The benefits to Viewbix's customers include:

- Growth in Leads (e.g. video viewers submitting their email addresses in the forms inside the video)
- Increase in Sales
- Cost Savings Per Acquisition
- Higher Click-through rate (CTR)
- Higher Conversion Rate (e.g. video viewers clicking on a call to action button and visiting the product pages)
- Higher user Engagement Rate
- More Likes on the client's Facebook page

“25% of viewers who watch a video enhanced by Viewbix engage with at least one of the apps. That’s 16 times higher than the in.”

Buying considerations

After considering a dozen solutions, including building their own data platform, Viewbix chose to use Snowplow to collect highly granular data about user interactions with video ads, as it met their key requirements (mentioned above). Here are some additional reasons for choosing Snowplow:

- Allow for flexible data-modeling to cope with changes to business requirements without disrupting the data pipeline.

“The Snowplow data-modeling is by far the most flexible we have seen. By defining a series of ‘custom contexts’ that are sent with each event, we can record all the relevant data for a specific event type in an organized way and keep our overall data clean by only sending data when relevant.”

*Dani Waxman, Product Manager, **Viewbix***

- Report flexibly on the source data without compromising on speed
- Being able to build flexible custom reports directly from Redshift, where the Snowplow data is stored, to make data available to its customers. Viewbix built an Application Programming Interface (API) that allows such custom reporting.
- Predictable costs.

“Our pricing is very predictable: our month-to-month costs fluctuate slightly, but nowhere near the potential run up we could have seen with pure per-event SaaS services.”

- Data integrity.

“Snowplow was the only vendor we found that lets you collect and re-process data that for whatever reason may have failed the shredding process and was unable to insert into Redshift. No lost data.”

*Dani Waxman, Product Manager, **Viewbix***

- Reliability.

“If Snowplow were to shut down tomorrow, our pipeline and our data would be unaffected and continue to run on a day to day basis. Not so with many other solutions we looked at.”

- Expertise.

“We turn to Snowplow not only for expertise on the core product but also leverage them as an outsourced member of our data-analytics team.”

*Dani Waxman, Product Manager, **Viewbix***



LEARN MORE ABOUT VIEWBIX AND SNOWPLOW

For more information about Dani Waxman's story, read his [blog post](#) and his [presentation](#) at our inaugural Snowplow Meetup in New York. Dani is Product Manager at Viewbix and longtime Snowplow user.

To find out more about how Viewbix's clients are increasing ROI from their video advertising, [click here](#) to look at their case studies.



If you would like to explore how Snowplow can enable you to take control of your data, and what that can make possible, visit [**our product page**](#), [**request a demo**](#) or [**get in touch**](#).

[**Sign up to our mailing list**](#) and stay up-to-date with our new releases and other news.



SNOWPLOW

DIFFERENTIATE WITH DATA

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