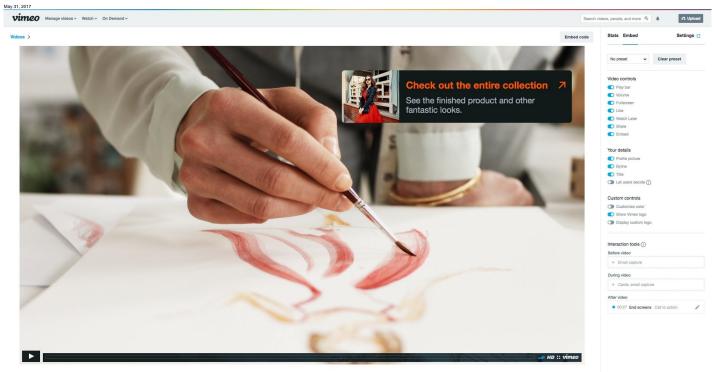
vimeo

VIMEO INTRODUCES NEW VIDEO INTERACTION TOOLS FOR MARKETERS





Vimeo boday amounced a number of enhancements to its Business memberating, including the introduction of interactive video cards, a mobile-first tool designed to help marketers and video protestionals drive viewer engagement. Cards, which are available on Vimeo's embeddable video player, can be set to appear at any point during playback and provide supplementary information or links to a custom destination. Additional features released include customizable end screens and extended email capture, all aimed to provide Vimeo members with greater control when interacting with their audience.

Quality continues to be our top printry at Virneo and our video interaction tools are designed to feel as native, unchanuous and engaging as possible," aid Anjali Sud, General Manager and Serior Vice President, Creator Platform. "We also accounted for the fact that the majority of video views occur on mobile and are excited to introduce a complete, mobile-optimized solution with our new cards."

• Cards: A customizable, notification-syle layer that Business members can set to appear at any point during playback, that provides relevant information or link viewers to a custom destination. Available on embedded videos, cards come in a sleek design that appears native to the video experience and are optimized for both iOS and Android viewing.
• End screens: New and screens ofter eight ways to customize what appears after the video, from clickable background images, to a customized thumbnall, to call to action buttons.
• Capture viewers' emails before, during, or after: Business members can now set their email capture field to appear before, during, or after their video, with the option to withhold their video behind the email capture field. Captured emails can be seamlessly imported into email marketing services like MailChimp, Campaign Monitor, Influsionsoft, and Constant Contrast of Constant Contrast of Contra

Lastly, as part of a Business membership, users are able to track impressions, click rates, and engagement data for cards, email capture, and end screens.

