vimeo

VIMEO INTRODUCES NEW VIDEO INTERACTION TOOLS FOR MARKETERS

May 31, 2017

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Video controls
- ● Play bar
- ● Volume
- ● Fullscreen
- ● Like
- ● Watch Later
- ● Share
- ● Embed

Your details
- ● Profile picture
- ● Byline
- ● Title
- ○ Let users decide ⓘ

Custom controls
- ○ Customize color
- ● Show Vimeo logo
- ○ Display custom logo

Interaction tools ⓘ
Before video
  + Email capture

During video
  + Cards, email capture

After video
  ● 00:27 End screens Call to action ✎

No preset ⌄   Clear preset

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Interactive Video Cards, Customizable End Screens and Extended Email Capture Offer a Complete Mobile-First Solution to Engage Viewers

Vimeo today announced a number of enhancements to its Business membership, including the introduction of interactive video cards, a mobile-first tool designed to help marketers and video professionals 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 priority at Vimeo and our video interaction tools are designed to feel as native, unobtrusive and engaging as possible," said Anjali Sud, General Manager and Senior 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."

Highlighted member benefits of these video interaction tools include:

- **Cards:** A customizable, notification-style 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 end screens offer eight ways to customize what appears after the video, from clickable background images, to a customized thumbnail, 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, Infusionsoft, and Constant Contact.

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.

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About Vimeo

Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.