



Interactive Personalised Video Production
and Lead Generation

About Us

DATA Republic produce Interactive Personalised Videos (IPV's) globally.

We offer a next generation **Video Technology Platform** with **Personalisation & Interactivity** at its core.

We assist enterprises in improving their brand presence and to achieve unique personalised digital marketing goals.

Our Creative team has over 30 years international expertise in Video Production, Brand Activation and Digital Marketing.

Based in South Africa.

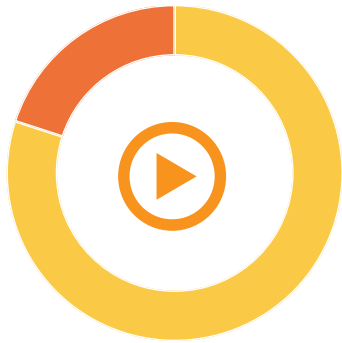
Intro

- South African company servicing National & International clients
- Generate 10 000 000 video links in 24 hours
- The most *competitive rates offered in the industry globally:
a video cost the same as an sms (*based on quantity)
- Zero data cost to consumer options are available
- Data safety certification
- Lead generation: access to +50 million consumer data (in SA)
- Live Data Campaigns linked to API
- Multi Channel Publishing
- Complete Real Time Analytics / Reports
- Short Personalised links
- Secured Videos with Unique PIN, OTP, System Generated -
Unique passwords are generated for each video

Complete Service

- Video Production
- Creative Design
- Rendering / Hosting / Link Creation
- Sending - Client access to platform
- Analytics - Client access to dashboard
- Client Fulfilment engagement via Chatbot / API / CRM

Video Market Growth



Customers Preferred watching video

79% as many customers prefer watching video about a product than to read it



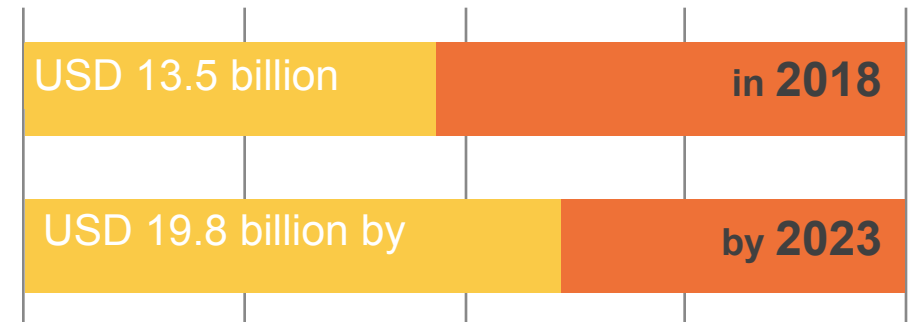
Organic Engagement on Facebook

is 135% higher when the post contains video

Growth rate

<https://www.reportlinker.com/p05018007>

Grow from USD 13.5 billion in 2018 to USD 19.8 billion by 2023, at a CAGR of 7.9%



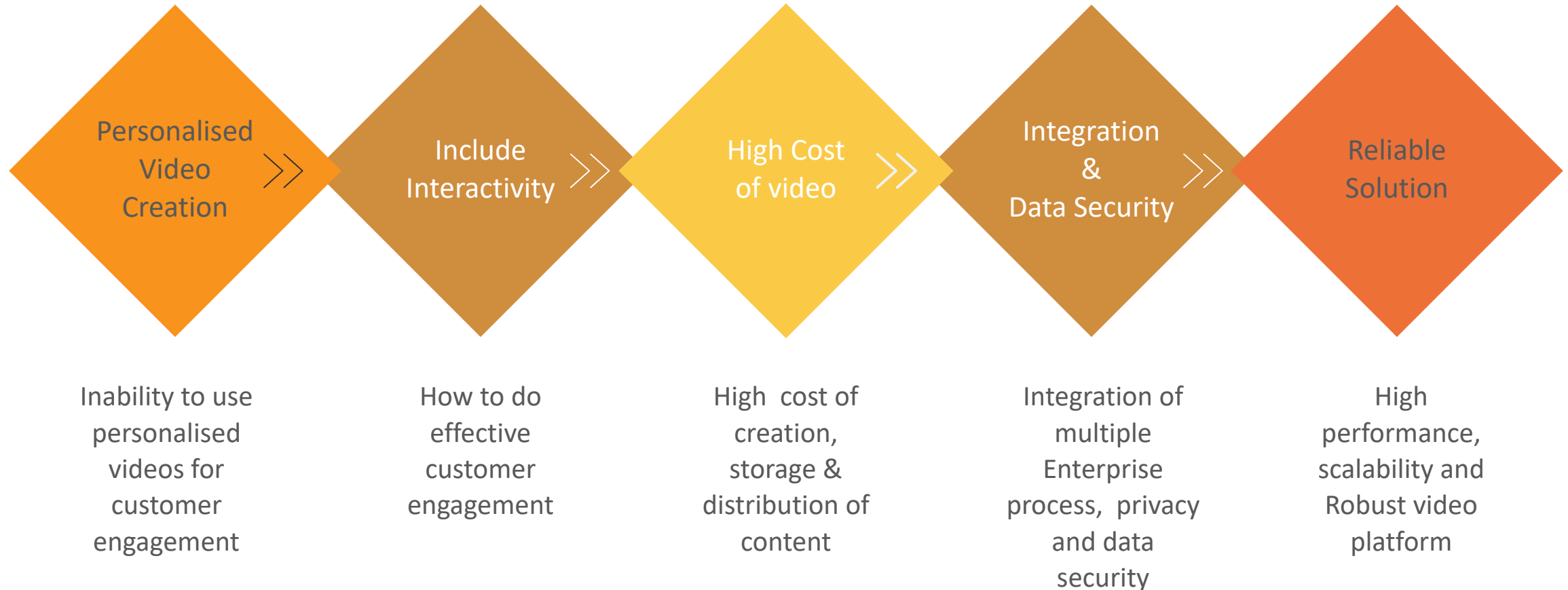
Cisco Prediction

Cisco predicted that by 2021, video will have accounted for 82% of all internet traffic

Source: Wyzowl
Socialmediatoday

Enterprise Challenges

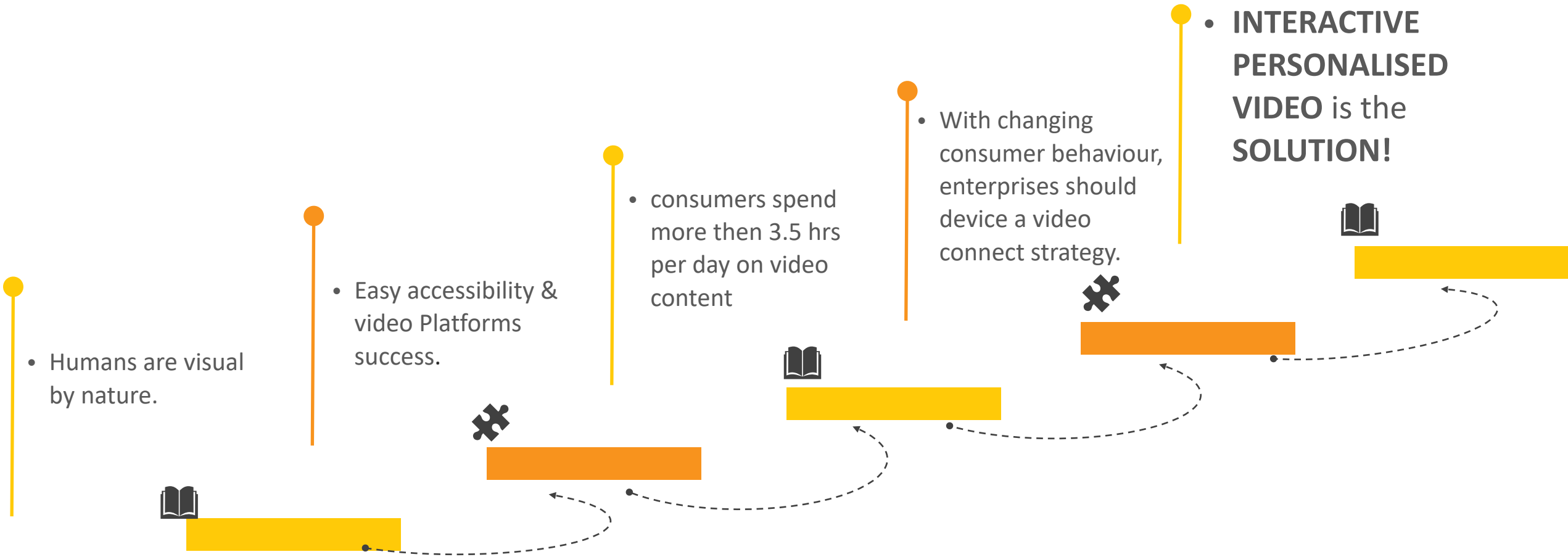
Impactful communication with customer resulting in **Brand Building, Customer Acquisition & Satisfaction**



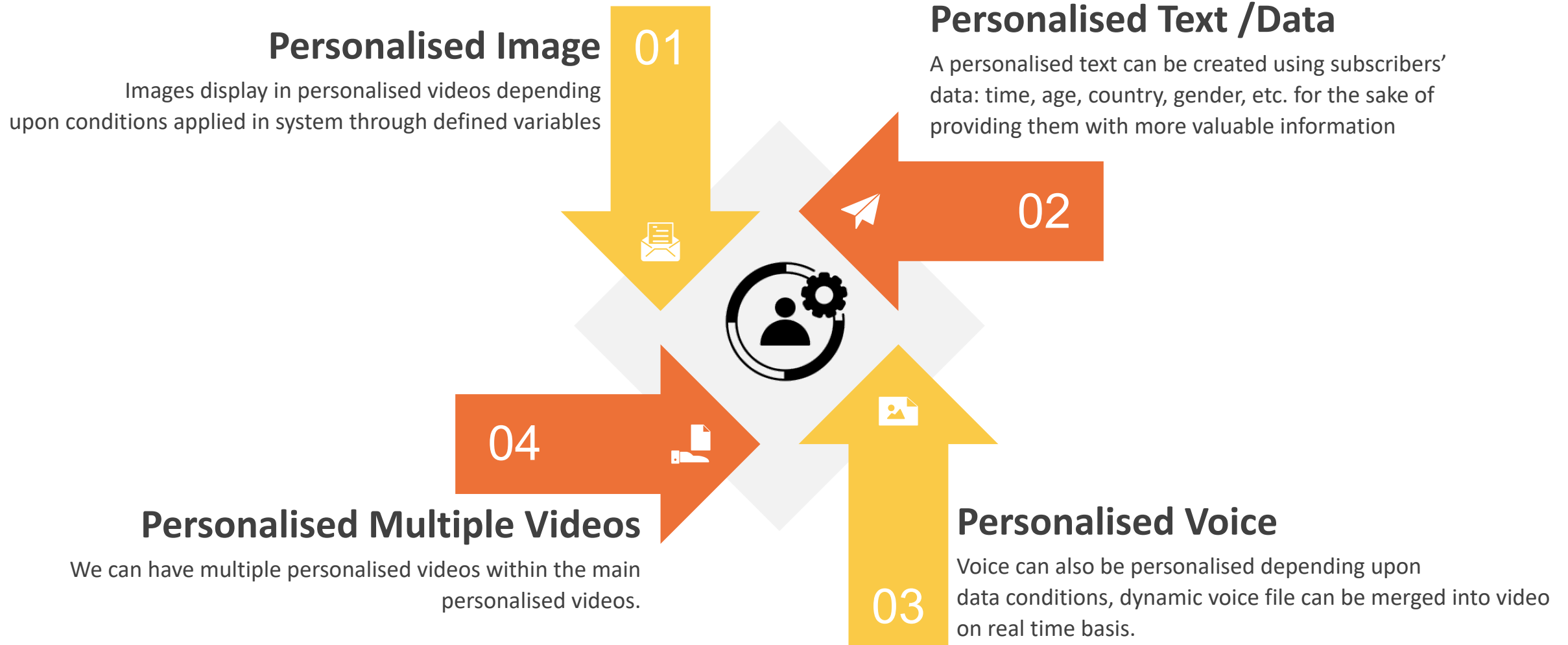
DATA REPUBLIC offer the most *competitive rates for IPV production in the video industry

*subject to quantity ordered

IPV's Revolutionise Enterprise Communication



Personalised Videos



How IPV's Function

VIEW OUR PERSONALISED VIDEO FEATURES:



Personalised Video / Lead Generation

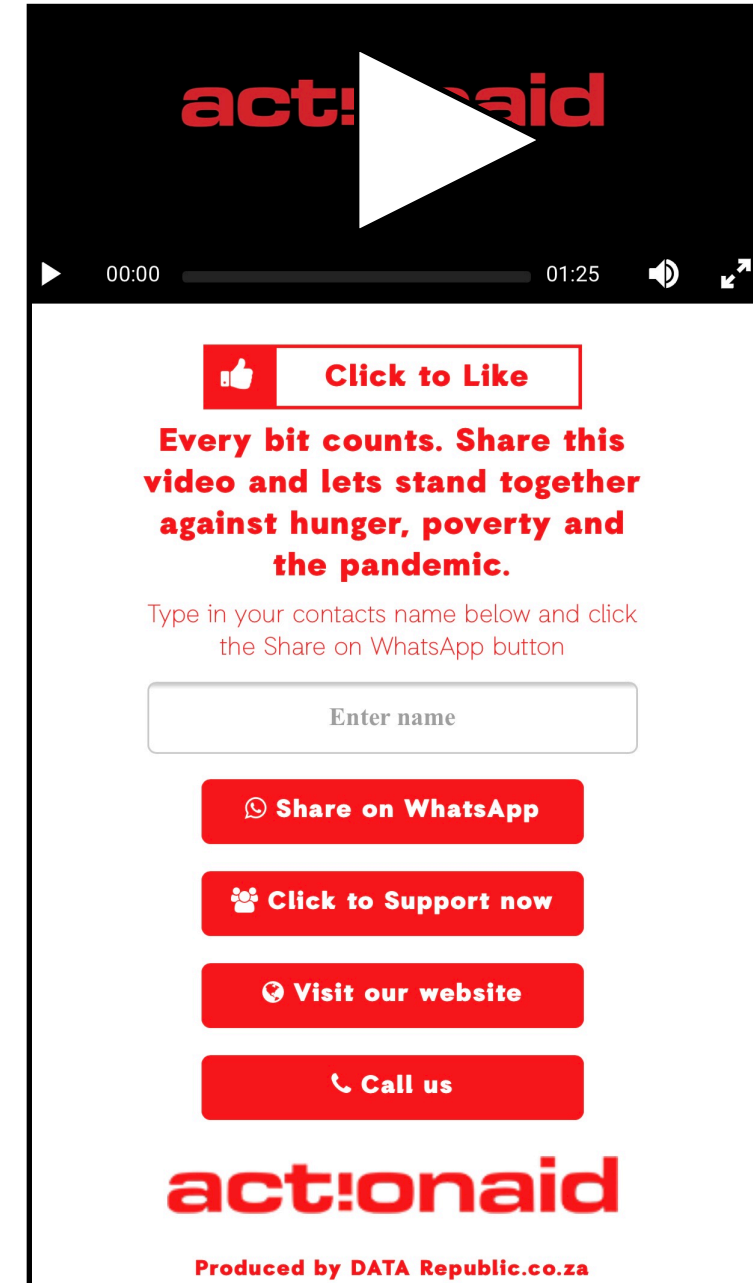
SOCIAL MEDIA SHARE FEATURES:

Interactivity within the video provides unique features to boost the performance of Personalised Videos, including:

Social Media Share features via **Whatsapp, Telegram, Facebook, Messenger**, etc. to share / send content creating additional exposure and **Lead Generation**

Viewers can type in friends, family members or colleagues names (Personalise the video) and send the video to them.

Click the play button (top right) to view share on WhatsApp feature



Birthday Wish From Celebrity & Brands

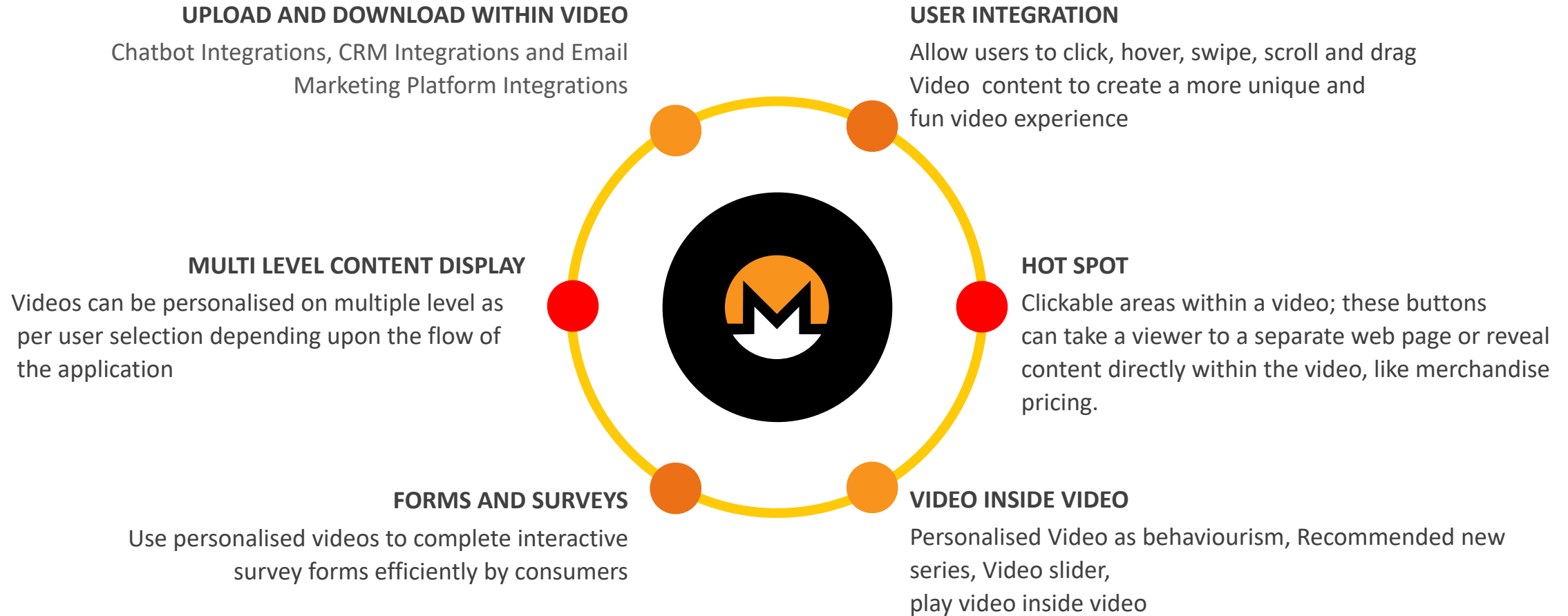
EVERYBODY HAS A BIRTHDAY:

- Receive a personal birthday wish from a celebrity
- Branding opportunities
- Clients can generate revenue
- Personalise the video with photos from family & friends
- Choose your own birthday message
- Your age is shown by the player scoring runs, goals etc.
- Client can provide a gift by offering a discount on a product.



[Click button to view personalised birthday video](#)

Interactive Videos



Interactive Videos

HOT SPOT BUTTONS:

Clickable areas within the video.
These buttons can redirect the viewer to the clients url (website) or reveal content directly within the video:

- Subscriptions
- Pricing or payment cart
- Brochures: Up/down load or view
- Bookings
- Find a dealer
- Switch between exterior or interior views

Click the play button (top right)
to view Hot Spot features



Live Data Updates & Evaluations

DATA LINKED TO API:

- Credit check
- Loan application
- Product application
- Subscriptions
- Balance on card
- Funds available
- Credit available
- Competitions:
Scratch Card

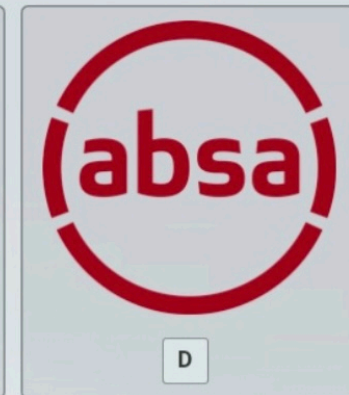
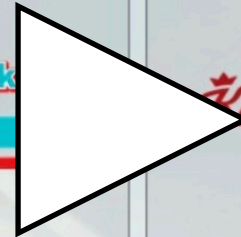
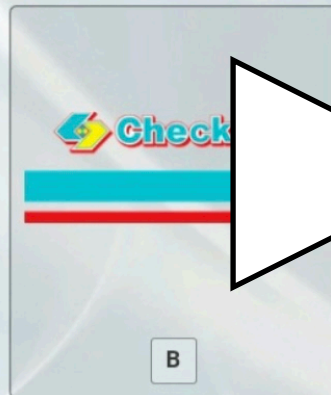
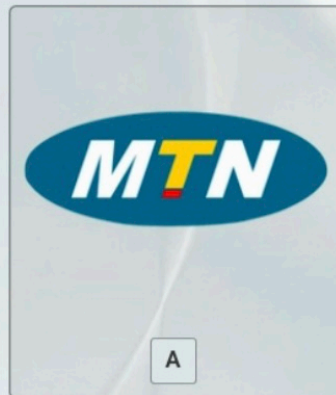


[Click the play button above to view loan application video](#)

Interactive Personalised Survey Form

2 → Qualify for a **10% DISCOUNT** on one of these **BRANDS**. Choose your brand.

T&C's apply - complete the survey.



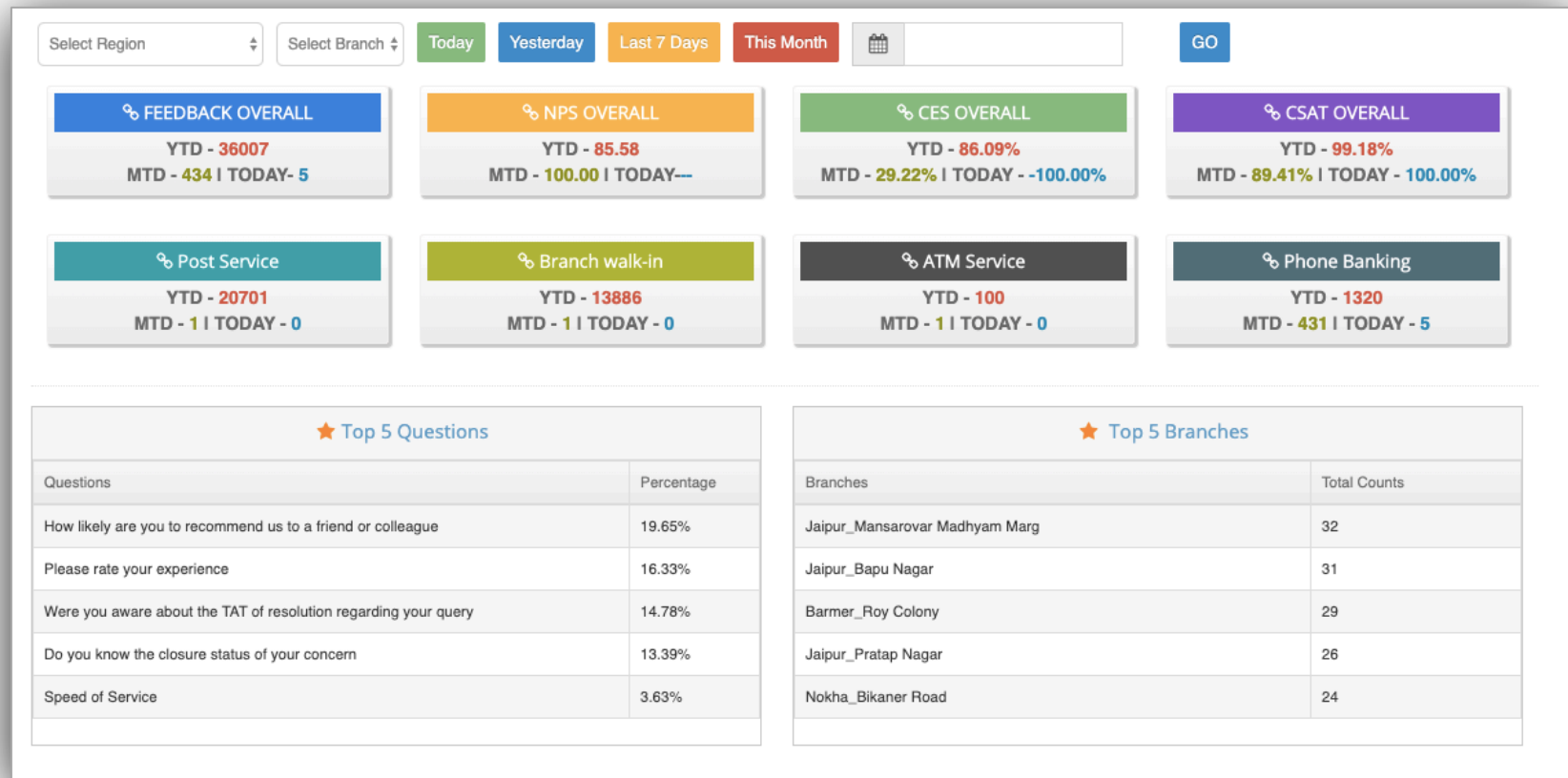
[Click the play button to view survey form](#)

Video Survey & Forms

Discover the truth with our video survey.

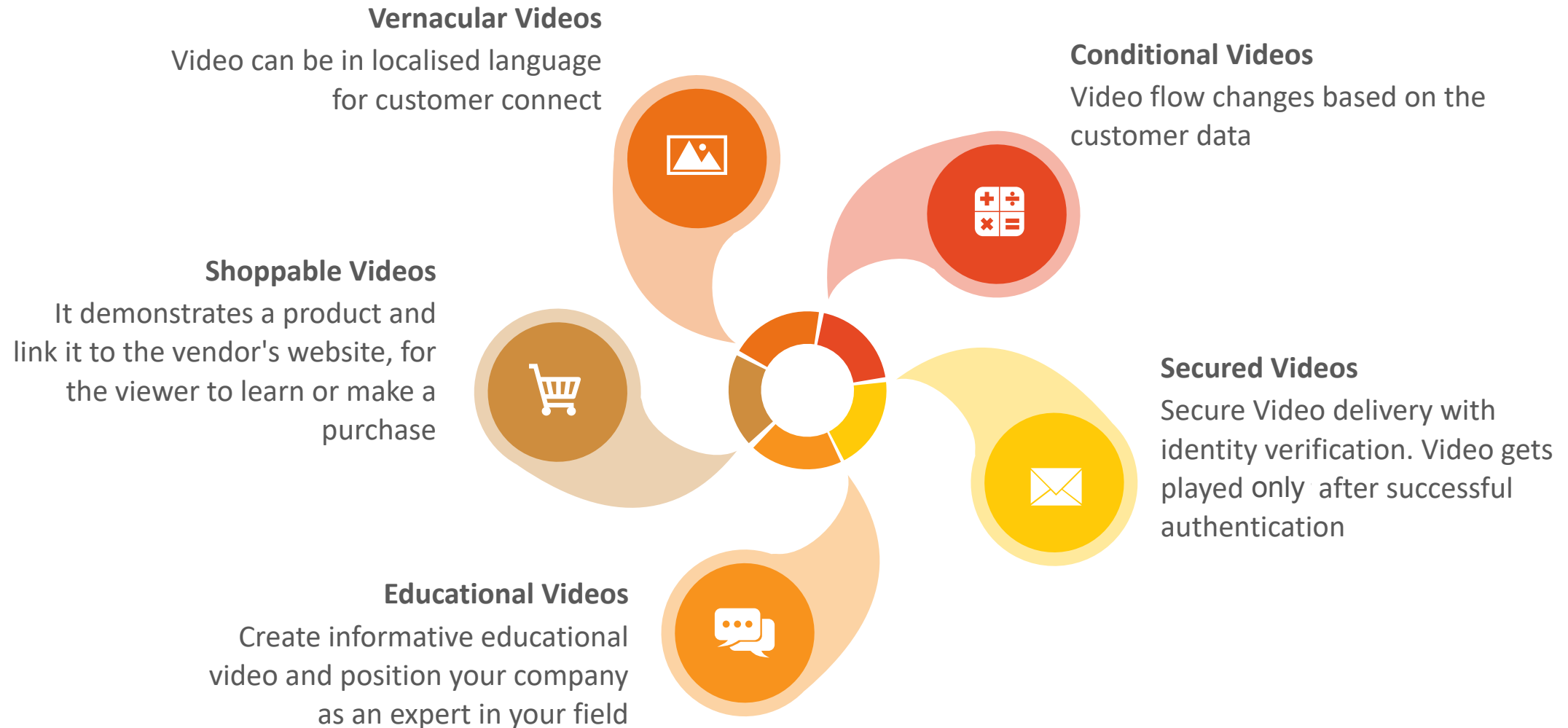
Gather greater information and Initiate contextual conversation for insightful insights

- Comprehensive advanced data Insight
- Transparency and Control
- Secured Feedback Data Management



[Click here to view survey form](#)

Interactive Videos



Vernacular Language Videos

Speak to your audience in their language for better personal brand connect. Unleash the power of vernacular language. Multilingual Video Provides clearer customer communication and satisfaction [Click here](#) to view a sample video.

isiXhosa siSwati Setswana
Sepedi English Afrikaans
Xitsonga isiZulu Sesotho
isiNdebele Tshivenda

Shoppable Videos

These videos use embedded links to enable viewers to click and purchase those products instantly without leaving the video. They enable brands to replicate the experience of visiting their website without the consumer having to leave the social platform they're enjoying.

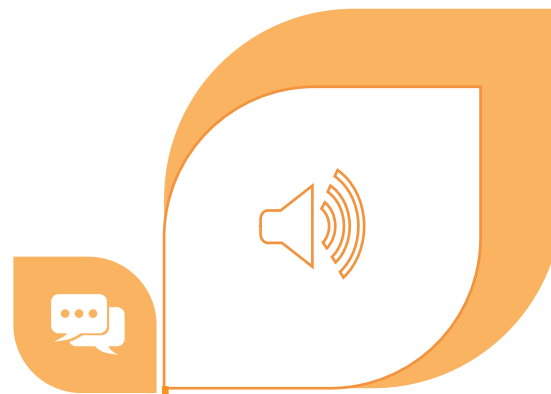


Educational Videos



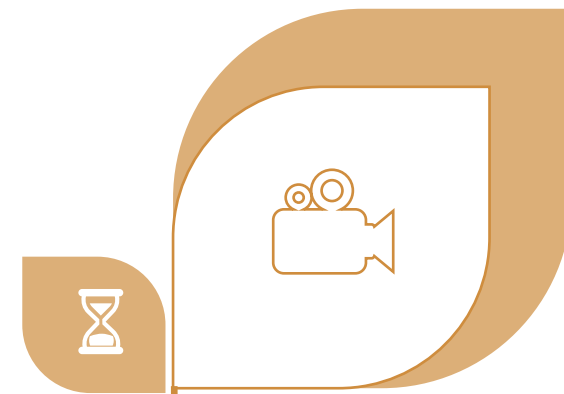
Onboarding

Introduce yourself to prospective customers. Giving your prospects educational content with fun, interactive elements is great for nurturing more qualified leads who are willing to explore what your company can do for their unique situation.



Awareness and Discovery

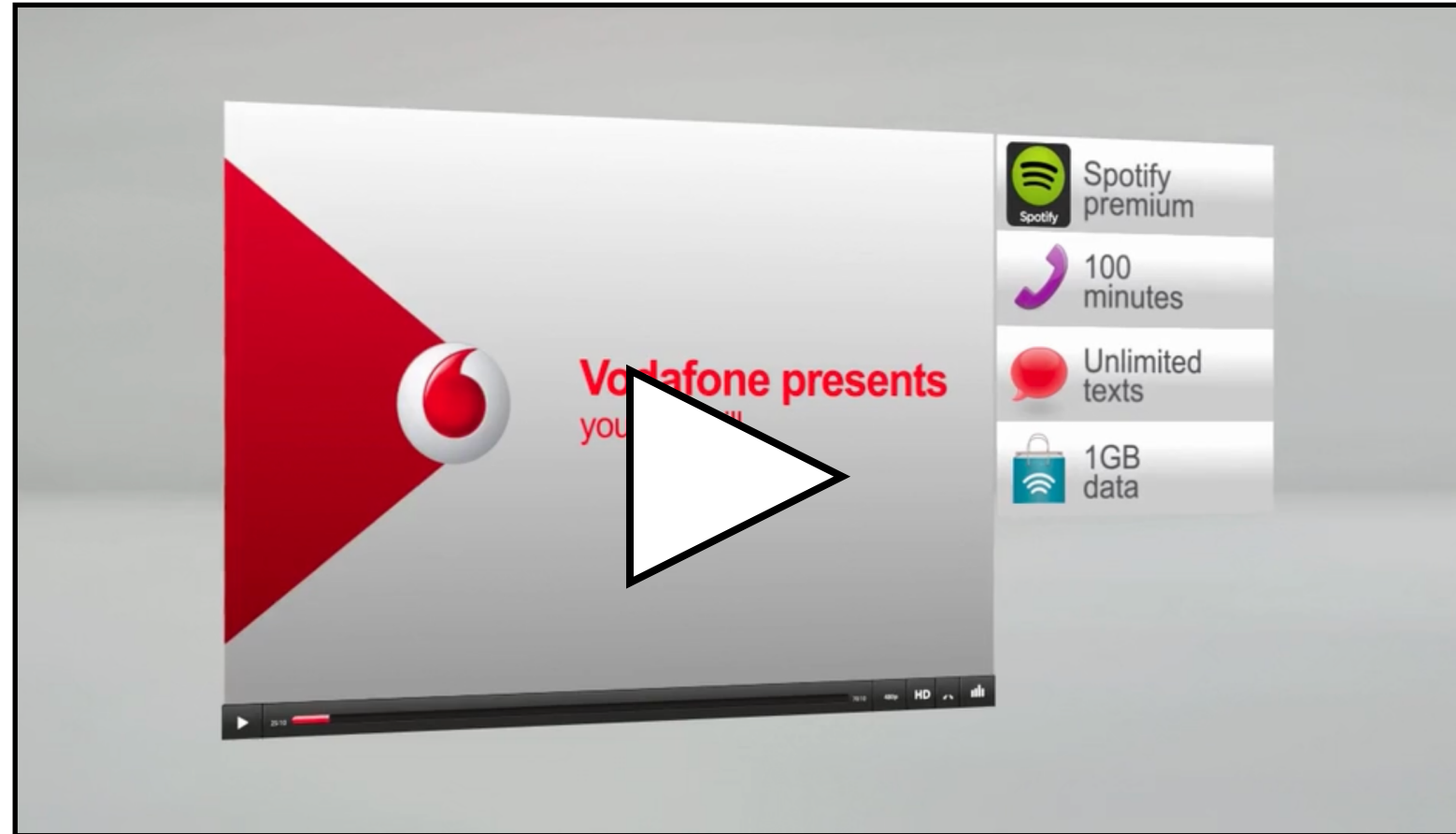
Create an explainer video that lets your prospects know who you are and prompt them to evaluate their own wants and needs. Your interactive video can ask questions to uncover a prospect's unique profile, giving you the opportunity to explore how your company can cater to their situation.



Training

You can create a training video with interactive elements that educates and keeps your audience engaged in the video, you can always retool the experience to explain the material in greater depth.

EDUCATIONAL VIDEO ON NEW PRODUCT

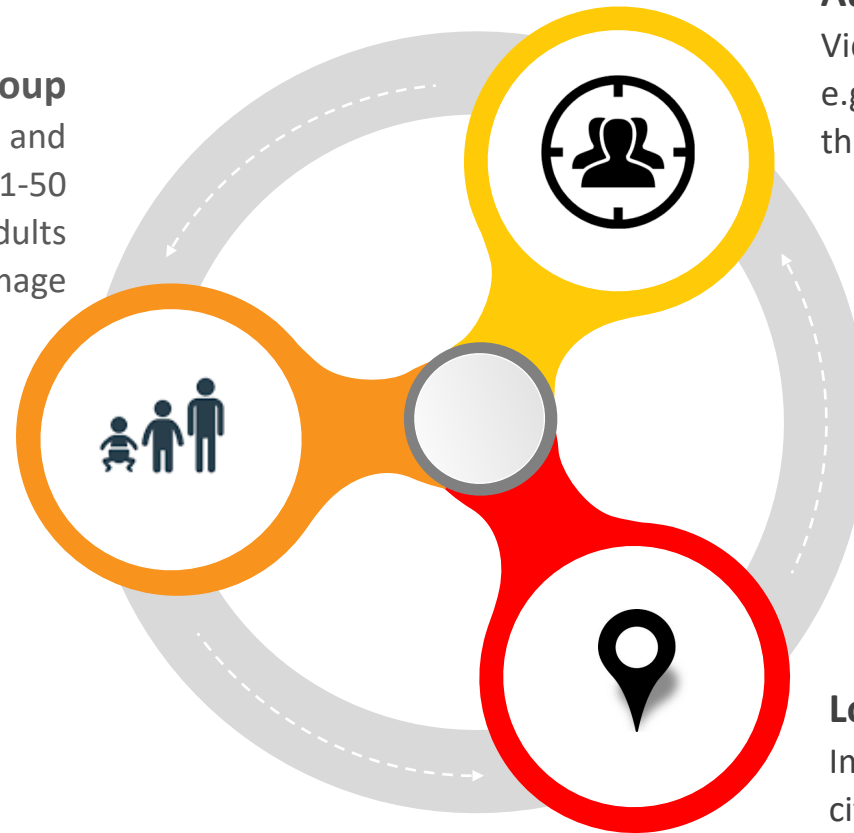


[Click the play button to view survey form](#)

Conditional Videos

Based on the data, flow of video will change

Age-group
Young adults (aged 20-30 years) – Young boys' and girls' theme-based
Middle-aged adults (aged 31-50 years)- Working class theme-based image
Older adults (above 50 years) – Enjoying life theme based image



Audience

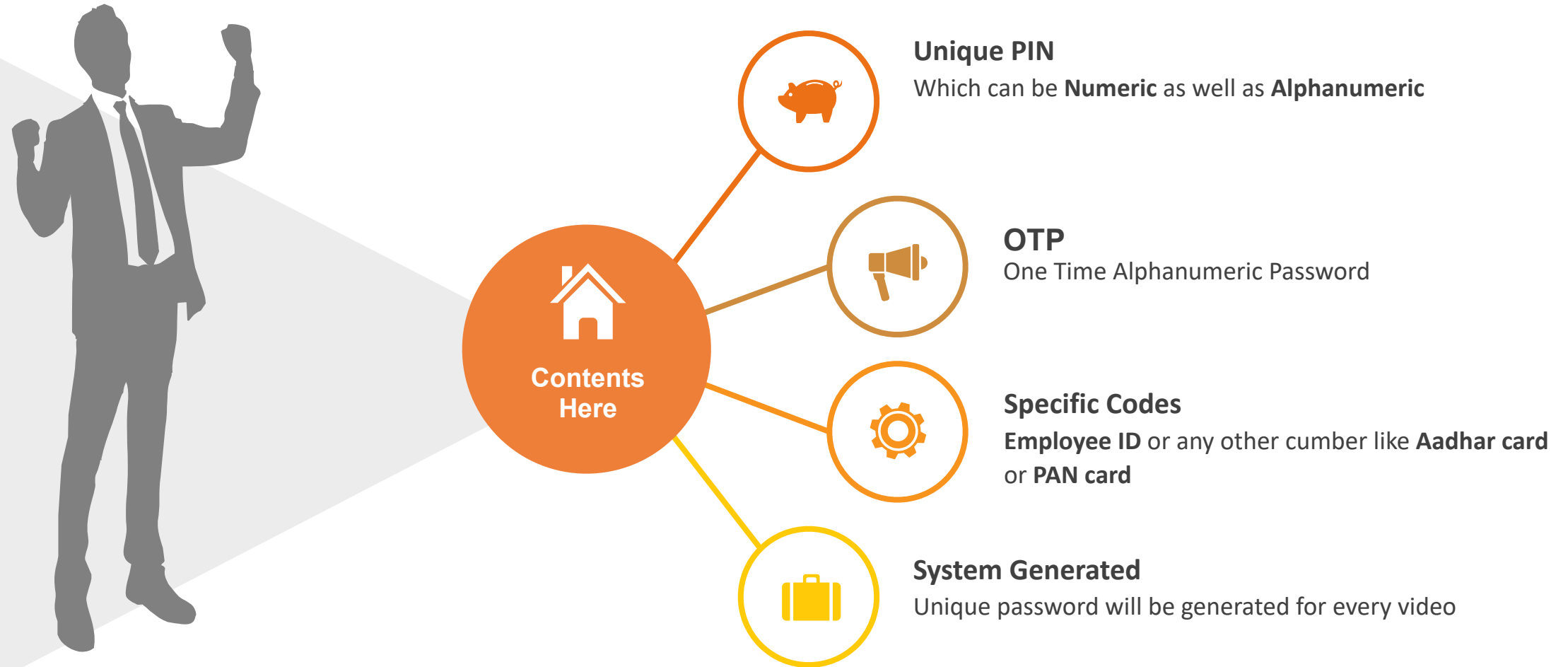
Video can be personalised depending target audience for e.g. for male audience video can display blue colour theme and pink colour theme for women.

Location

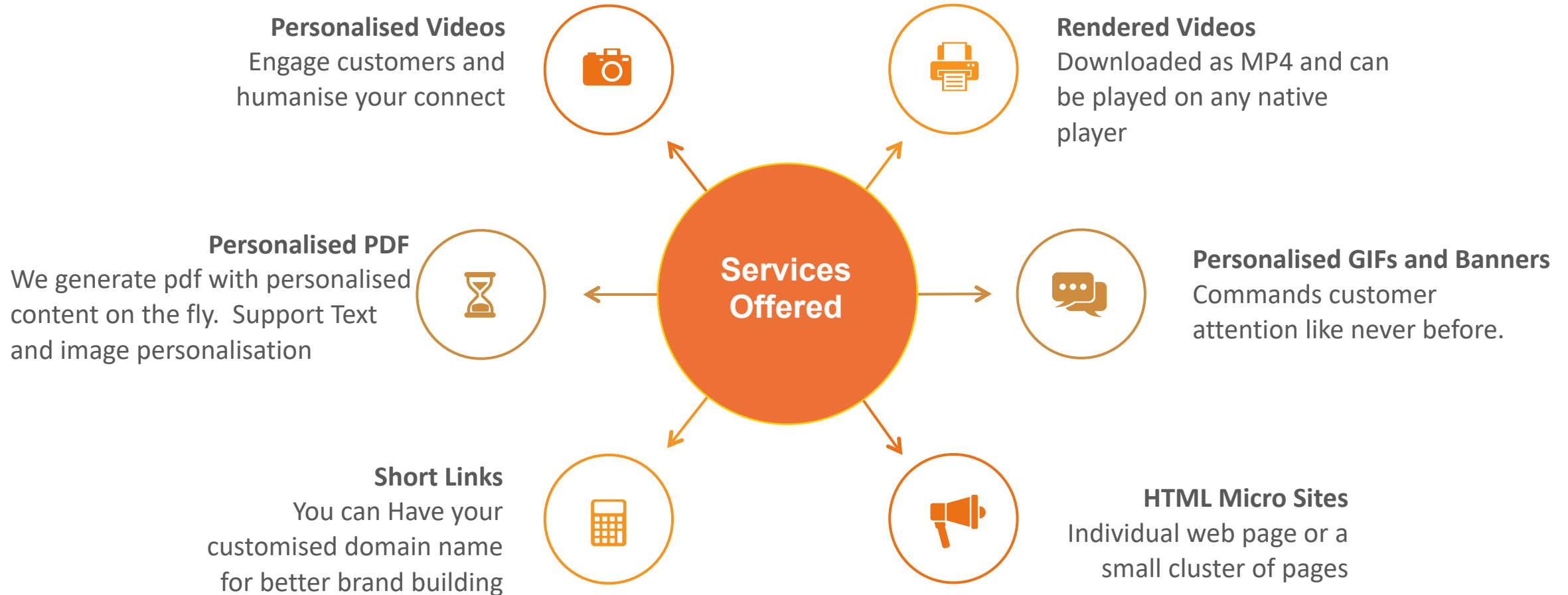
Images can be displayed depending upon the customer's city and location

Secured Videos

Secure Delivery of Video to end user by verifying his/her identity. The video will only gets played after successful **authentication**



Data Driven Personalisation



Personalised Short Links

Short links are **smart links** created by shortening the long, breakable URLs. Clicking on this **link** will take the user to the long **URL**

Enterprise Branding

We offer Enterprise specific domain name for better brand building and authenticity like **icibnk.cc/99a10**

Personalised Links

Short links can also be customised like **mtn/Fathers Day**, **MTN/Brand Deal**



Aesthetic Look and Convenience

Long-form URLs can appear sloppy or untidy. Short links are cleaner. They are simple and easier to share

Deep Tracking

Number of Clicks generated, Number of Unique Clicks Generated, Geographical Distribution of clicks generated, Device based click Insights, OS Wise click insights

Rendered Videos

In these types of videos, personalisation is done before sending the video. Available on demand



Here you have to prepare all videos in advance, which means the data is set within the video.



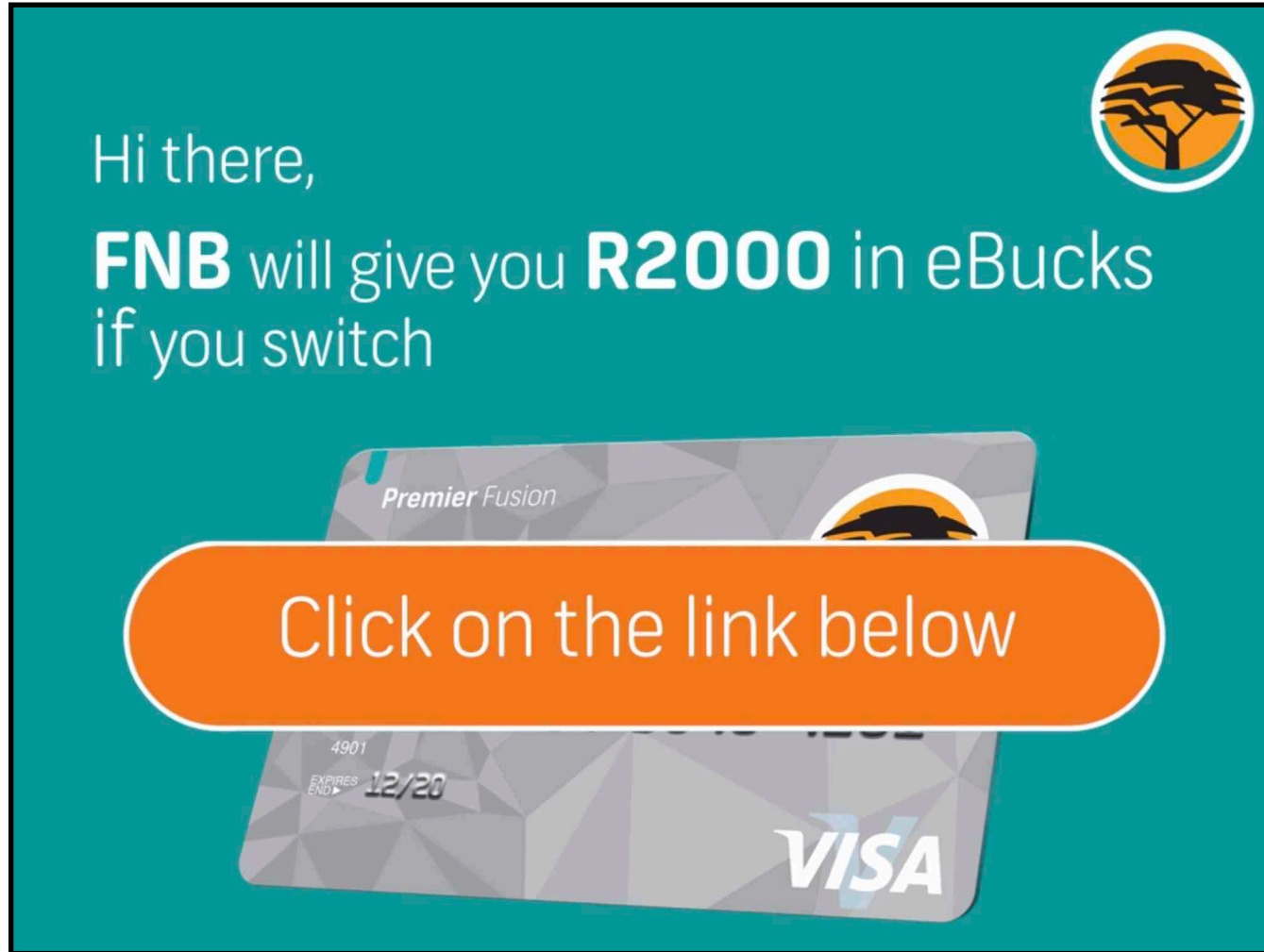
With rendering in general, you are less dependent on the viewer's internet connection.



Videos are stored in MP4 Format. These videos can be played on any native player



Personalised GIFs | Banners



Click image above to view the GIF

Capture Customers Attention

Explain Process / Tell Story

A visual story told in the form of GIF will be more compelling and engaging. Explaining scientific or technical concepts can easily be done with GIFs. Video banners are effective for re-targeting

For Social Media Engagement

You can make your marketing stand out on social media with GIFs. This format increases the likelihood that viewers stop and watches the GIF and also tends to share it.

Include as Part of Your Email Marketing

GIFs are the friends of email marketers as they spice up your email designs and strongly engage with your viewers

Call to Action

Call-to-Action is a very critical for inbound lead generation

Personalised HTML Micro Sites


Personalised HTML Micro-sites where we can personalise all the assets in HTML page and show profiling-based data the way you want it with free video landing pages.



Add your logo, Theme, Product and service Videos, Brand identity, Customise CTA Buttons to improve conversion Share Page Feature




we can create html microsite for customers with link **https://hdfc.loan/1xhstd** with below features where data can be displayed based on their profiling in system

 **HDFC BANK**

Hello, Pranay Saxena

Get your instant Pre - Apporved Personal Loan from HDFC Bank today!



Fill in the required fields below to apply for the loan:

Customer ID : 123XXX49

Mobile Number : 98152XXX14

Loan Amount : ☒ 5 Lakh ☐ 8 Lakh

Submit



Video Production

We produce different types of videos for Enterprises

Textual



Textual Videos to simplify customer communication and make video summary consistent with text

Animation



Custom animated info graphic videos to tell great stories to customers

3D



A 3D stereoscopic video is a motion picture that enhances the illusion of depth perception

Motion Graphics



Video that combines informational and educational content with graphics and animated motion

Virtual Reality



Simulate experience that can be similar to or different from the real world

Data Security

CERT-IN Audit certification by RBI empaneled vendor

Role Based Access

- Authorised System Access permitted. role based system access for every employee.



Data Backup

- Regular backup are taken for all important files, data, operating systems and test environments.
- All important documents are stored in safe place Server/ Media.

No Customer Data Storage

- No customer data stored. Personalised data passed as parameter to personalisation engine to generate personalised link with reference id
- In case of SMS or Email channel, personalised link gets generated against mobile number or email-id



User Administration

- Users accounts based on business need. They are responsible and accountable for their accounts
- User responsible for ethical use of the account and its associated privileges.

Data Storage Policy

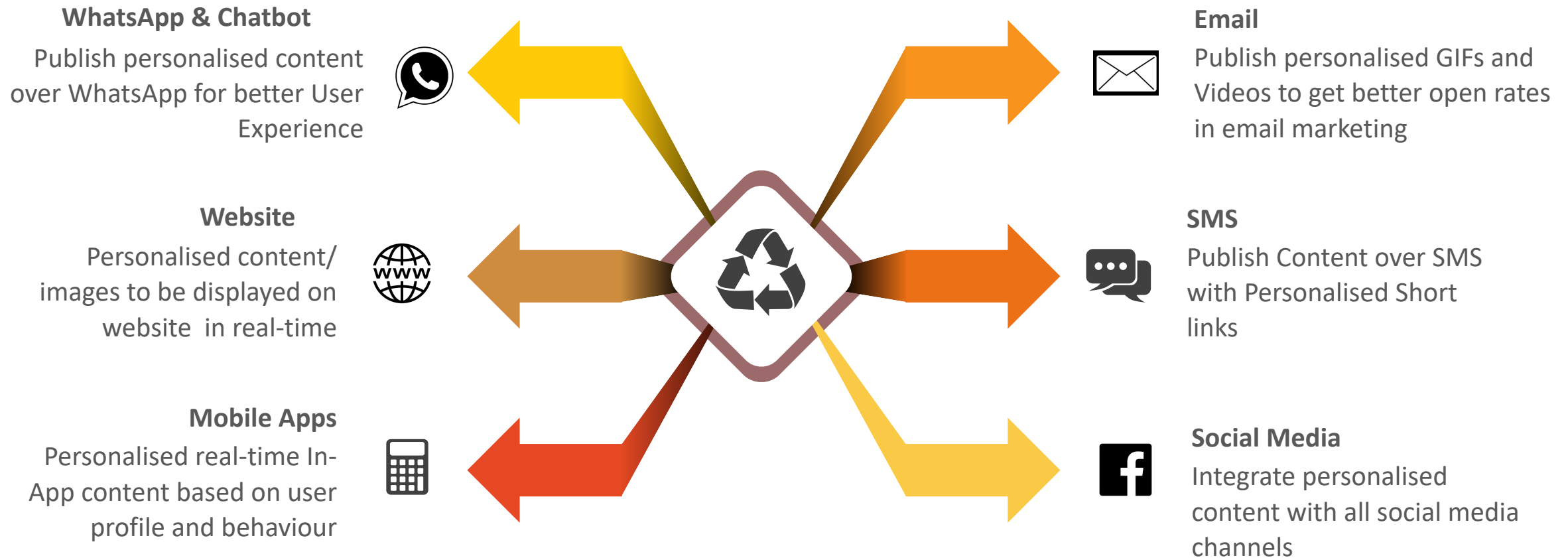
- Sensitive data, passwords, credentials and personalisation data is stored in encrypted form in the database
- Personalised links are stored in encrypted form in flat file
- When a streaming request received, respective flat file gets decrypted and merged with the raw media to start streaming



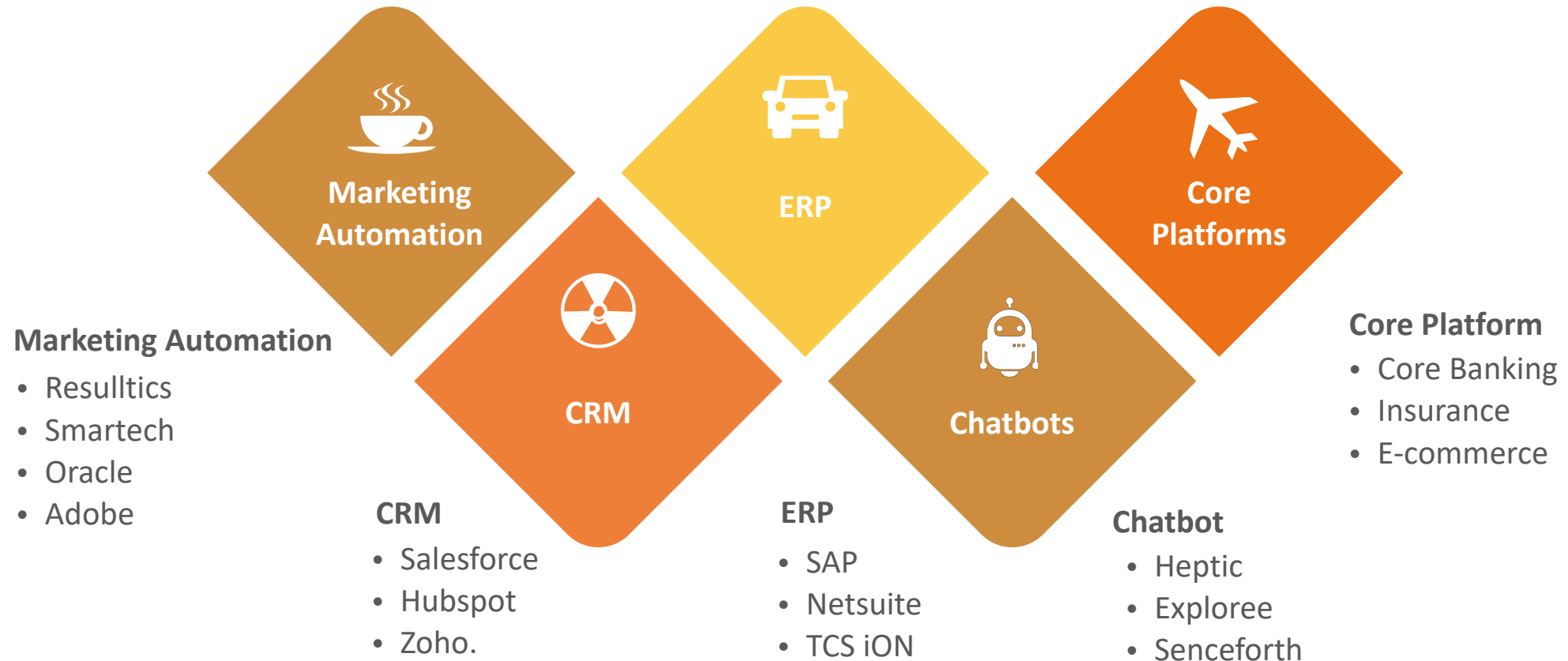
OWASP Compliance

- SQL Injection, Broken authentication, physical security
- Hide sensitive data exposure, Cross Site Scripting (XSS)
- XML External Entities, Insufficient logging and monitoring
- Uses of locks, security guards, badges, alarms, and similar measures to control access to computers, related equipment (including utilities), and the processing facility itself.

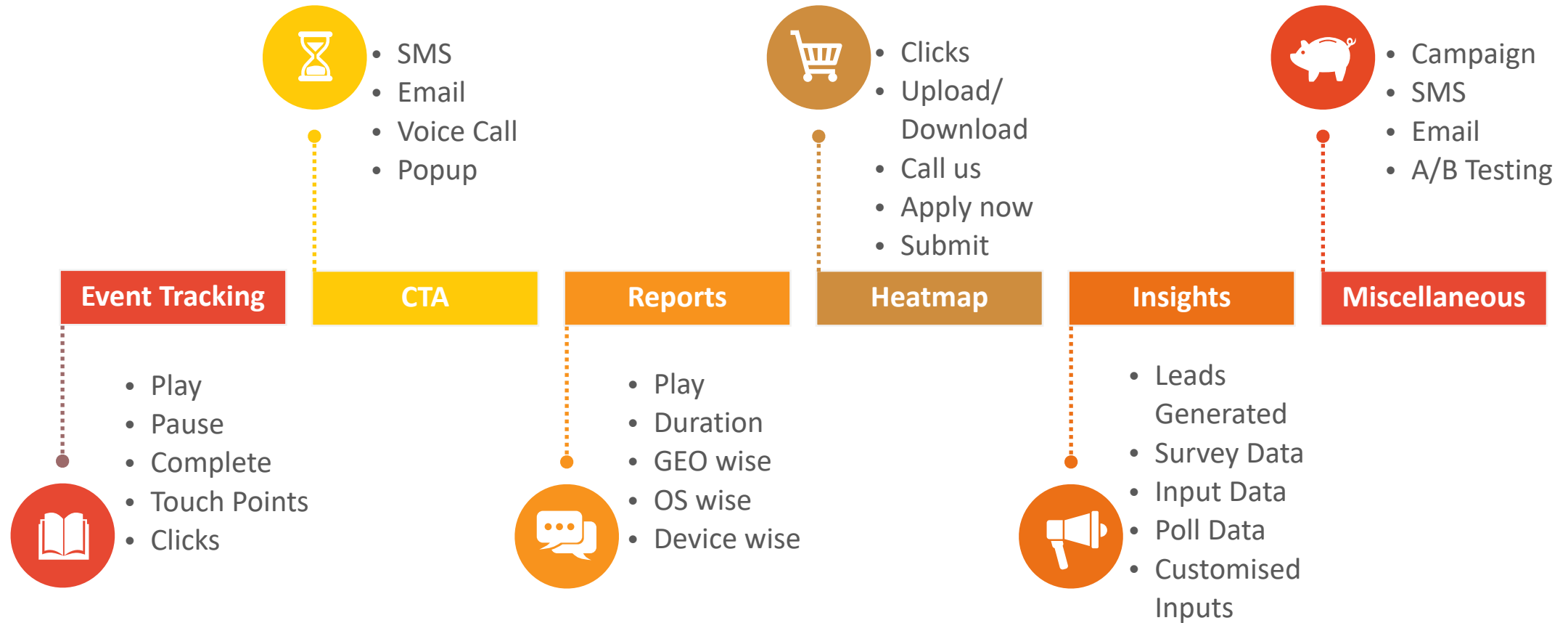
Multi Channel Publishing



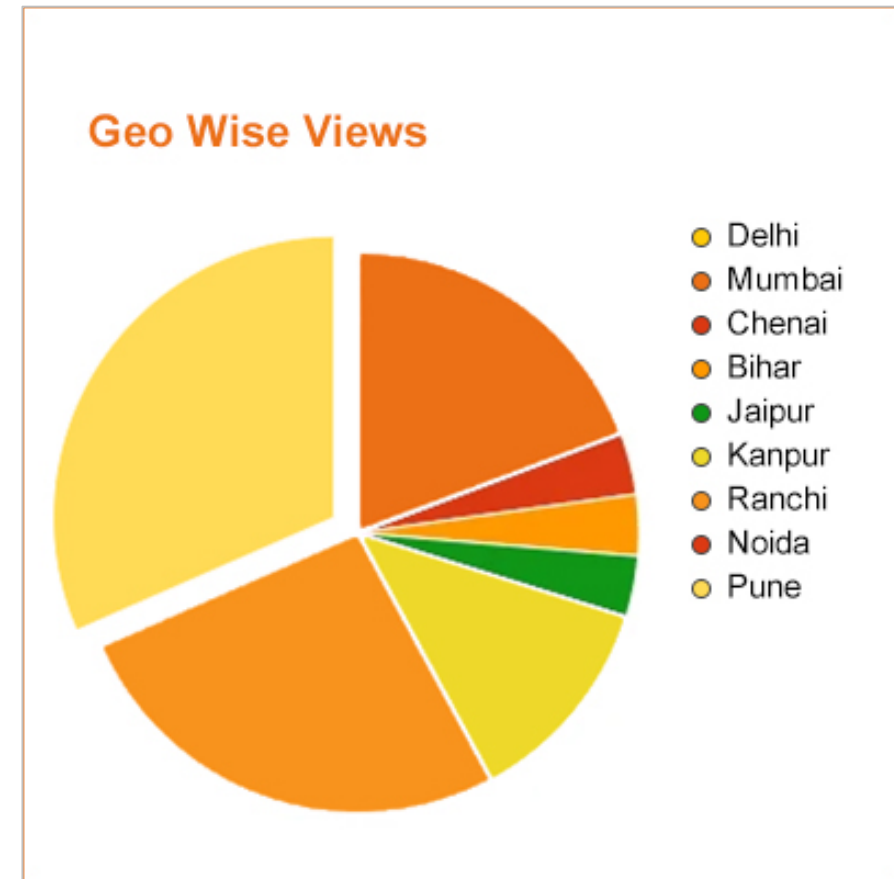
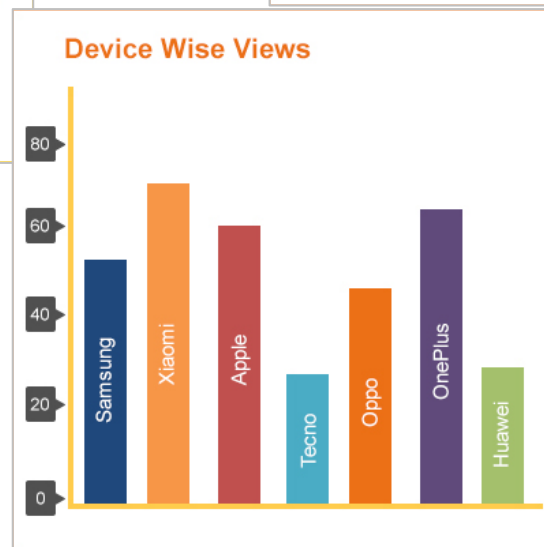
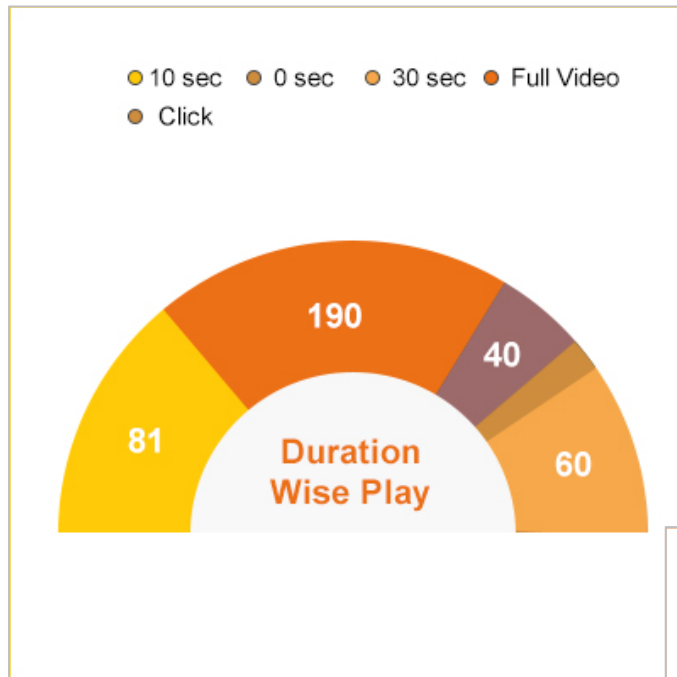
Third Party Integration



Video Analytics



Video Analytics



Video Reports

Video Links

Created 1706

Played | Unique 482 | 383

Home

Dashboard

Hi, moneyshop

★ Geo Report

View Details →

Cape Town	114
Centurion	21
Durban	28
East London	2
Edenvale	1
Emalahleni	3
Ermelo	1
Ga-Rankuwa	1

★ Mobile Device Report

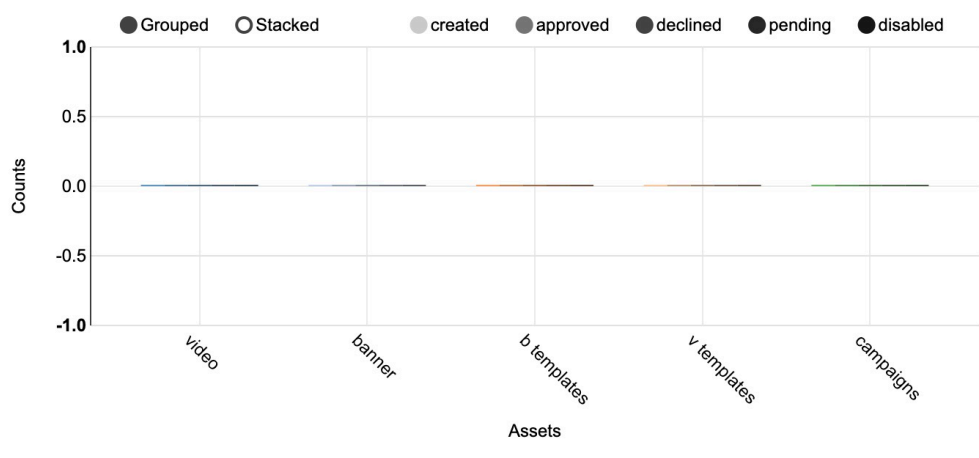
View Details →

Huawei	130
Kenxinda	2
Lava	4
LG	6
Mobicel	16
NA	7
Nokia	21
Samsung	224

★ HeatMap Report

View Details →

FACEBOOK SHARE	4
HELPLINE NUMBER	55
No	3
SMS SHARE	9
Submit	33
VISIT WEBSITE	217
WHATSAPP SHARE	28
YES	40



Video Reports

Home > Campaign Report > Data Report

Campaign Name

Moneyshop_NoScratch

Schedule Name

Select Schedule

Schedule Name

Select Schedule

From Date

2020-08-26

From Date

2020-09-01

GO

Download

idnumber	income	bank	linkid	Heatmap Name	Duration	Country	City	Device	Model	OS	Browser	Campaign Name	Schedule Name
511	200	Other	0753	VISIT WEBSITE	< 10 Sec	South Africa	Sandton	Samsung	Samsung SM-A307FN Galaxy A30s	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
518	100	Capitec	0613	HELPLINE NUMBER	< 10 Sec	South Africa	Sandton	Apple	Apple iPhone	iOS	Safari	Moneyshop_NoScratch	Moneyshop_NoScratch
514	50	Nedbank	0633	Submit	< 10 Sec	South Africa	Cape Town	Samsung	Samsung SM-N970F Galaxy Note10	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
040	300	First National Bank	0776	VISIT WEBSITE	< 10 Sec	South Africa	Pietermaritzburg	Huawei	Huawei MAR-LX1M P30 Lite	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
042	100	Capitec	0713	YES	< 10 Sec	South Africa	Sandton	Huawei	Huawei STK-L21 Y9 Prime	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
517	90	Capitec	0814	VISIT WEBSITE	< 10 Sec	South Africa	Pretoria	Huawei	Huawei PRA-LX2 Nova Lite	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
047	80	Capitec	0871	HELPLINE NUMBER	< 10 Sec	South Africa	Sandton	Samsung	Samsung SM-A307FN Galaxy A30s	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
515	100	ABSA	0642	WHATSAPP SHARE	Full Video	South Africa	Sandton	Huawei	Huawei JAT-L29 Honor Play 8A	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
517	100	Capitec	0635	Submit	Full Video	South Africa	Cape Town	Mobitel	Mobitel 4U	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
045	60	Capitec	0659	YES	Full Video	South Africa	Cape Town	Huawei	Huawei DUB-LX1 Y7 Pro	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
048	100	Capitec	0710	HELPLINE NUMBER	< 10 Sec	South Africa	Cape Town	Samsung	Samsung SM-N910C Galaxy Note 4	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
516	80	Capitec	0852	VISIT WEBSITE	> 30 Sec	South Africa	(not set)	Samsung	Samsung SM-J200G Galaxy J2 (2015)	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
514	80	Capitec	0676	HELPLINE NUMBER	< 10 Sec	South Africa	Durban	Huawei	Huawei VOG-L09 P30 Pro	Android	Chrome	Moneyshop_NoScratch	Moneyshop_NoScratch
516	100	Capitec	0728	VISIT WEBSITE	< 10 Sec	South Africa	Pretoria	Samsung	Samsung SM-A715F Galaxy A71	Android	Samsung Internet	Moneyshop_NoScratch	Moneyshop_NoScratch



Thank you

VIEW OUR SHOWCASE:

<https://vimeo.com/showcase/7278292>

VIEW OUR WEBSITE:

<https://data-republic.co.za/>

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