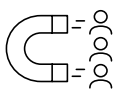


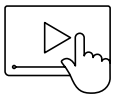
Cut through the noise to increase conversions and  
**GROW YOUR BRAND**

Brightcove Marketing Studio is the enterprise streaming solution that powers marketers to engage more audiences, amplify their martech investments and drive growth across the customer journey with video.



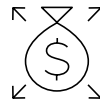
**Increase leads and drive sales with video**

Brightcove helps you build targeted segments, as well as create and deliver engaging live and ondemand video experiences that connect with your audience, drive leads and achieve your team's marketing and sales outcomes.



**Take audiences from passive to active with interactive video**

Create two way communication with your audience that encourages active engagement for viewers while offering you key insights to drive lead generation and new revenue.



**Complement and extend your martech investments**

Integrate video across the martech stack (MAPs, DAM, CRM, CMS, Social Media, etc.) to streamline publishing and reporting workflows. Now you can seamlessly track your video's impact to pipeline and sales while maximizing the tools you use every day.



**Constantly improve marketing and comms effectiveness**

In-depth performance analytics, insights, interactive elements and engagement data inform your content strategy and marketing decisions so your content and your programs are always improving.

Capabilities that help you drive the customer journey with video:

- ▶ Built on Brightcove's proven Video Cloud platform
- ▶ Brightcove Interactivity
- ▶ Multi-user management
- ▶ Integrations to leading social media destinations
- ▶ Build segments and sync with MAP and CRM integrations
- ▶ Industry-leading security features like playback restrictions
- ▶ Connect with Single-Sign On (SSO)
- ▶ In-depth reporting and analytics
- ▶ Auto-captioning
- ▶ Brightcove's best-in-class support

**MORE THAN 50 INTEGRATIONS WITH INDUSTRY LEADING SOLUTIONS**

