

RE.CON

2021: Hit the Ground Sprinting with
Digital and Data

Rapid Round: Video Analytics and Creation Engine

Speaker



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ADA



What do we know?

Video content and marketing is growing across the digital space.

AUDIENCE BEHAVIOUR



1 billion hours

of YouTube video views per day

90% of customer

claim that buying decision is influence by video

CONTENT PERFORMANCE



12x engagement

more impression, more audience

> 80% conversion rate

CONTENT FORMAT



Videos are more
entertaining,
engaging and versatile



Why you need video analytics?



Define Video Marketing Success

- Right metrics to measure against your business goals
- Monitor owned and earned content.
- Audience sentiments



Know Your Audience

- Demographics
- Content your target audience are watching on respective social channels across various categories
- Identify key influencers suitable for your brand



Stay ahead

- Stay ahead your competitors!
- Use AI to help benchmark your next video campaign success and plan your content according to trends - at speed and at scale!

A social video machine learning analytics and insights tool, coupled with an AI-powered content recommender. We monitor billions of social video performances daily, providing actionable insights so that brands can monitor their campaigns and create video content that resonates with their target audience.



ANALYZE

Crunching 3 billion+ videos daily, analyzing video performance and audience analytics.



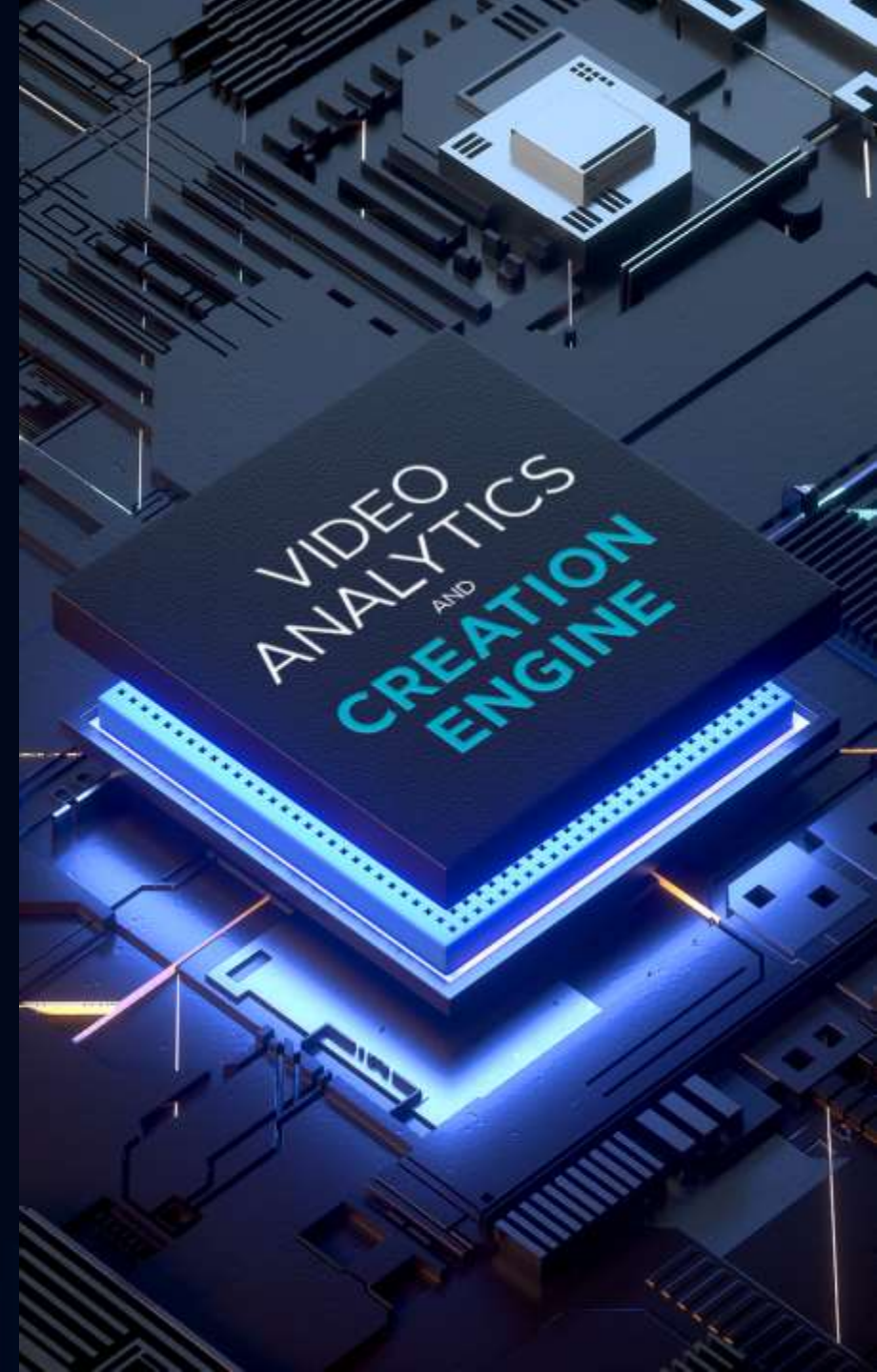
RECOMMEND

Powered by AI, the engine is able to provide recommendations for your next video campaign using data and insights



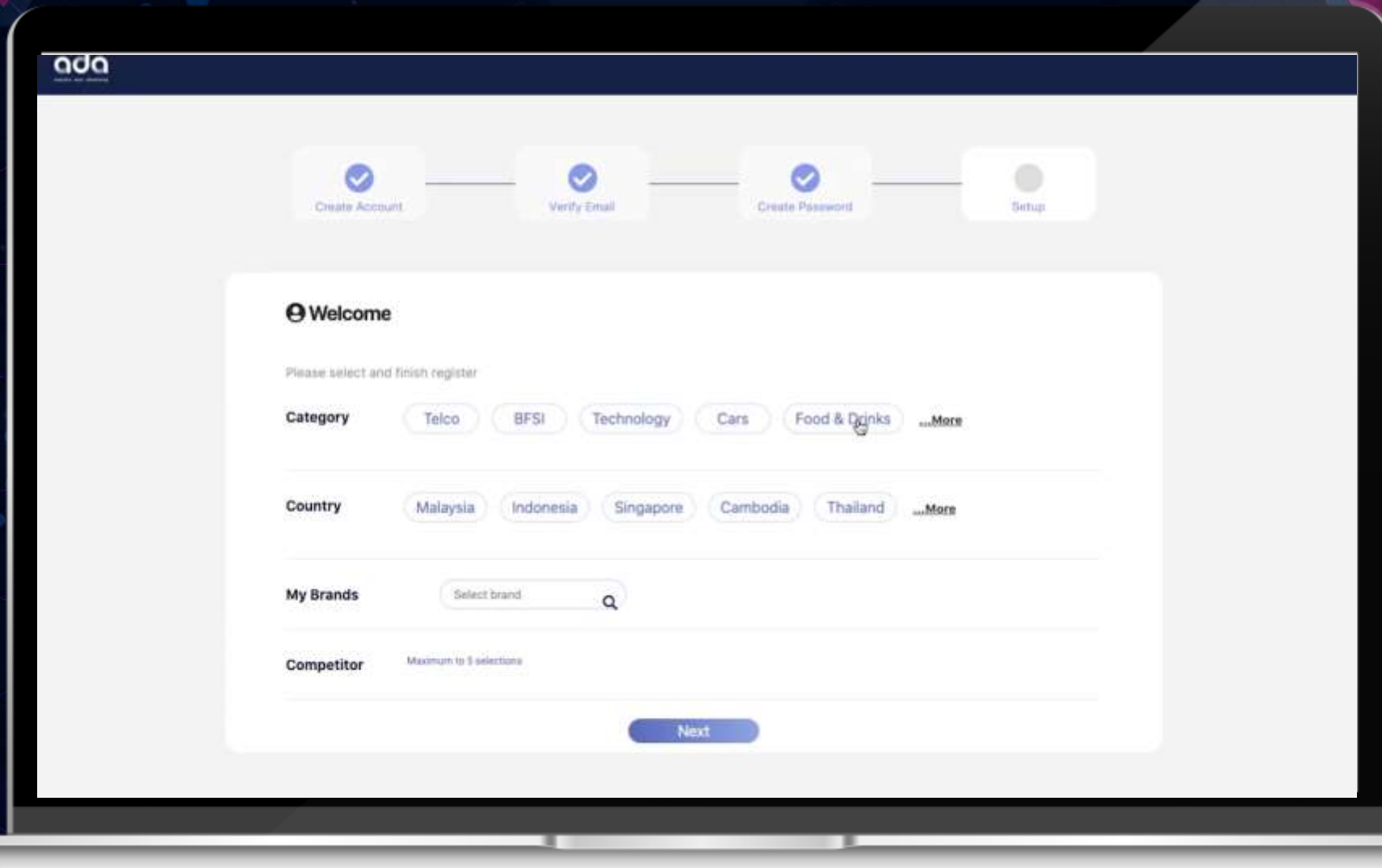
CREATE

Creation Engine have the capability to build, produce and scale up your videos marketing





VIDEO ANALYTICS AND CREATION ENGINE DEMO

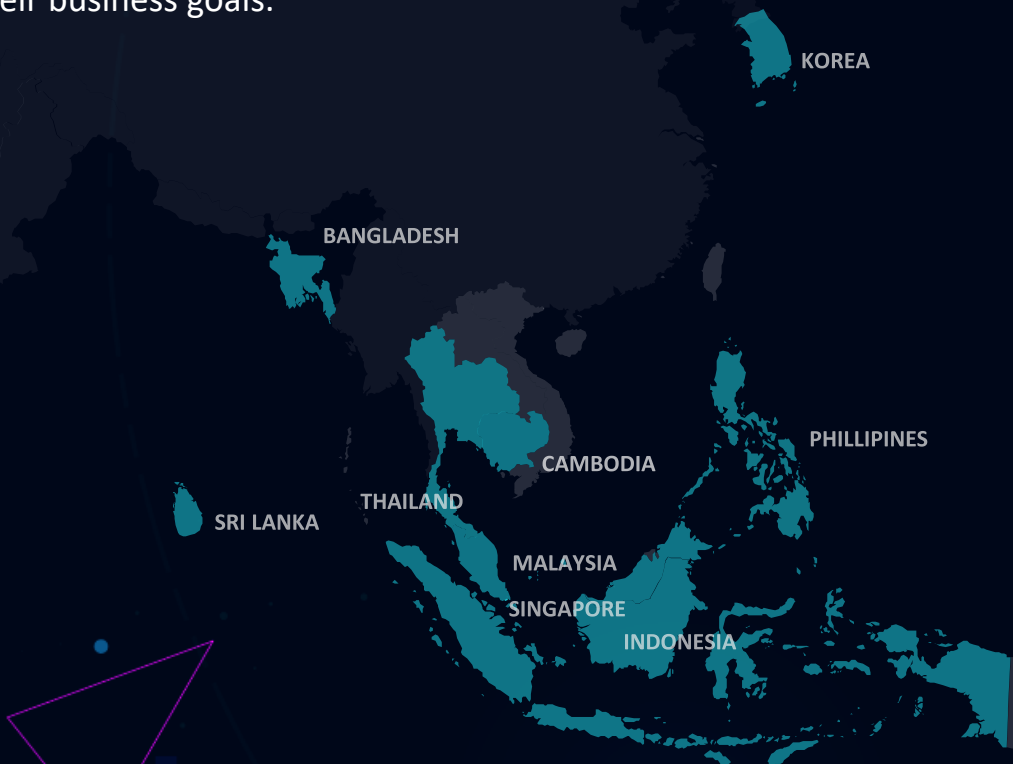


[Watch Demo](#)

About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.



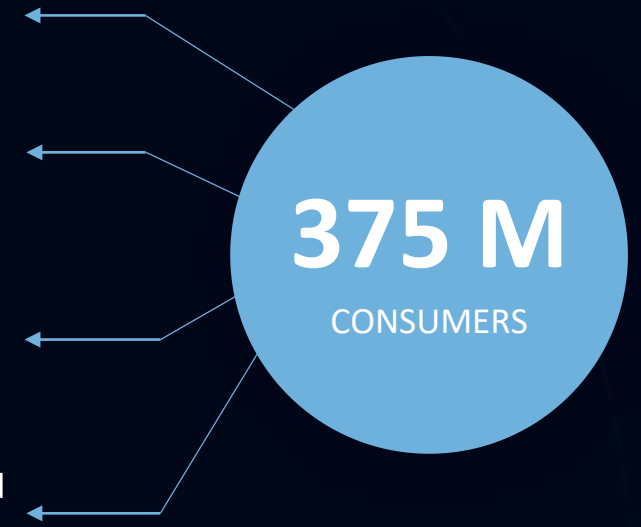
About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**



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