



Do more. Be more. Achieve more.



"Basing IndiVideo on Azure services like Power BI Embedded is perfectly suited for what we do, thanks to its scalability, advanced data security, and the fact that our clients trust the technology."

Larry Lubin, Co-Founder and President, BlueRush

Customer

DUCA Financial Services Credit Union Ltd.

Partner

BlueRush

Industry

Banking and Capital Markets

Size

50-999 employees

Country

Canada

Products and Services

Azure Application Gateway
Azure Cosmos DB
Azure Database for MySQL
Azure DevOps
Azure Power BI Embedded

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Situation:

Many financial institutions have limited time and budget to distinguish themselves from the competition. Even when they manage to drive prospects to their sites, it's difficult to track when, where, and why these visitors lose engagement.

Solution:

BlueRush streamlines the customer journey with videos personalized in real time with viewers' data. Using machine learning in the BlueRush IndiVideo platform, financial organizations can segment audiences and revise content in response to viewer interactions.

Impact:

BlueRush clients see anywhere from 20 percent to 40 percent higher conversions from prospects when using IndiVideo. For instance, DUCA Financial Services Credit Union saw an eightfold increase in revenue and new customers for the same offer.

