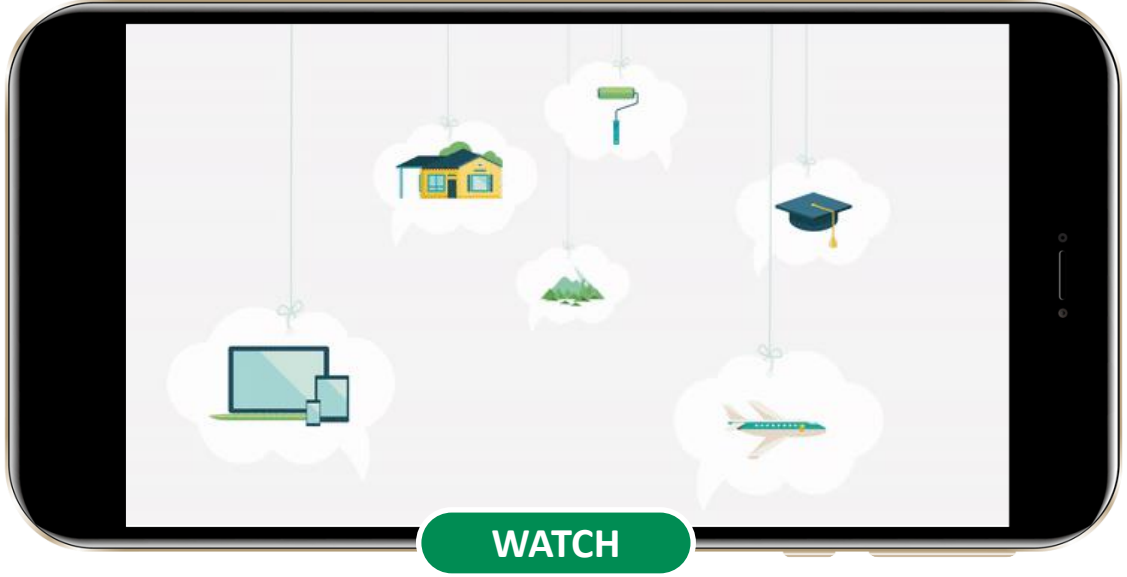


Case Study | Desjardins



“My Savings Goal” Statement IndiVideo

Goal
Increase engagement and contributions for Desjardins’ “My Savings Goals” program.

Solution
Educate and engage members with a personalized video statement that shows accumulated savings and promotes additional contributions to attain goals faster.

With IndiVideo:

26%

increase in conversions for customers who viewed the video vs. those who did not

17%

Lift in video views when using a personalized animated gif on the landing page to direct to the video

