



Case Study

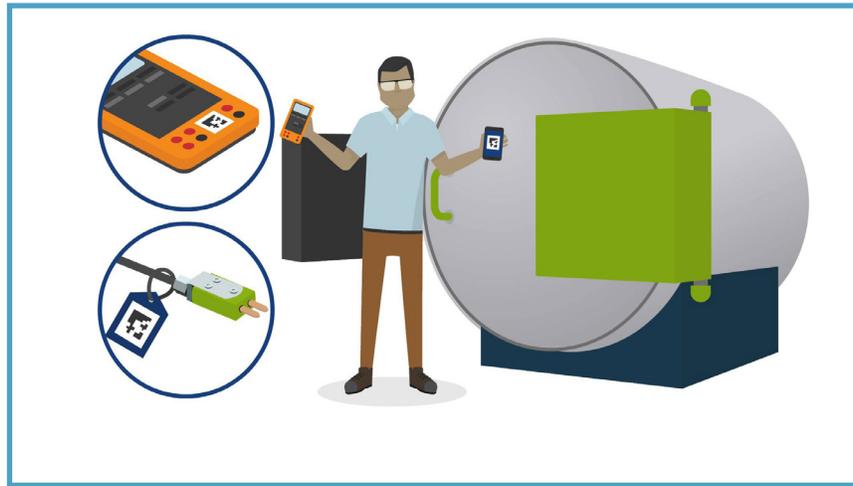
C3 Data



SwitchVideo

C3 Data:

A case study on conversion and the power of video



Click here to watch the video

Executive Summary

C3 Data contacted Switch Video to produce an animated video explaining the value of C3's eCapture furnace calibration app.

Switch created a hybrid screencast and character animation video designed to drive viewers to sign up for a free trial of the app. Nathan Wright, the Founder and CEO of C3, says; "of our free trials claimed so far, 96% have converted to a sale! The video immediately generated results for us and it hasn't stopped doing so."



Why C3 chose Switch Video:

C3 wanted to work with an established production house with a proven track record.

Within 7 days of sharing their animated explainer video to just one customer, C3 sold a large app subscription to them. The video paid for itself with that one single customer using the app. In the first month the video was released and shared with qualified leads, the app was sold and up and running in 4 more factories.

Nathan explains, "When we show the explainer video to qualified leads, the next question isn't how the app works, it's how much it costs. With the video they understand how the app works and they just want to start using it."



About C3 Data



C3 Details

Industry
Industrial Furnace Calibration

Location
Indianapolis, IN
Annapolis, MD

Website
www.c3data.com

With their roots in the industrial furnace industry, C3 is a start-up with the goal of revolutionizing the furnace compliance process. For generations, the process has remained a manual and error-prone process. Not anymore.

C3's mobile eCapture technology has virtually eliminated preventable errors that cause over 50% of "failures to comply" or NCRs. C3 is bringing furnace compliance into the 21st century.

"Our video shows potential customers in our traditional industry that they can get on board with the way things are moving in the world."

-Nathan Wright, Founder C3 Data

C3's Goal

C3 needed an animated video to quickly and clearly explain how their app solved key industry challenges.

C3 founder Nathan Wright admits "Powerpoints, prezzies, and long product demos were boring and didn't work. Cold calls with our elevator pitch weren't working either. What C3 does is not simple to explain. It's very layered. In the past people would get the "deer in the headlights" look when we did our presentation. Our Switch explainer solved that problem and it was a major problem."



Switch Video's Solution

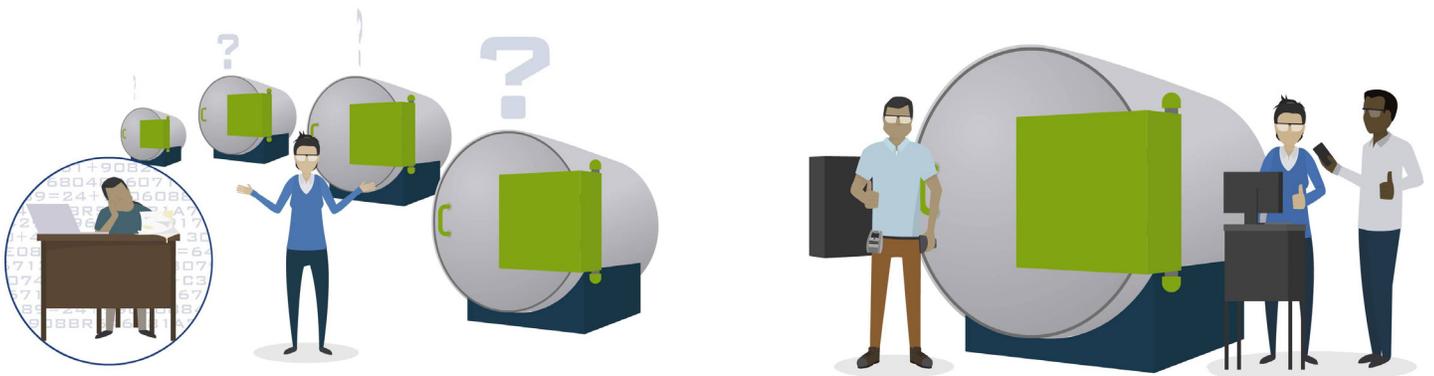
During the “Discovery” phase of production, the creative team learned about C3’s goals, target audience and industry. Switch then created a custom success strategy for C3’s video. We were confident recommending a hybrid character and screencast animation style.

Building credibility with C3’s intended audience was critical. With this “blended” style we were able to show the outdated old ways of furnace compliance in direct contrast to images of C3’s new app revolutionizing traditional furnace compliance practices. The script strategically employed industry-specific terms for added authenticity.

For maximum effectiveness, the video ends with a clear call-to-action driving viewers to “Click for a free trial” and send them straight through to a custom landing page.



Creating a video that appeals to specific niche markets can’t be achieved using stock characters, standardized videos or templated scripts. The Switch Team created industry-specific characters and typical workplaces with furnaces. This level of custom visual detail is important for engagement and authenticity. The characters’ expressions transform from looking stressed to looking relieved and satisfied as they use the app.



Simple stories sell. And C3’s video is no exception. Nathan agrees, “Our animated explainer video opens the door for sales conversations right away because the concept of what we’re doing is immediately understandable in the customer’s mind.”

The video builds excitement. The viewer wants to learn more. The “try for free” call-to-action makes it possible.



Switch's Evidence

Nathan goes on to tell Switch Video, "when the C3 video is shared to a verified lead about 50% of those emails will result in C3 having the opportunity to have a meeting or call with the lead. From there about 60% will end up buying."

The video has dramatically improved the C3 sales process. Nathan states, "even before we give our elevator pitch, we try to show them (prospective customers) the video. We just send them a link to the video. It's easy to open, watch quickly and it's so easy to share."

The versatility and more specifically, the shareability of video has directly helped with sales. "The person who watches our explainer video may or may not be the person who's able to buy the app but with the video they can immediately forward it to someone who can. And that person needs just 2 minutes of their time to understand what the app does."

In the end, Nathan Wright says it best, "We are more than satisfied with the results and direct positive impact on sales."

Secret Ingredient

Understanding the niche target audience, creating a story that speaks to their specific problems, offering an obvious "taste" of the solution and including a clear call-to-action that lets you try the app for free.



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