Understanding HubSpot Video and
Paid Upgrades for Advanced Vidyard Features

HubSpot Video
Powered by Vidyard

HubSpot Video is a series of video features available in Pro and Enterprise across Sales, Service, and Marketing Hubs. Customers can now use video throughout the customer journey – from generating leads to closing deals to delighting customers.

HubSpot video offers a foundation to get started with video. Customers who want more sophisticated video features in HubSpot can unlock them with an additional subscription to our technology partner Vidyard.

HubSpot Video
Powered by Vidyard

for Marketing Hub:
Powered by *Vidyard Platform*

Problem: Marketers want to use video, but feel constrained by the lack of customization and analytics from platforms like YouTube. But they also don't want to pay the big costs of custom hosting solutions.

Solution: HubSpot video offers free video hosting, custom video players, video that integrates into all campaigns, and custom analytics.

for Sales Hub:
Powered by *Vidyard GoVideo*

Problem: Sales is a relationship game. If you want to hit your numbers, you need to build authentic relationships with your prospects. Video helps you cut through the noise, adds a personal touch, and scale repetitive emails.

Solution: In HubSpot you can now record a video right from your browser and then email it to prospects. Reuse videos from a library of options.

for Service Hub:
Powered by *Vidyard GoVideo*

Problem: For particularly tricky or sensitive customer problems a short video is always better than a long email. It'll add a personal touch and help your customers faster.

Solution: In HubSpot you can now record a video right from your browser and then via a ticket email it to your customers to help them solve their issue faster.

For more information on pricing and packaging visit Vidyard's HubSpot integration page.

HubSpot Video for Marketing Hub
powered by Vidyard Platform

Included free in HubSpot Marketing Hub:

The key features a marketer needs to bring video to their campaigns

- Video hosting for up to 250 videos in Marketing Hub
- Embed videos on HubSpot-hosted pages within Marketing Hub
- Add CTAs to videos to encourage interaction (beginning & end only)
- Report on viewer engagement with video content
- Choose a thumbnail for your video that captures attention
- Customize the look of your video player

Upgrade to a Paid Vidyard account to get:

Enhanced video features to help the whole marketing team harness video

- Embed videos anywhere
- Build custom in-video interactions
- Split test video thumbnails to optimize performance
- Automatically generate video transcripts
- Advanced video analytics
- Use video engagement data to score/segment/nurture contacts
- Vidyard Customer Success Specialist

For more information on pricing and packaging visit Vidyard's HubSpot integration page.

HubSpot Video for Sales Hub powered by Vidyard GoVideo

Included free in HubSpot Sales Hub:

Everything a sales rep needs to stand out in a prospect's inbox and book more meetings with video from HubSpot

- Record and send unlimited videos in Sales Hub
- Record webcam, screen, or both
- Get notified when videos are watched, and by whom
- Create playlists of multiple videos

Upgrade to a Paid Vidyard account to get:

Enhanced functionality to use video across the whole sales cycle

- Download videos to be able to use elsewhere
- Shared team folders to make playlists of content from across the org (e.g. product demos, customer testimonials)
- Customize video sharing page
- Create in-video CTAs to engage prospects from within video

this same feature set available for Service Hub too

For more information on pricing and packaging visit Vidyard's HubSpot integration page.

HubSpot Video for Service Hub powered by Vidyard GoVideo

Included free in HubSpot Service Hub:

Everything a service rep needs to personalize communications and transform the customer experience with video from HubSpot

- Record and send unlimited videos in Service Hub
- Record webcam, screen, or both
- Get notified when videos are watched, and by whom
- Create playlists of multiple videos
- Resolve cases faster with in-video calls to action that provide more resources
- Reduce ticket volume with a library of high impact content
- Host and manage videos in knowledge base

Upgrade to a Paid Vidyard account to get:

Enhanced functionality to use video across the whole customer experience

- Download videos to be able to use elsewhere
- Shared team folders to make playlists of content from across the org (e.g. product demos, customer testimonials)
- Customize video sharing page
- Create in-video CTAs to engage prospects from within video

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Packages: HubSpot Video + Vidyard Upgrades

Feature	HubSpot Video	Upgrade to Vidyard Starter	Upgrade to Vidyard Plus	
Video hosting in Marketing Hub	Up to 250 videos	Up to 250 videos	Up to 250 videos	
Share videos to Facebook, Twitter, and LinkedIn	✓	✓	✓	
SEO optimization	✓	✓	✓	
Video playlists	✓	✓	✓	*More details on next slides*
Embed videos anywhere, like WordPress built websites	x	✓	✓	
Split-test video thumbnails	x	x	✓	
Automatic video transcripts	x	x	✓	*More details on next slides*
Video calls-to-action	Basic	More Options	Full Customization	
Video analytics	Basic	Advanced	Advanced	
CRM integration (Hubspot's CRM)	x	x	✓	
Custom-branded video sharing pages	x	✓	✓	
Customer Success Specialist	x	x	✓	

Hosting & Embedding: More Details

Feature	HubSpot Video	Vidyard Starter	Vidyard Plus
Host and embed videos into HubSpot-hosted pages (e.g. Landing Pages, Website Pages, Blog Posts)	✓	✓	✓
Grab embed code for videos ● Embed videos outside of HubSpot-hosted pages (e.g. Website homepages, Wordpress sites, other CMS) ● Add videos into email campaigns	x	✓	✓
Share videos directly with a link	x	✓	✓
Access Vidyard platform to manage and configure videos	x	✓	✓

Video Analytics: More Details

Feature	HubSpot Video	Vidyard Starter	Vidyard Plus
Analytics on HubSpot details page (views and duration viewed per video)	✓	✓	✓
Viewer heat maps (engagement interest)	x	✓	✓
Analytics across all hosted channels (holistic view of all the videos views)	x	✓	✓
Audience insights: devices, geography, unique vs. total viewers	x	✓	✓
Video click-through rates	x	✓	✓
CRM integration: see Contact-level view data in HubSpot ● Sales has insight into Contact and Account engagement with content	x	x	✓
CRM integration: lead scoring & automation ● Create a list of all Leads who viewed pricing video ● Trigger email to all viewers who watch 50% of homepage video	x	x	✓

Video CTAs: More Details

Feature	HubSpot Video	Vidyard Starter	Vidyard Plus
Basic button text and URL with minor design customization	✓	✓	✓
Video CTAs can appear at the beginning or end of video	✓	✓	✓
Create simple full-screen CTAs or banner-style CTAs	x	✓	✓
Can add multiple CTAs to video	x	✓	✓
Can add CTAs at any point in the video	x	✓	✓
Disable CTA skipping to help gate video content	x	✓	✓
Fully customizable HTML	x	x	✓
Embedding scripts for from 3rd party tools (HubSpot calendar, Drift chat, etc)	x	x	✓

When to Use HubSpot Video or Vidyard Upgrade

	Use HubSpot	Use Vidyard
Video Hosting		
Upload videos and embed into landing pages, blog posts, website pages	✔	
Manage videos (organize, rename, etc)	✔	
Get embed codes for videos *(when on Vidyard Starter or Plus)*	✔	
Video Optimization		
Change video thumbnail	✔	
Manage video SEO options	✔	
Add additional videos to make playlists		✔
Split-test video thumbnails		✔
Create/edit video transcripts		✔
Video CTAs		
Add/manage basic video CTA	✔	
Add form to video	✔	
Add/manage advanced video CTAs		✔
Video Analytics		
Measure video performance in context of page it's on	✔	
See advanced analytics and viewer insights		✔
See contact-level view behaviour and lead score based on video views *(when on Vidyard Plus)*	✔	
Campaign Automation		
Trigger workflows based on interaction with video CTAs (e.g. saw CTA, clicked CTA)	✔	
Trigger workflows based on video engagement (e.g. videos watched, % viewed) *(when on Vidyard Plus)*	✔	