

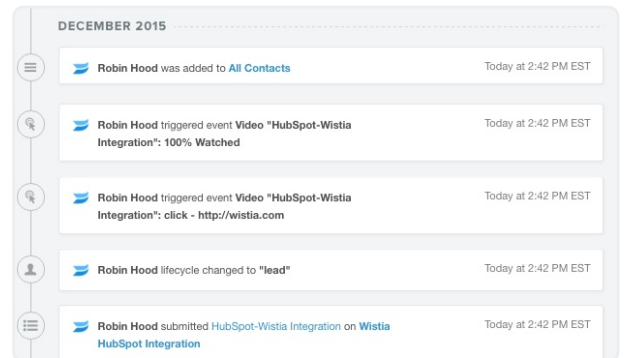


Video made more effective with marketing automation

HubSpot + Wistia = Better Leads

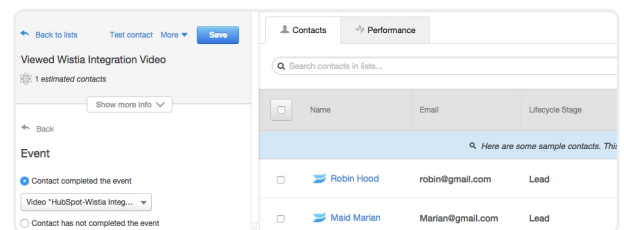
Capture New Leads

Wistia's Turnstile email collector gives you the opportunity to generate new leads from your videos. Each time a lead converts through your videos, Wistia will sync with HubSpot and add video activities to their contact record. Video Heatmaps provide insight into how each contact interacts with every video right inside the contact timeline.



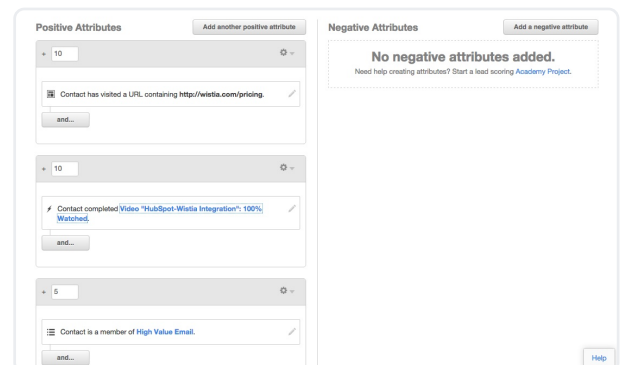
Segment and Automate

Segment your leads based on videos they've watched to personalize your marketing and trigger workflows. You can create smart lists based on your contacts' video conversions. With Events, you can also segment by videos played and clicks on links within your video. Use those lists to enroll your contacts in lead nurturing workflows or set up smart content on your site.



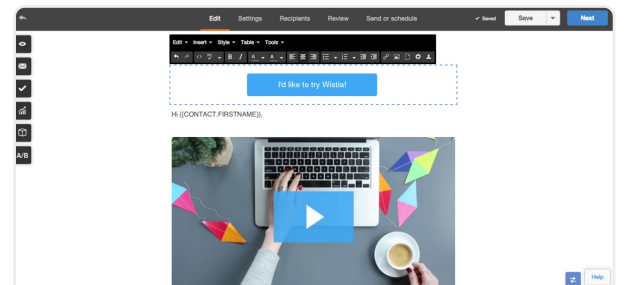
Enhance Lead Scoring

You can also include Wistia data in your lead scoring to help sales prioritize leads that are most actively engaged. Increment your lead score by specific videos watched or number of videos watched. Using Events, you're able to increment by how much of the video your leads have actually viewed.

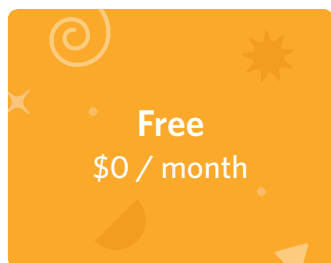


Improve Email Engagement

Use Wistia's video thumbnails as CTAs to boost engagement and drive traffic back to your site. Easily embed the thumbnail image and tracking code into your marketing emails to highlight your videos and improve click-through rates.



Find the **perfect plan** for your business



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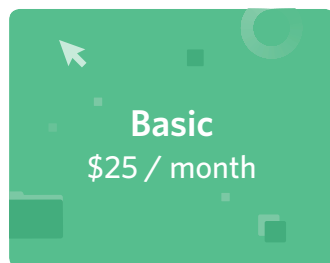
Ideal for businesses looking to test the water with video marketing

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Wistia branding on player

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25 videos



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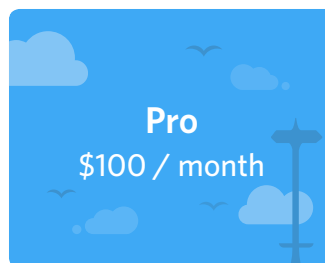
Good for businesses looking for reliable video hosting without any of the special sauce

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Unbranded player

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100 videos



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Perfect for growing businesses looking to improve their online marketing and generate leads with video

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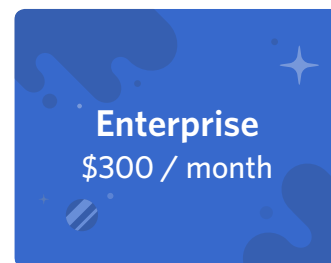
Advanced analytics with user tracking

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Email capture, calls-to action, and annotations

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1000 videos



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Made especially for the big players and those looking to leverage video with a marketing automation platform

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Marketing automation platform integration with HubSpot

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Your very own Wistia to help you succeed

...

High-bandwidth discounts

...

Unlimited videos

Ready to learn more? Get in touch at info@wistia.com



HubSpot inbound marketing software helps businesses get found online, generate more inbound leads, and convert a higher percentage of those leads into paying customers. HubSpot's software platform includes tools that allow professional marketers and small business owners to manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics.