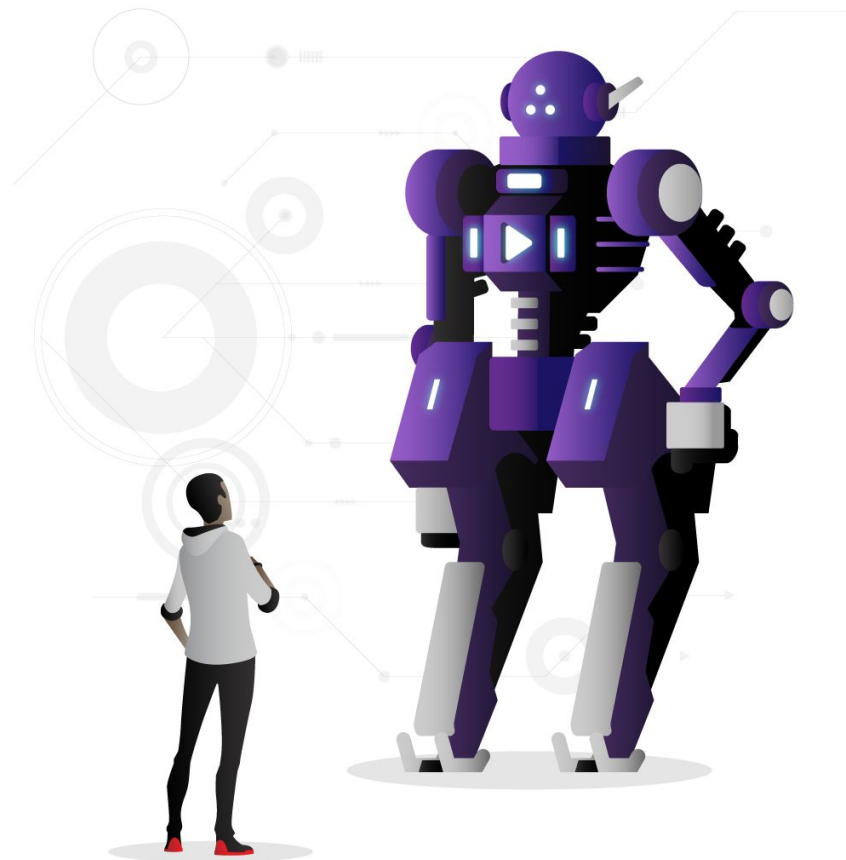


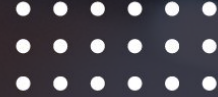
THE **Ultimate** **Guide** to **Video RPA**

Create Videos at Scale for your Clients

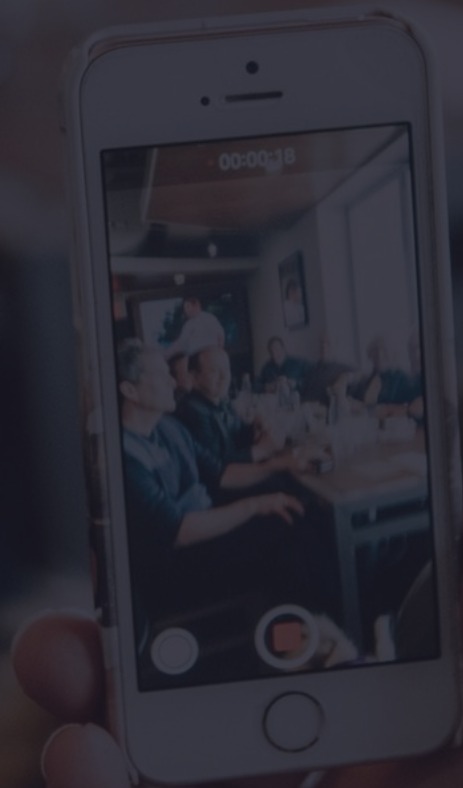


So, you're interested in understanding **Video RPA**.

Whether you have already automated your video and image creation, or you are just testing the waters, this guide is for you. We cover all there is about video RPA, and how you can do wonders for your clients using this technology.

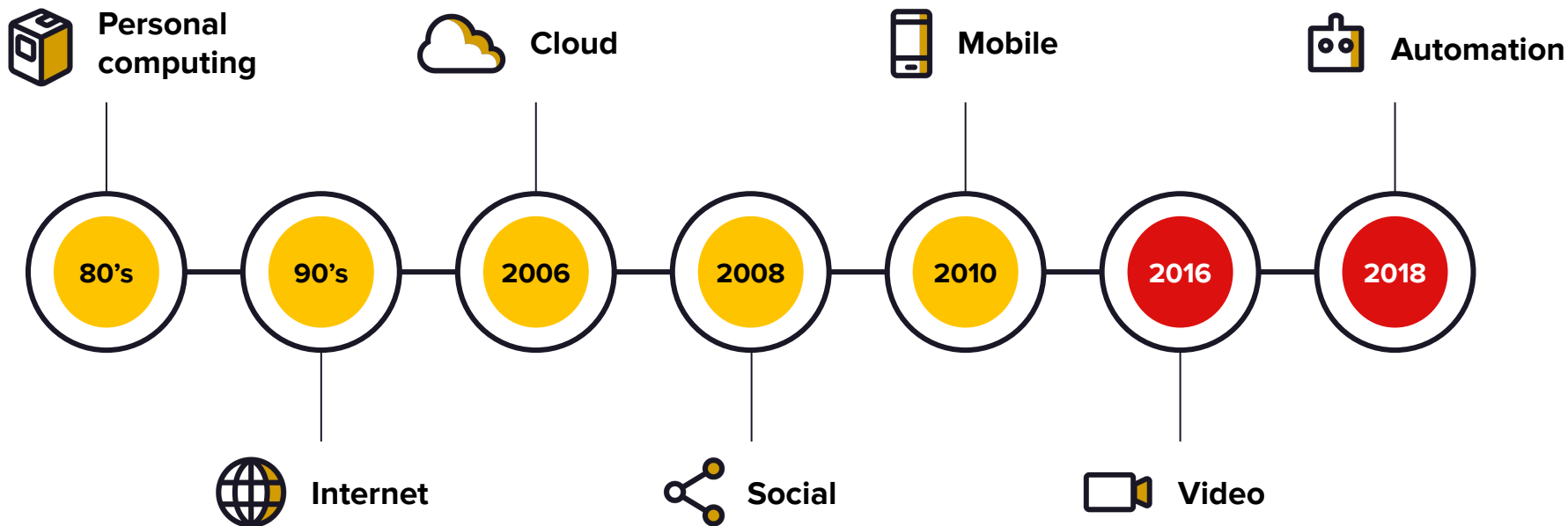


We now live in an
era of **personalised
content**



Content is shaped by big trends

Short-form visual content is the defining trend of our generation.



Why invest in **visual content**?

We all know the trite saying - 'Picture is worth a thousand words'. But what about videos?

Dr. James McQuiverry of Forrester Research believes that a 1 minute video is worth 1.8 million words if done right. We think 1.8 million is something of an underestimation.

Whether you agree with that number or not, you have to admit that videos, its smaller cousin GIF and images are everywhere. The presence, accessibility and usage of smartphones & other internet-connected devices has pushed digital video consumption through the roof.

90%

of online shoppers said
that **retailer videos**
influence shopping
and buying decisions

80%

of **global internet**
consumption will
Be video content
in 2019

403%

More enquiries are
received by real estate
listings **that**
include a video

Think about the amount of time you spend consuming images and videos in a day. Our guess is, it is probably a couple of hours or more. It is really easy to get anyone's attention with visual content.

Why is visual content **important**?

The first wave of making content was simple. Anyone with a basic understanding of content writing, video editing or design software (like After Effects and Photoshop) was able to create media which could then be distributed on social media or Youtube. Due to the novelty factor during the early stages of the internet, creating

viral content was easy. However, the next wave of content creation is proving to be challenging. Marred with 1000s of marketers, designers and editors the content space is cluttered. Our dwindling attention span is making matters worse. Today, eyeballs demand exceptional visual content.

So what's the key? How do we create visual content that people love? For those who are willing to change their approach towards content creation, success is possible. The key difference is that your content must be visual, large in quantity, and of a high standard of quality.

The answer... **Automation.**

By creating visual content which is personalized for each of your users at scale, you are making them feel special. The minute you start using user information on images and videos it will grab attention and screen time.

This eventually leads to higher engagement and conversions for your clients across channels.

What is **video automation**?

Video automation or Video RPA is the use of software to handle high volume, repeatable tasks in video creation that previously required humans to perform. These tasks can include adding content, media, scenes, voice over, motion graphics, animations, multiple aspect ratios and publishing on various channels.

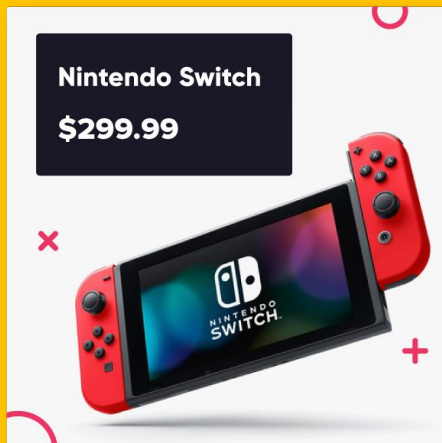


Let's take a look
at some popular
use-cases



For e-commerce, marketplaces and real estate

E-commerce platforms can create product videos and personalised marketing material



STARTING AT

\$400 +

x



OCULUS
Quest

01	Weight	450g
02	Audio	Integrated open-ear, two 3.5mm audio jacks for external audio
03	Display	1,280 × 1,440 per-eye (2,560 × 1,440 total)
04	Tracking	Type: 'Insight' inside-out (no external sensors) – five cameras

ON SALE!

7th Heaven Apartments

1101 Pvt. Drive,
South Beach,
California XTJ 004

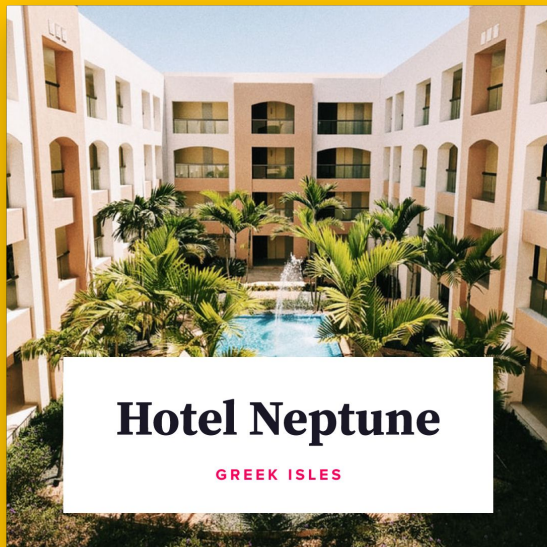
STARTING AT

\$ 250,000

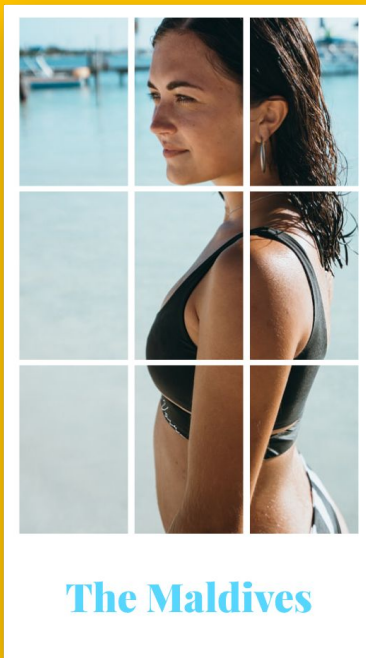
A photograph of a modern apartment interior. It shows a kitchen with white cabinetry, a stainless steel range hood, and a gas stove. A white countertop island with a gold faucet and two black bar stools is in the foreground. The room is well-lit with pendant lights and recessed ceiling lights.

For travel and hospitality

Boost your conversions with slick , visual and personalized content



Listing Videos



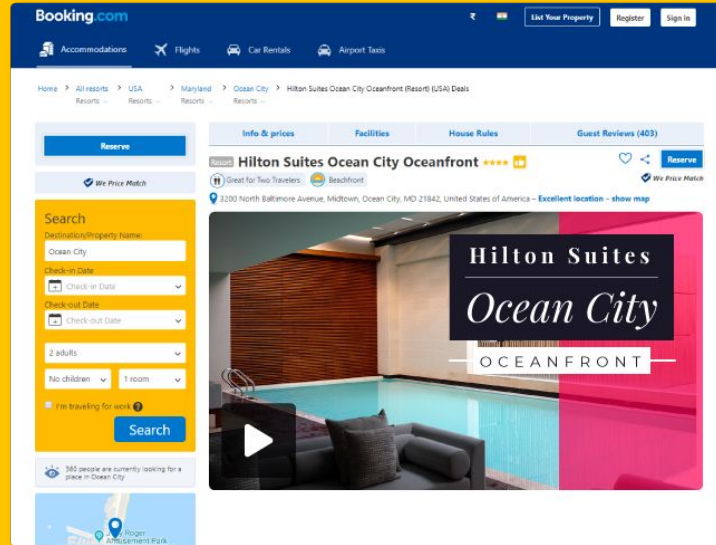
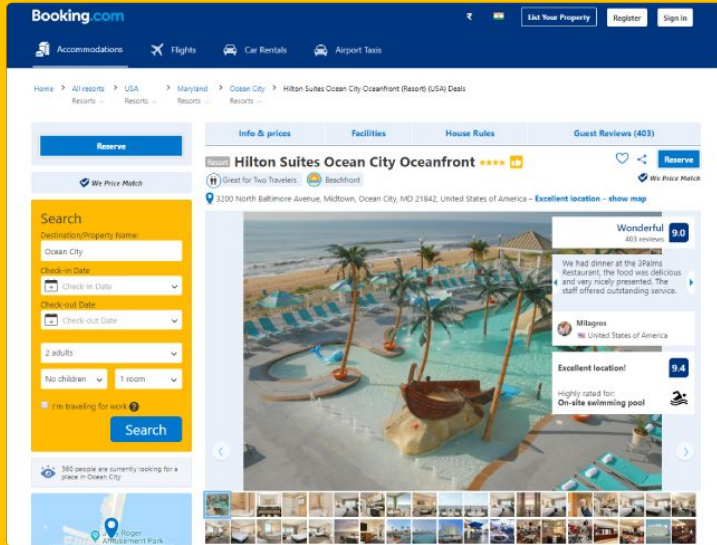
User Stories



Personalized Offers

E-commerce of the future

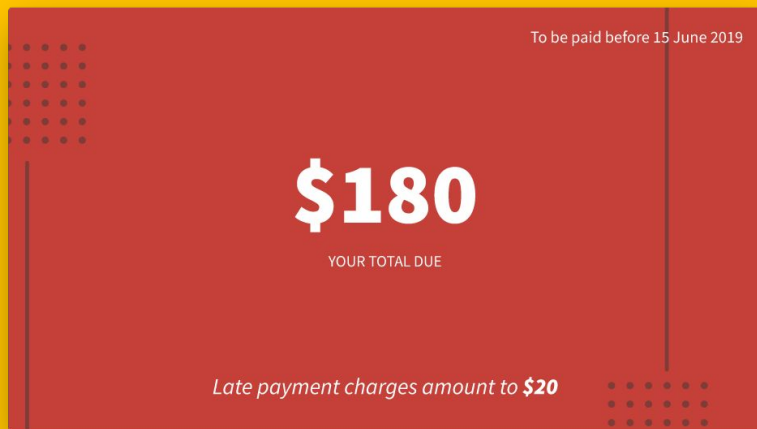
Cluttered content or a packaged experience?



The average user spends **88% more time** on websites with videos

For banking, finance and insurance

Create rich visual and personalized content that instantly connect with your audience



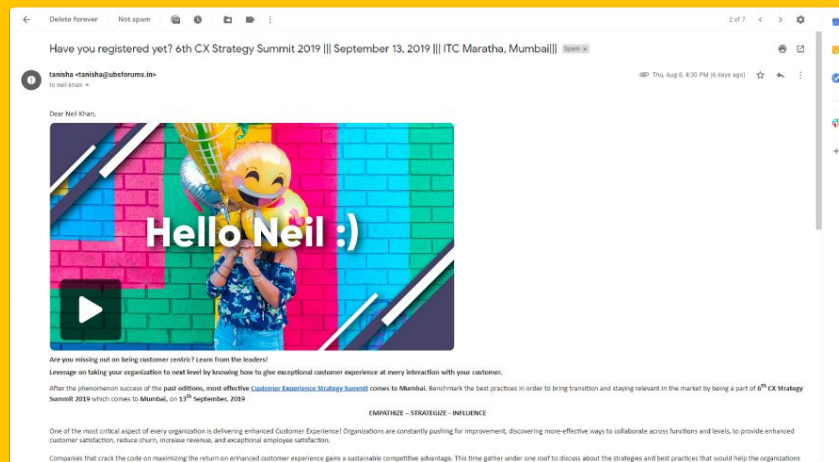
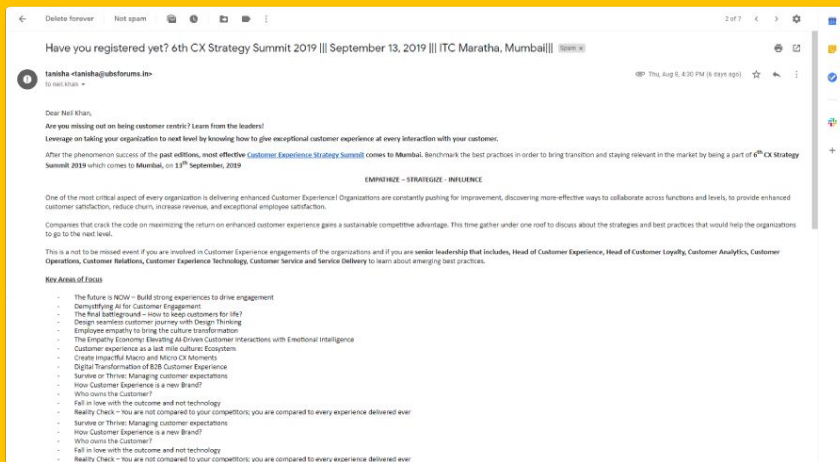
Invoice Explainer Videos



Investment Opportunities

E-mails of the future

Tedious, long messages or short personalised videos?



Personalized emails perform **6X times better** than normal emails

Articles of the future

Long-form articles or concise, impactful video?

Commerce ministry proposes a new export incentives scheme

The new scheme will allow reimbursement of duties on export inputs and indirect taxes through freely transferrable scrips.

ET Bureau | Jul 29, 2019, 11:58 PM IST



0 Comments

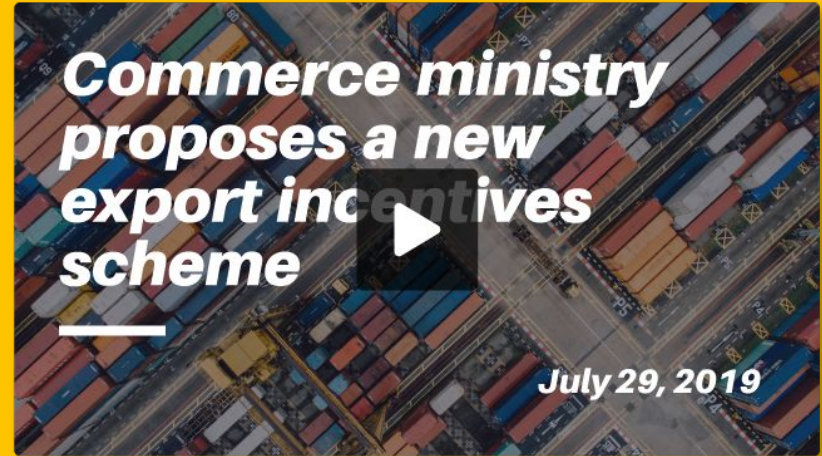


Save

BCCL



NEW DELHI: The commerce and industry ministry has floated a [cabinet note](#) for a new export incentives scheme that would be compliant with the World Trade Organization (WTO) norms.



72% users prefer video over text to learn

For advertising and social media marketing

Multivariate content experiments with creatives. Personalization at a user level.



A/B Test ad copies



Personalized Campaigns

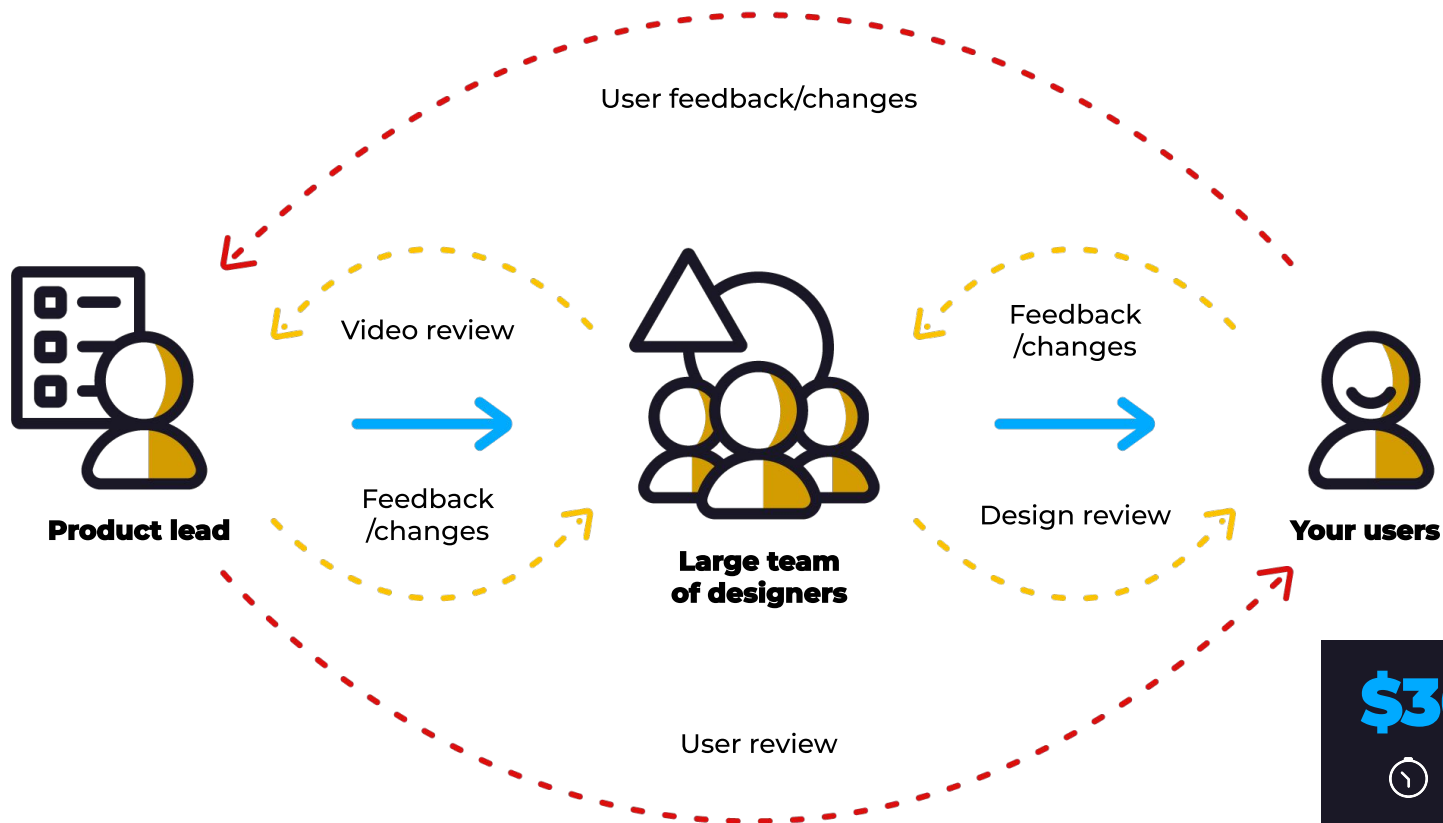


How do you
**make this
possible?**



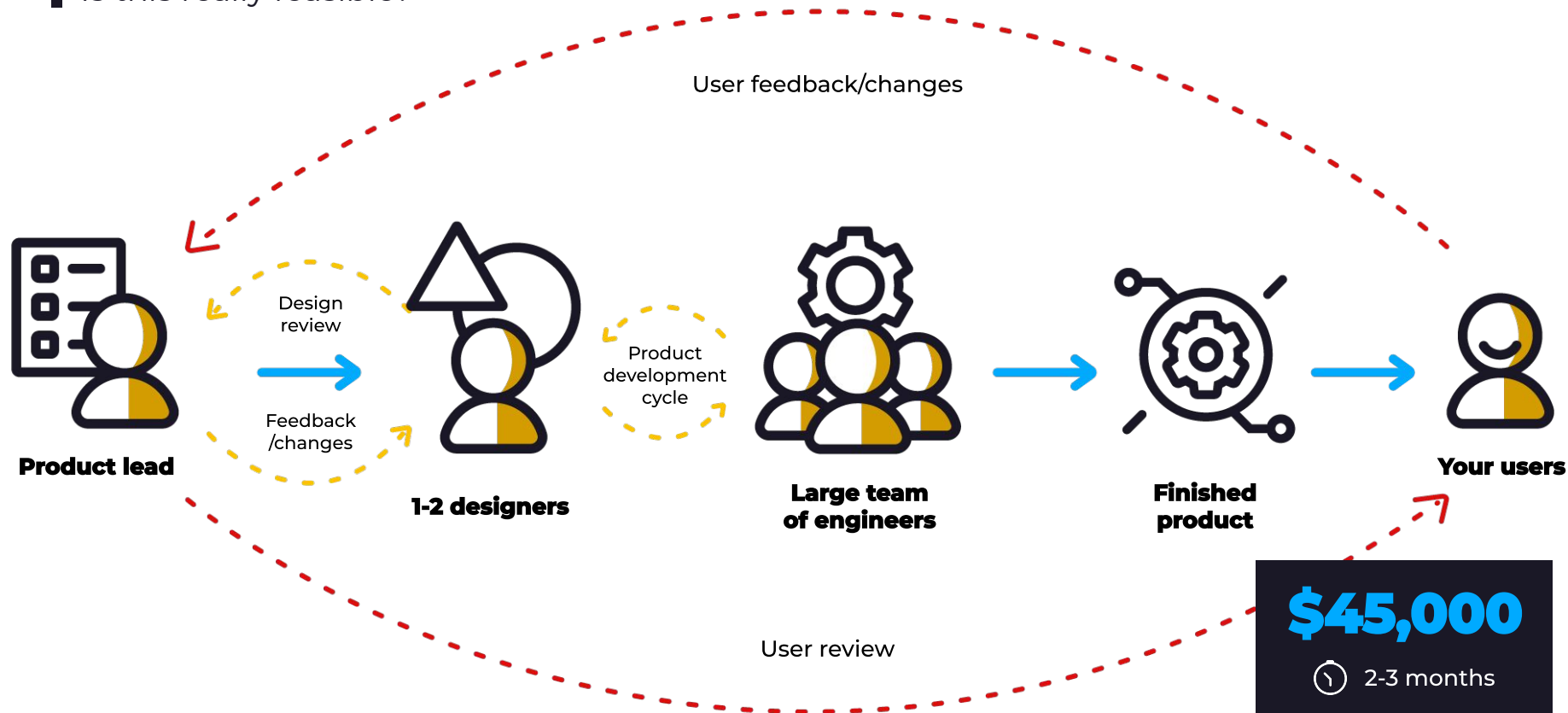
You could hire a team of designers

If you don't already have a team, then this is how it would pan out



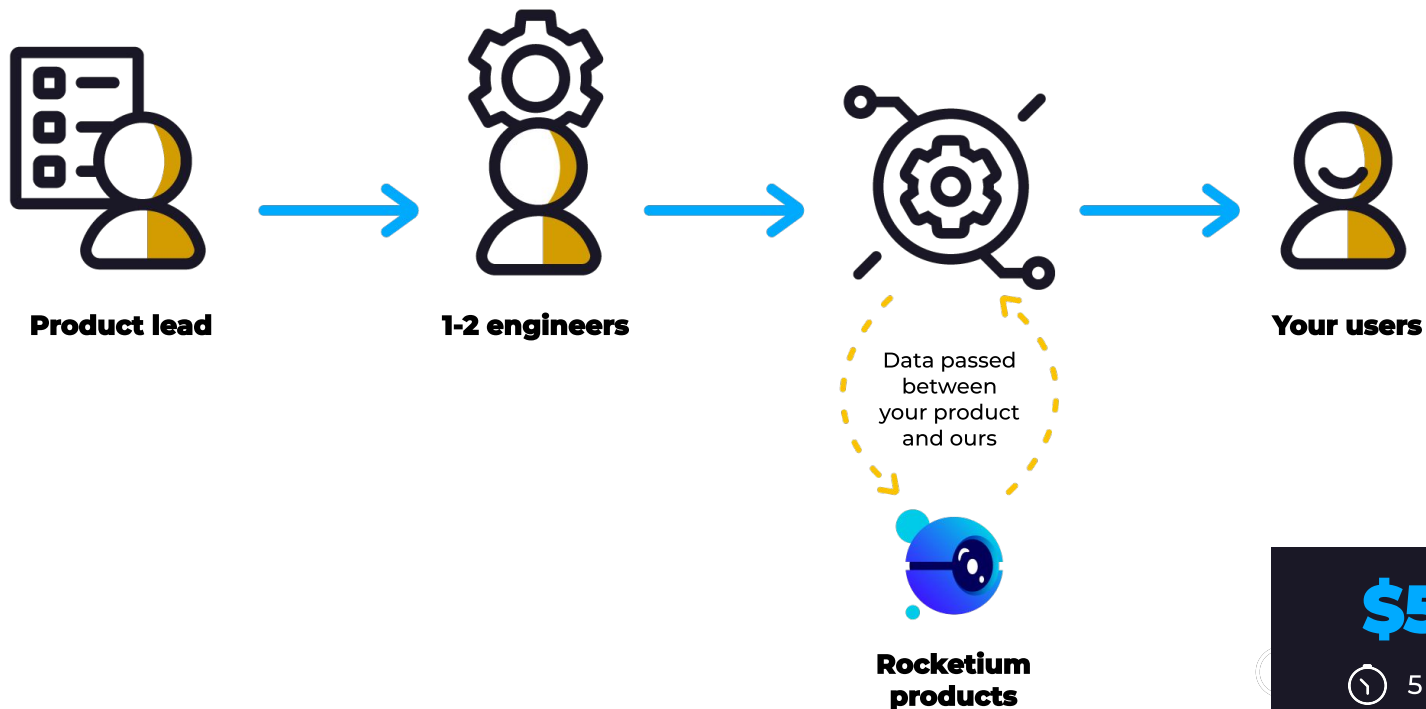
You could build your own software

Is this really feasible?



Or you could integrate with **SaaS solutions**

That's our cue.



\$500

⌚ 5 seconds

How Software Development agencies can benefit

Consider these models based on your agency structure.



Add a **profitable, recurring revenue stream**, even after the custom software development project has ended



Build a **custom solution around video automation** for your client



Be **the first evangelists** in the video revolution

Video automation doesn't cost, **it pays.**

Having spent quality time and resources in understanding this business, we will take the responsibility to make video automation easy and profitable for you. We have 100,000+ customers using our automation tools to create videos and images at scale. As your partner, we will work tirelessly with you to ensure that you build a

profitable business in this space. We look forward to talking to you.

marketing@rocketium.com

anurag@rocketium.com
