

Wootag

2020 Audience Insights

335,      

Wootagged Audience

Behavioral Overview

Overview of audience behaviour across **15,000+** Wootagged brand videos.



5.3%

Interaction Rate
Viewers who interacted within the video

2.9%

Engagements Rate
Viewers who engaged with CTAs within the video

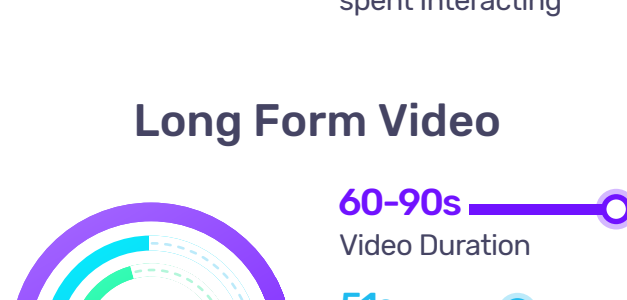
63%

Completion Rate
Viewers who have completed watching the video

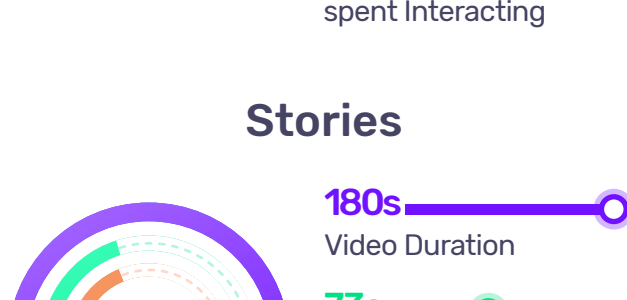
Wootag Net Impact on the Audience Time

Time spent by viewers watching and interacting within the video.

Mini Form Video



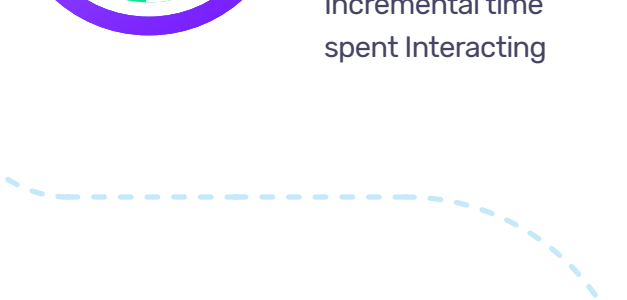
Short Form Video



Long Form Video

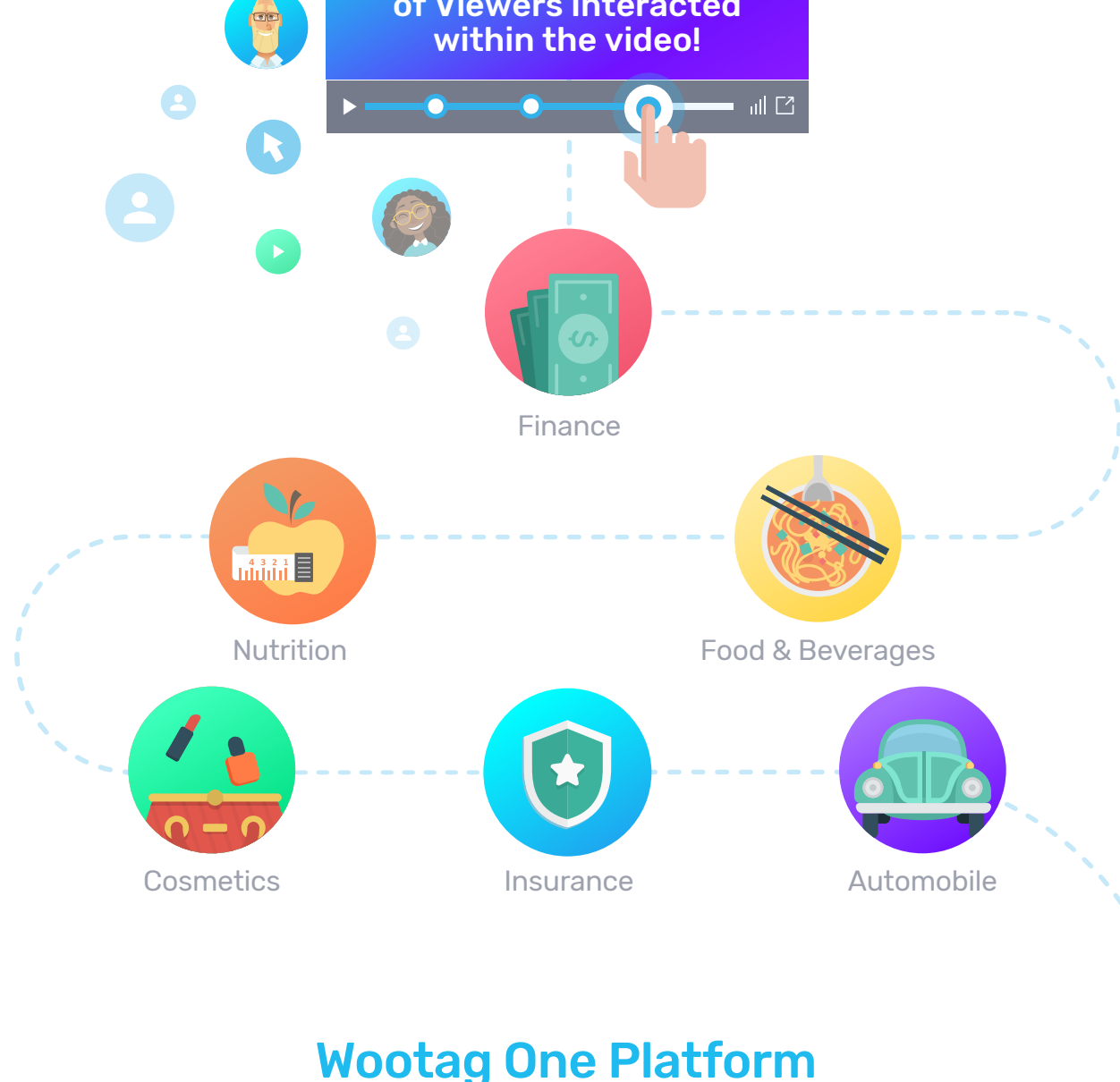


Stories



Power of Human Touch

Harnessing human curiosity with interactive touch points across verticals.



Wootag One Platform across Marketing Funnels

From Awareness to Loyalty, Wootag drives interactivity across funnels.



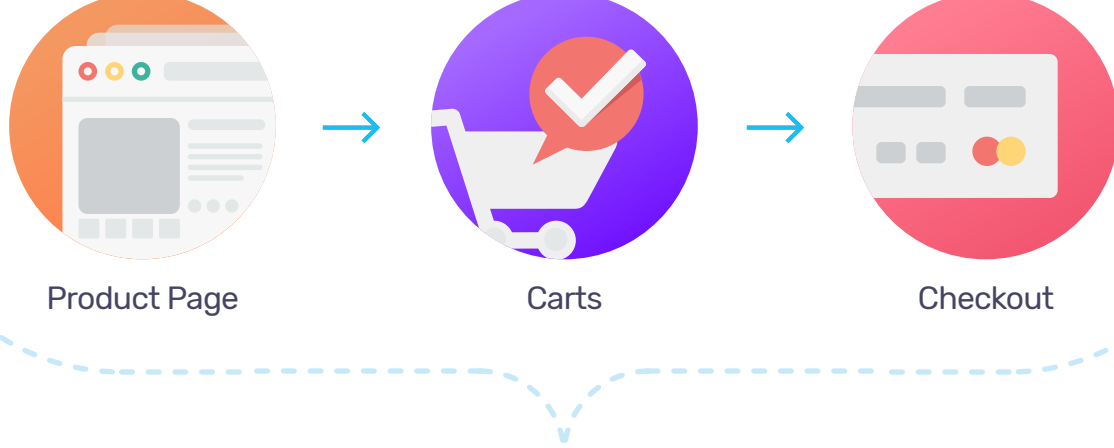
Tapping into Brand Commerce

Videos with relevant touch points drive higher business value than videos without.

4.8X Uplift in Conversion

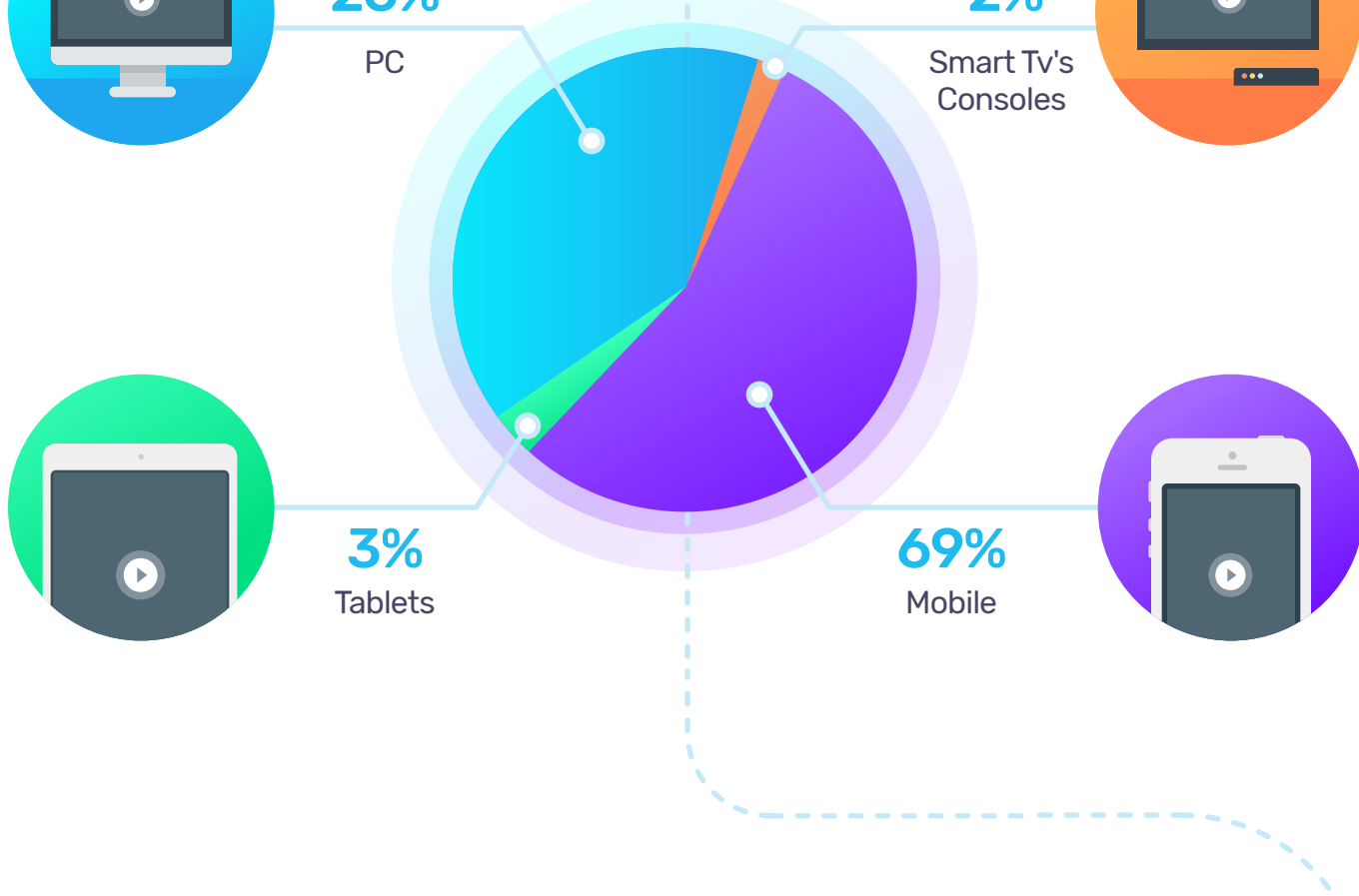
20 Million+ Sales Leads

Across



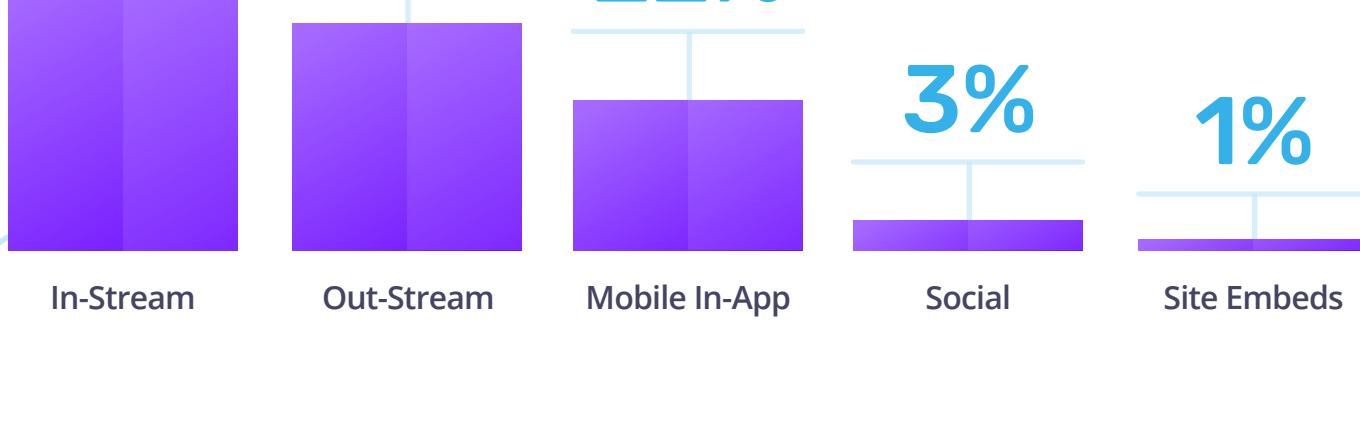
One Size doesn't fit all!

Wootagged Interactivity tailored for screens.



One Marketing Platform across Media

Wootagged Viewers across Own, Paid and Earned Media.



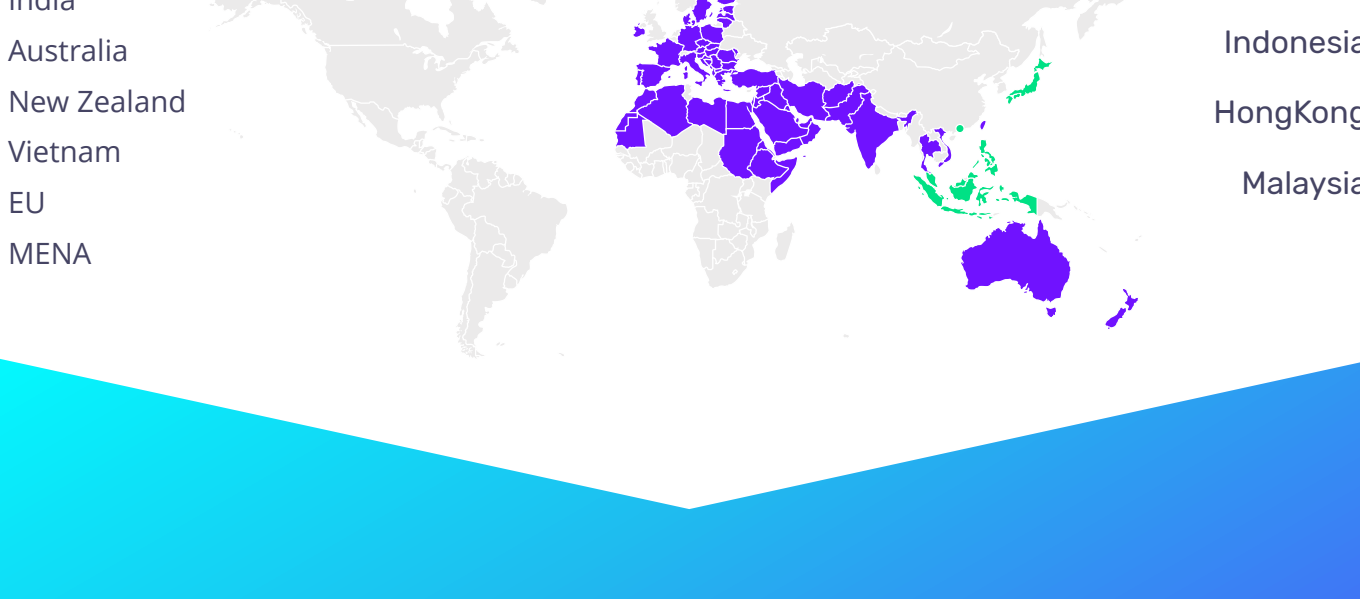
Across Languages

Wootagged viewers experience localized interactivity.



Across Borders, Cultures!

Wootagged viewers experience localized interactivity.



2020 in Summary

15,000+ Wootagged Videos

335 Million Wootagged Audience

700 Million Wootagged Views

12+ Billion Data processed to generate Customer Insights

Harness the power of human curiosity with Wootag

[Get Started](#)