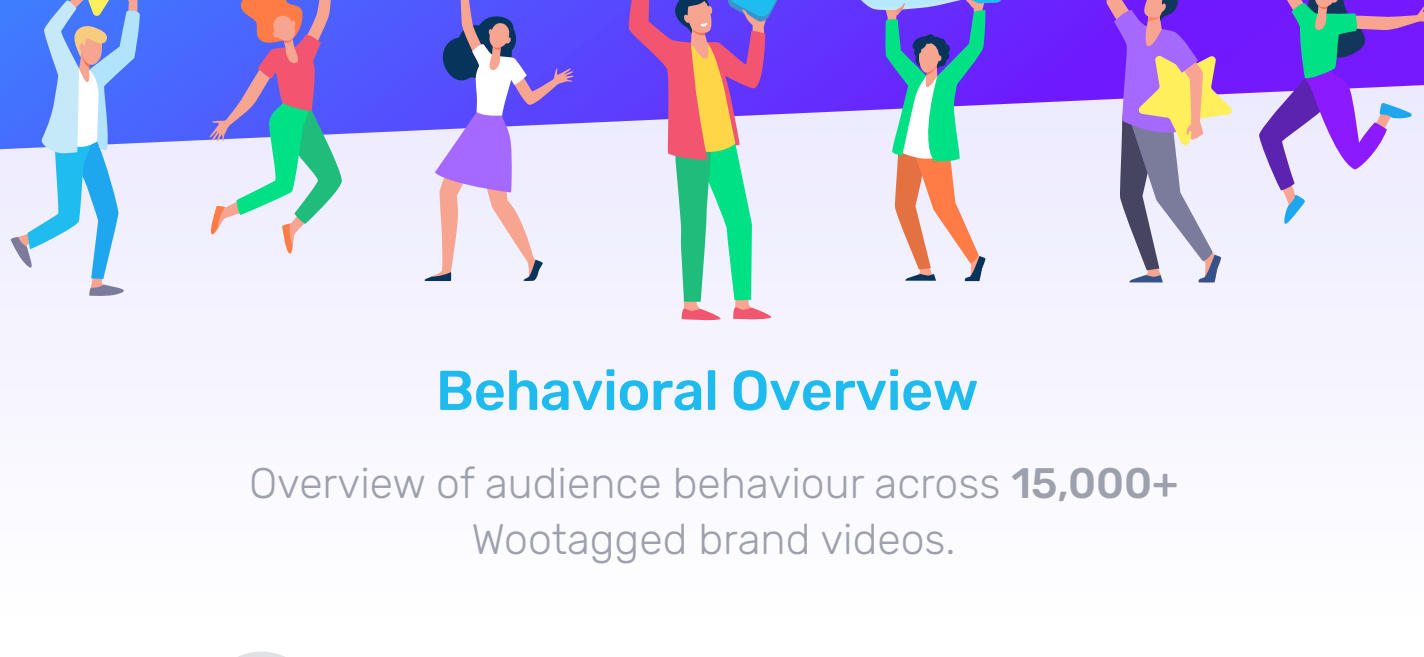


2021 Audience Insight Report

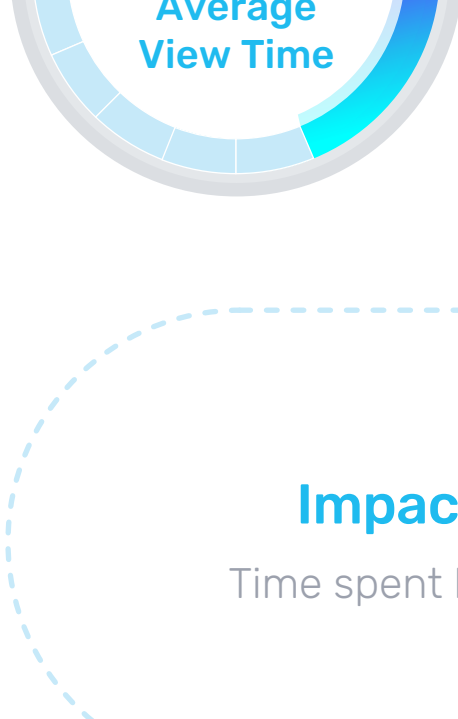
850,000,000+

Wootagged Audience



Behavioral Overview

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



4.3%

Interaction Rate
Viewers who interacted within the video

3.8%

Engagements Rate
Viewers who engaged with CTAs within the video

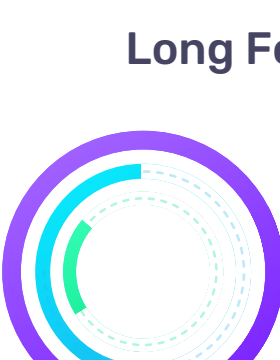
56%

Completion Rate
Viewers who have completed watching the video

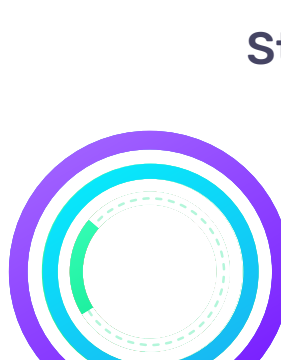
Wootag Net Impact on the Audience Time

Time spent by viewers watching and interacting within the video.

Mini Form Video



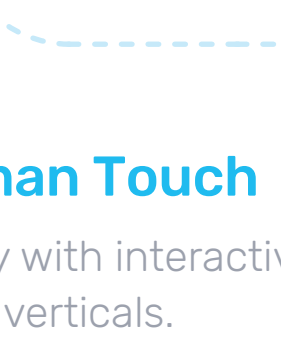
Short Form Video



Long Form Video

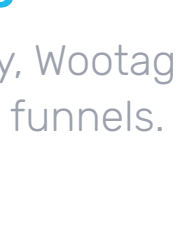
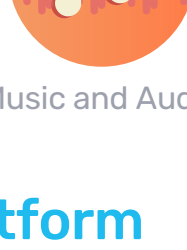
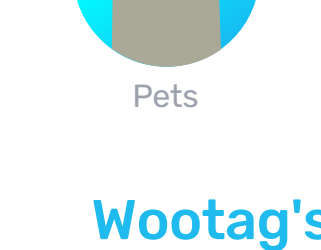
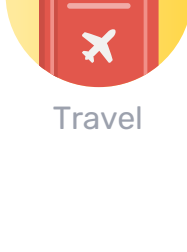
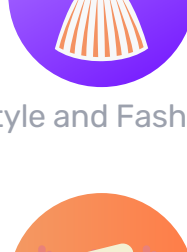
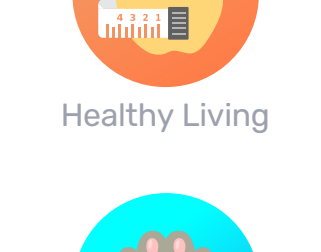
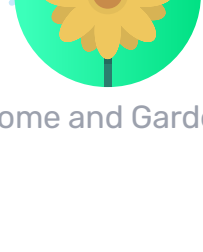
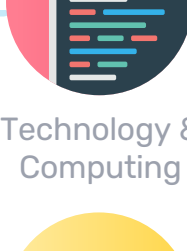
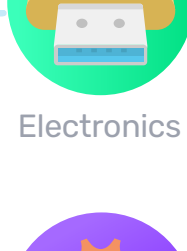
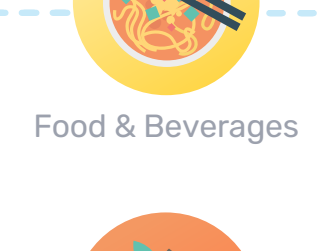
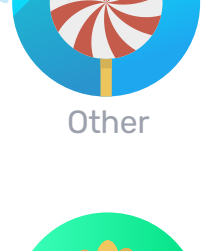
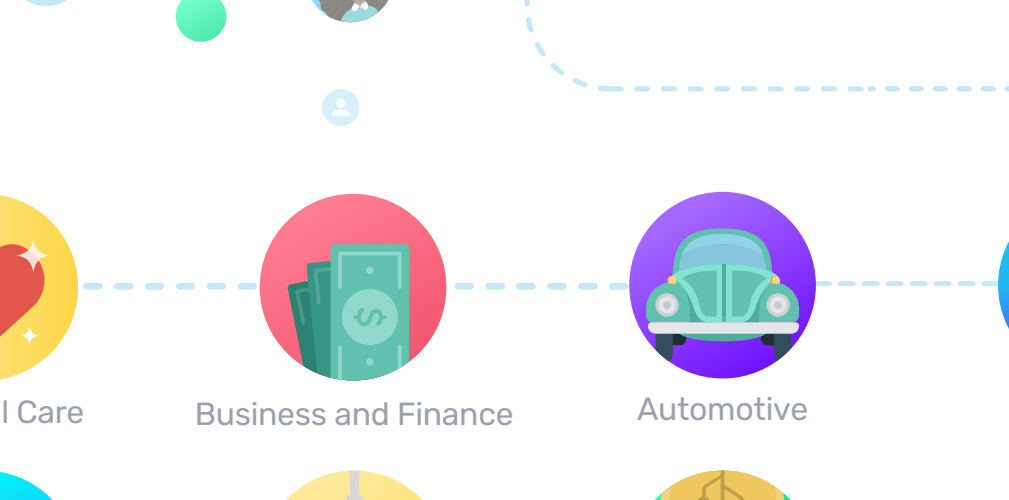


Stories



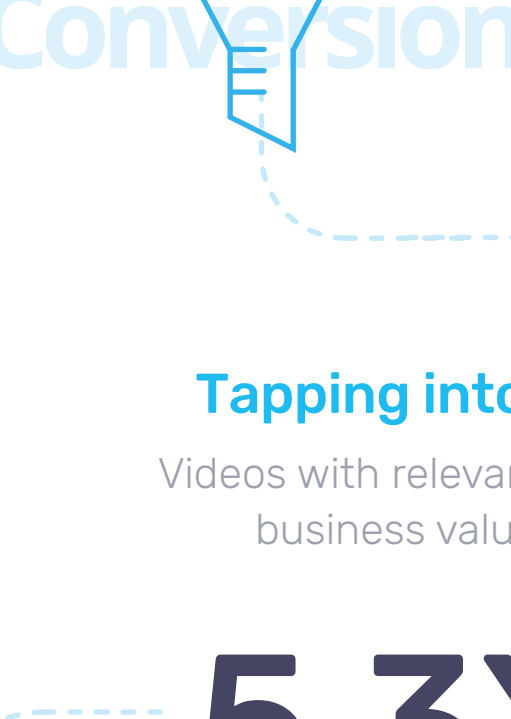
Power of Human Touch

Harnessing human curiosity with interactive touch points across verticals.



Wootag's Platform across Marketing Funnels

From Awareness to Loyalty, Wootag drives interactivity across funnels.



4.3X

Uplift in **Awareness** across Brands

5.0X

Uplift in **Consideration**

5.3X

Uplift in **Conversion**

Tapping into Brand Commerce

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

5.3X Uplift in Conversion

25 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.

49%

In-Stream

32%

Out-Stream

14%

Mobile In-App

2%

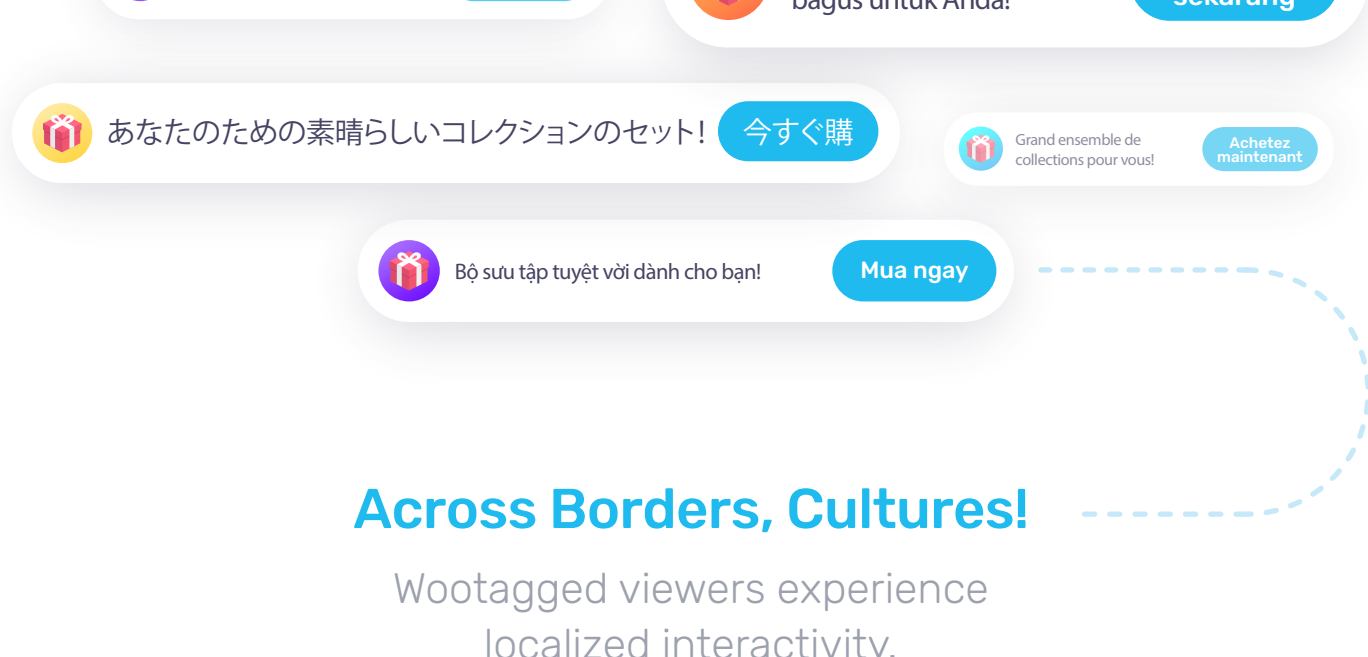
Social

3%

Site Embeds

Across Languages

Wootagged viewers experience localized interactivity.



Across Borders, Cultures!

Wootagged viewers experience localized interactivity.



2021 in Summary

17,500+ Wootagged Videos

850 Million Wootagged Audience

1 Billion Wootagged Views

42 Billion Data processed to generate Customer Insights across 50 data Points

Harness the power of human curiosity with Wootag

▶ wootag

▶ wootag