



# 6 Tips To Succeed with Video

Theis Nielsen

Head of Specialists, TwentyThree

Why video matters

# Video is the Human Side of Digital.

The screenshot displays a live webinar interface. At the top, it shows 'Live 42:24' and an 'End Webinar' button. The main video area shows two speakers, a man and a woman, sitting in chairs. The left sidebar contains a navigation menu with sections: Introduction, Video story, Speakers (listing Steffen Fagerström Christensen and Elias Christensen), Workshop, and a poll titled 'How would you rate One Platform update we have recently released?'. The right-hand panel includes a chat area, a poll titled 'Was this training useful?' with a progress bar showing 67% for 'It's great (5)' and 33% for 'Could be better (2)', and a registration form for a 'Video Toolkit' with fields for Streetname, Number, Zipcode, City, and Country. A 'Submit' button is at the bottom of the form.

# Video has never been more important in building B2B brands

85%

85% of B2B buyers prefer watching a video to reading an article.

93%

93% of B2B buyers consider video important for building trust in a brand.

86%

86% of B2B companies use video in their content marketing.

76%

In 2024 76% of B2B marketers planned to increase their video marketing budgets.

62%

62% of businesses are doing more webinars YOY.

40%

Website visitors spend 40% more time on sites with video content.

TwentyThree is Europe's only player in the global video marketing software category.

**+1000**

Teams using TwentyThree

**+80**

Industries

**+70**

Countries

**Bootstrapped**

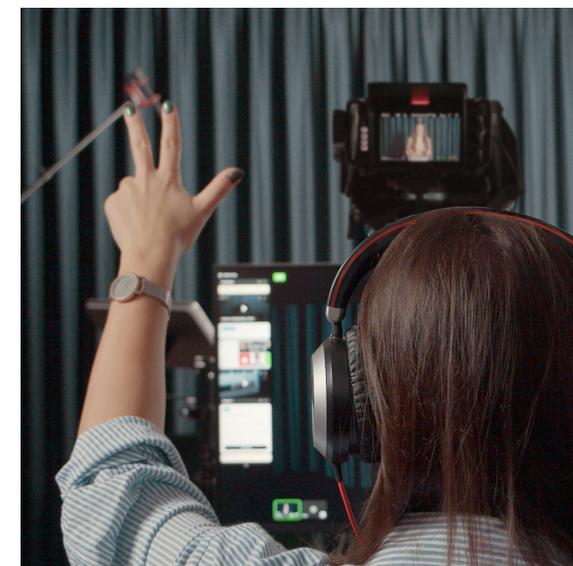
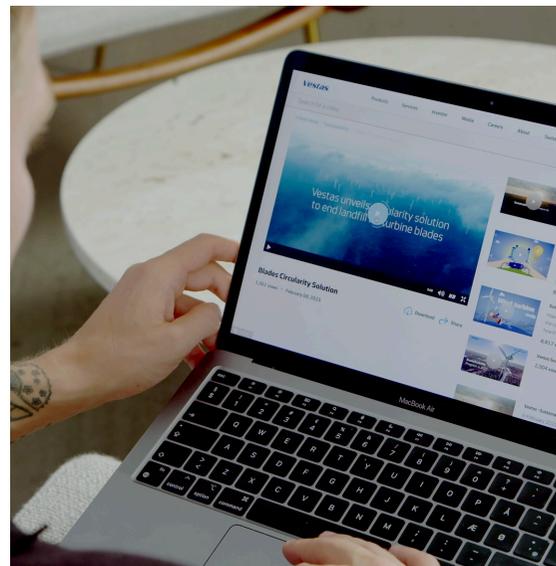
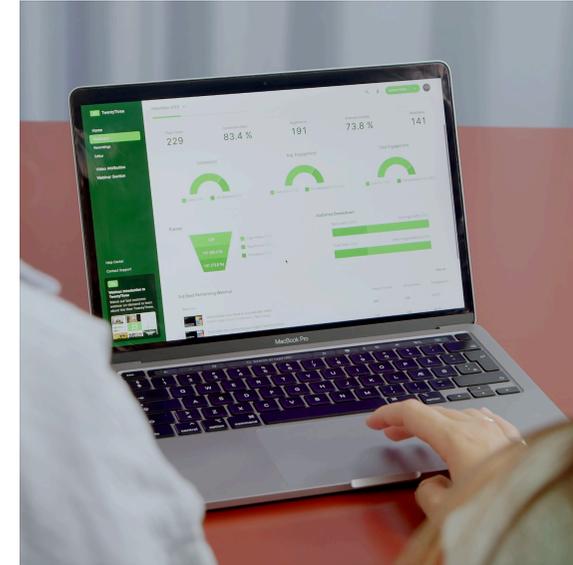
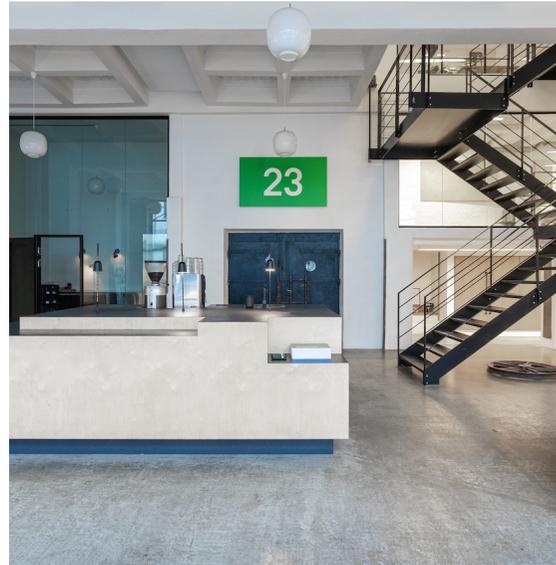
Type

**2005**

Founded

**+50**

People



# The First All-In-One Product That Enables Video Everywhere In Your Company.

Enable Everyone in Your Company to do Everything Video at Every Customer Touchpoint with TwentyThree's Video Marketing Platform.



Ambient video

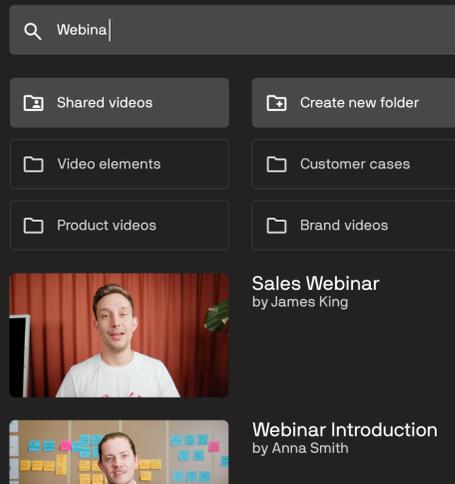
## Video Marketing Platform

What you need to succeed with video across the marketing funnel.



## Webinars

Professionalize your webinars with a tool built for engagement.



## Video Library

Imagine if everyone on your team could access and share all your videos.



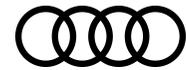
## Personal Video

Enable everyone in your company to communicate with video as easily as they can with email.

Video champions around the world are powered by **TwentyThree**

**Nordea**

**SIEMENS**



Bird & Bird

**Deloitte.**

**Lenovo**

**Vestas**

ESTÉE  
LAUDER  
COMPANIES

**Carlsberg**

**VELUX®**

**KPMG**

The Unilever logo, a stylized 'U' composed of intricate floral patterns.  
**Unilever**

The Novo Nordisk logo, featuring a stylized cow with a circular element above its head.  
novo nordisk®

The Foleon logo, consisting of a square with a diagonal line and the word FOLEON.  
**FOLEON**

**GEA**

# The Time For European Video

US  
Vimeo, Wistia

Europe  
TwentyThree

Starter  
Vimeo, Wistia

Upgrade  
TwentyThree

## Owned and Hosted in Europe



The TwentyThree product and data is hosted in European data centers with full control over terms, encryption and data governance

## Yearly Audited Compliance



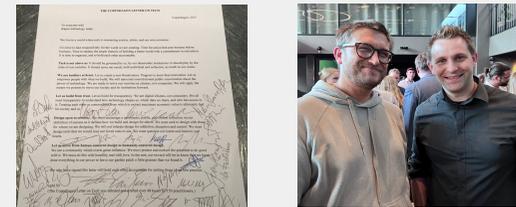
We conduct and publish annual, external GDPR audits under the international ISAE 3000 Type-2 standards. The report is available at [twentythree.com/gdpr](https://twentythree.com/gdpr)

## Fully Compliant, Fully Documented. Security by Design



Our documented security policy and practises provide a complete overview of the TwentyThree product is built, deployed and secured.

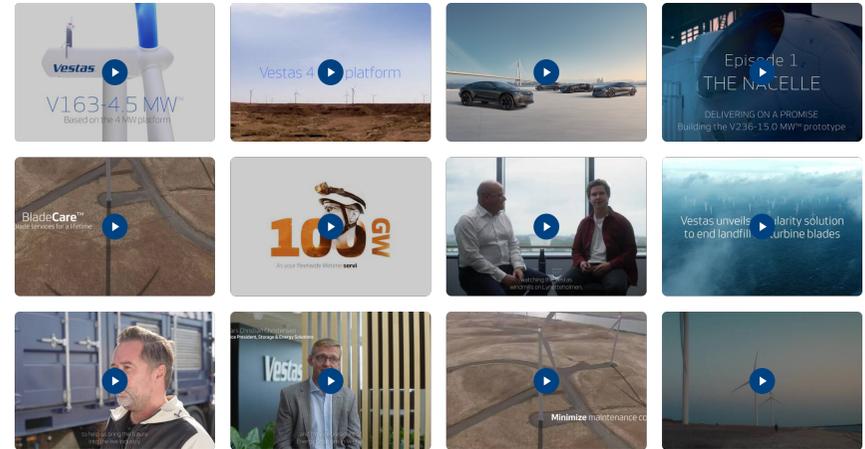
## We are drivers behind the change to responsible technology.



Founders of TwentyThree initiators of the pioneering "The Copenhagen Letter" in 2017 setting a new direction in technology. Founders handing out a digital freedom award to Max Schrems of "Schrems II"

1.

Get Your Videos into the hands of your people.



Video Team



Your Organisation

2.

Give your Team the  
Ability To Do Video.

# Video Works Better



**Click Rate**  
Outreach Email



**Reply Rate**  
Outreach Email

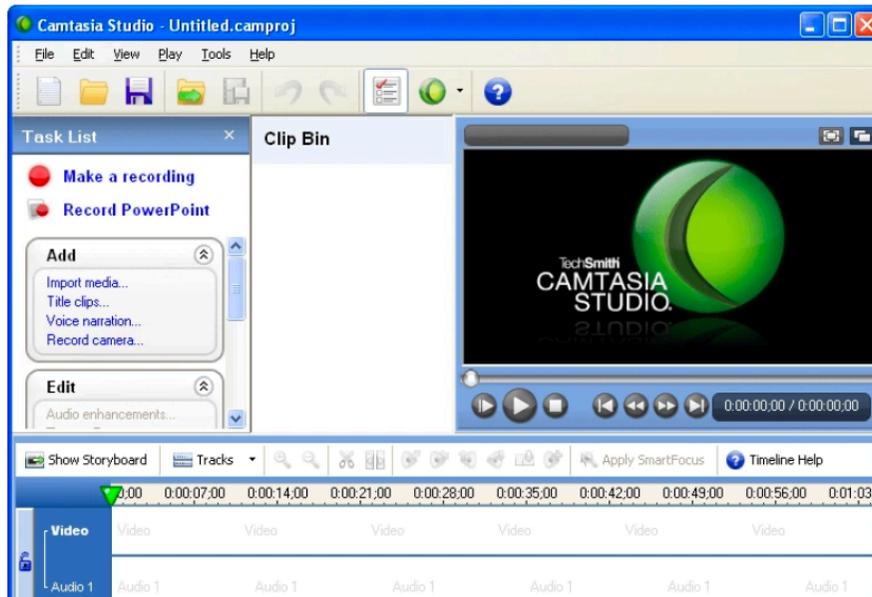
-  Video
-  Text

# Video Enable

Everyone can record and share video.

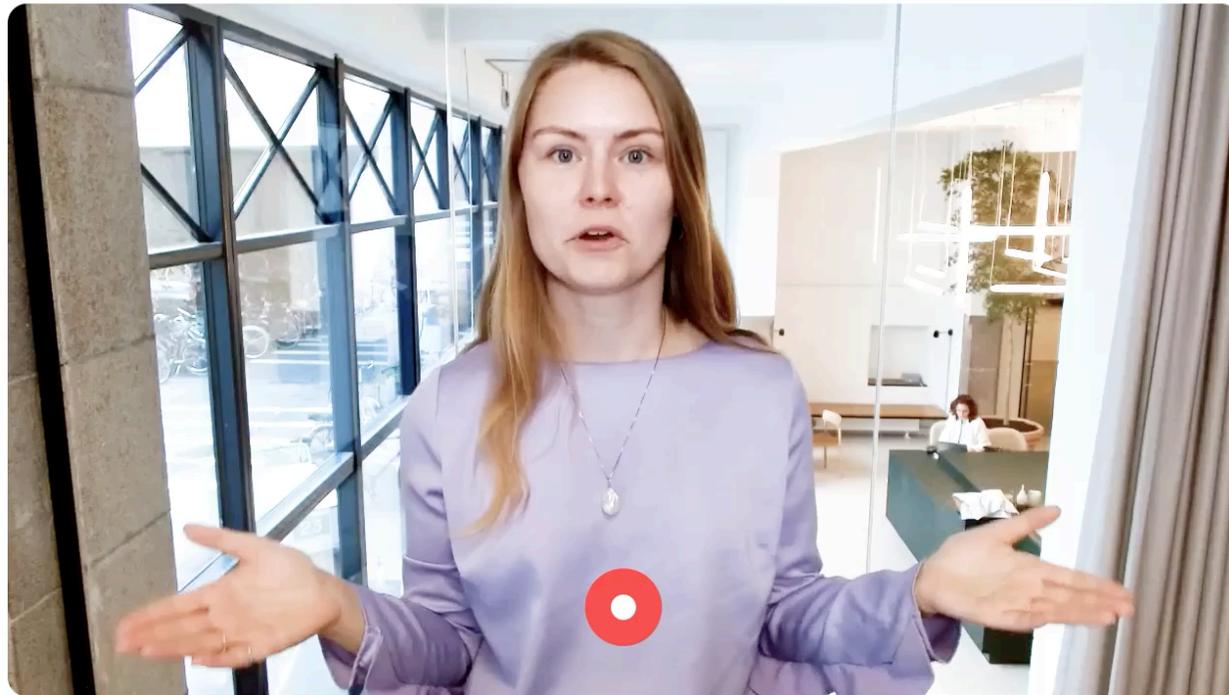
# Personal Video; A 20 year old story

A software tool to record and mix screen recording and webcam recording.



TwentyThree Personal

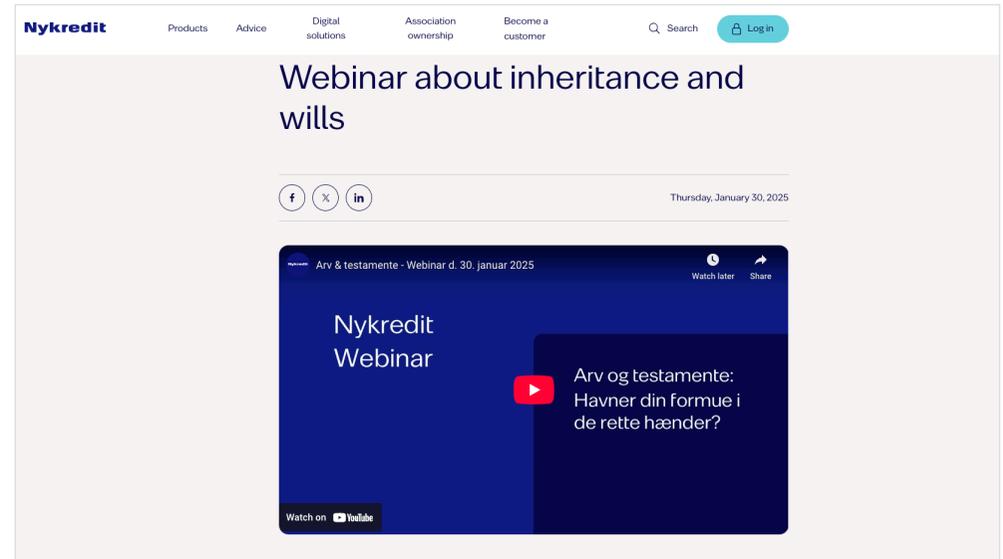
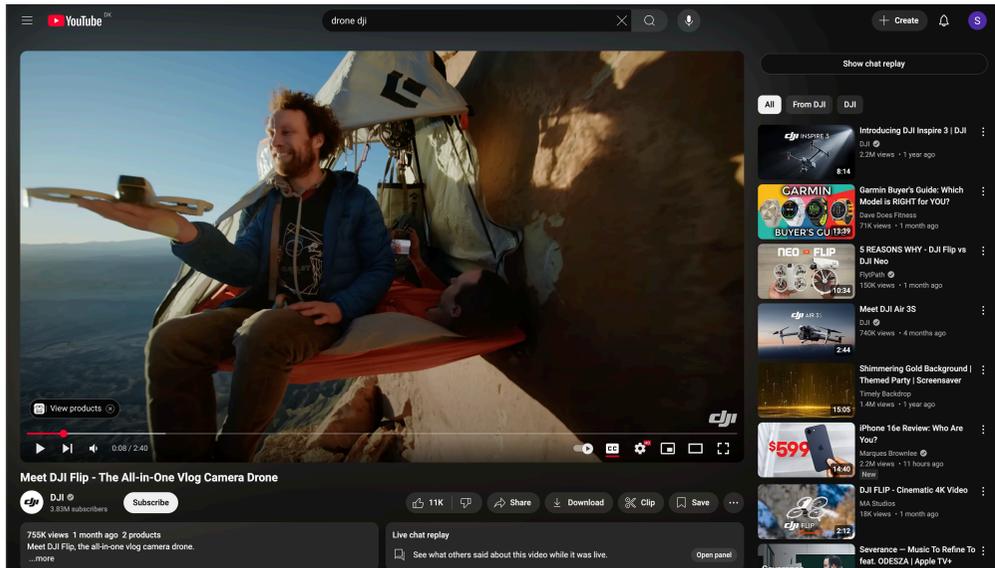
# Record and edit videos in your browser.



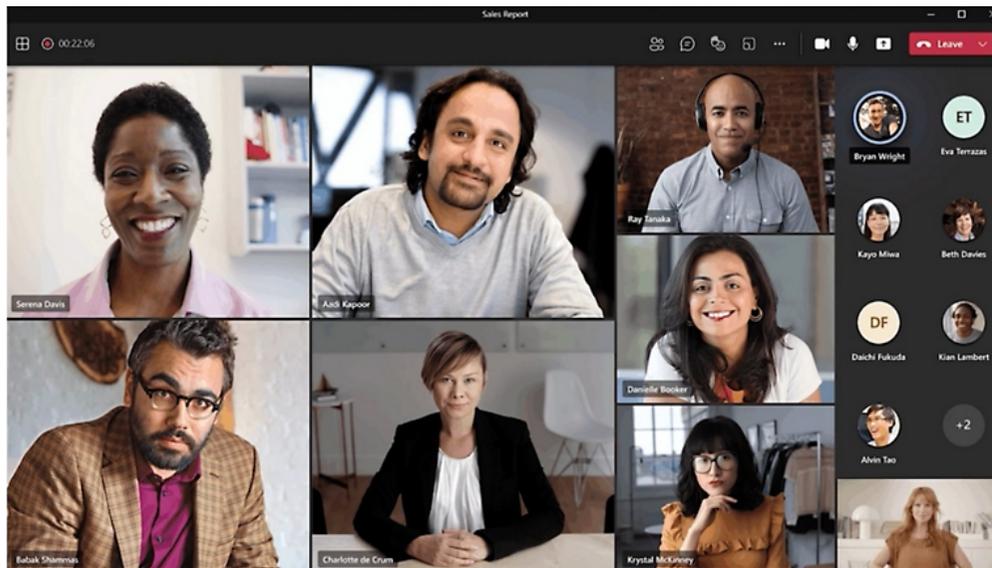
3.

Get Your Video Tooled.  
& Measure Your Video  
Performance

# 90% of video marketers are using Youtube as a platform for their marketing.



51% of companies are using webinar as a critical video marketing channel.



Microsoft Teams

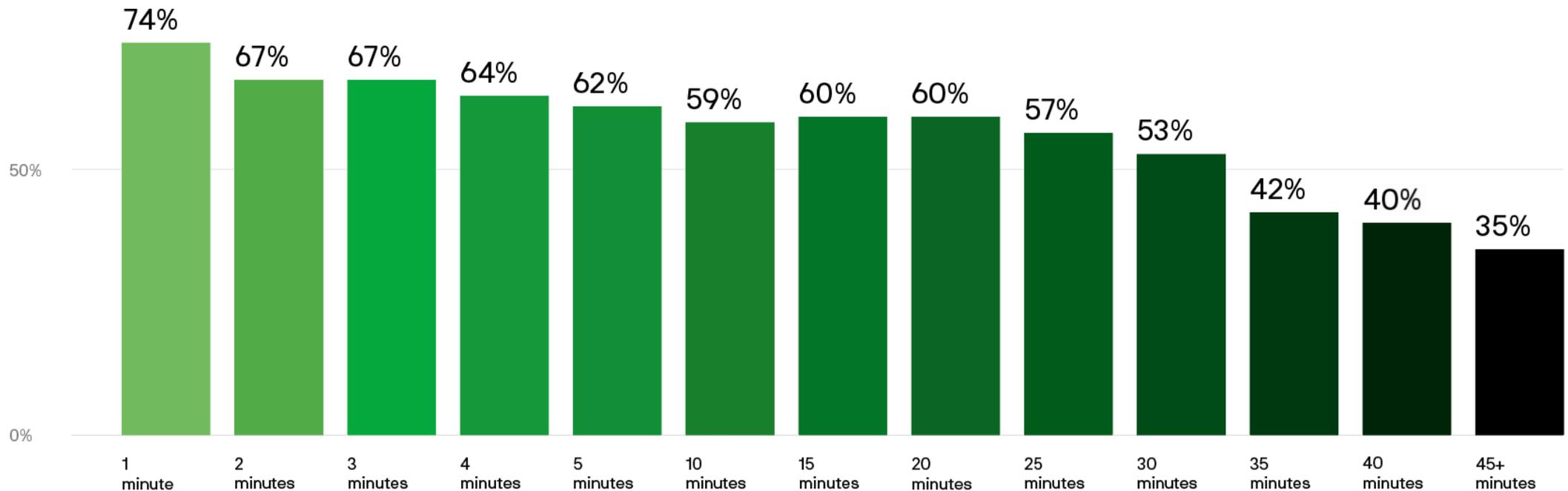


Zoom

## Video Engagement: Average Play Percentage

# On top of your drop-off rates?

Knowing how much of a video your audience actually watch can help you fine-tune future content. While shorter videos are more likely to be watched in total, the full picture is a little more nuanced.

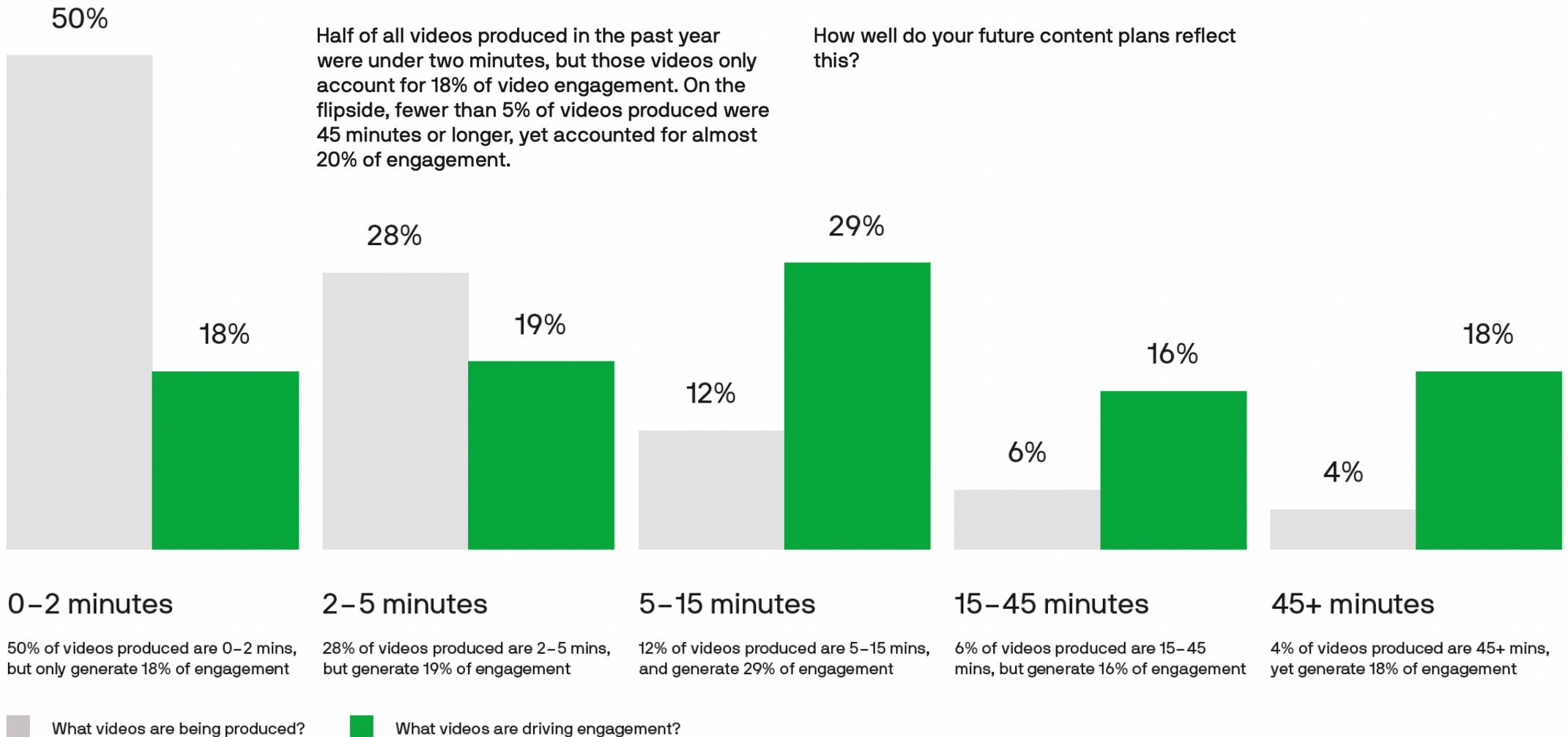


Video Engagement: Average Play Percentage

# The video engagement disconnect

Half of all videos produced in the past year were under two minutes, but those videos only account for 18% of video engagement. On the flipside, fewer than 5% of videos produced were 45 minutes or longer, yet accounted for almost 20% of engagement.

How well do your future content plans reflect this?



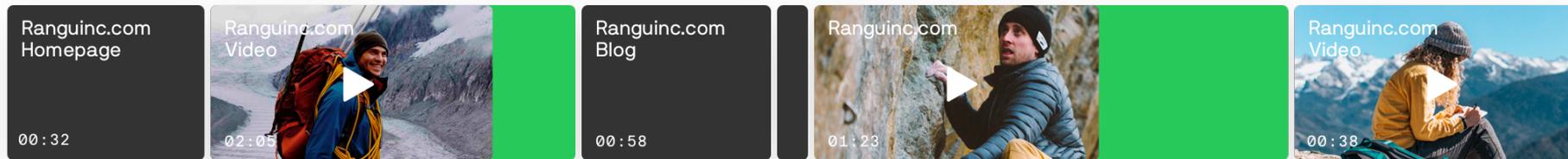
4.

Attribute Video &  
Webinar Activity across  
your Martech stack

*WHAT EVERY VIDEO CHANGE MAKER NEEDS TO REMEMBER*

# Video Is Now. Video is already +50% of your engagement.

Time spent on:



**66%**  
Video Engagement

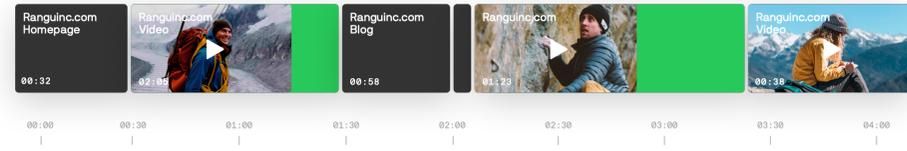


# Video Attribution

21% are integrated

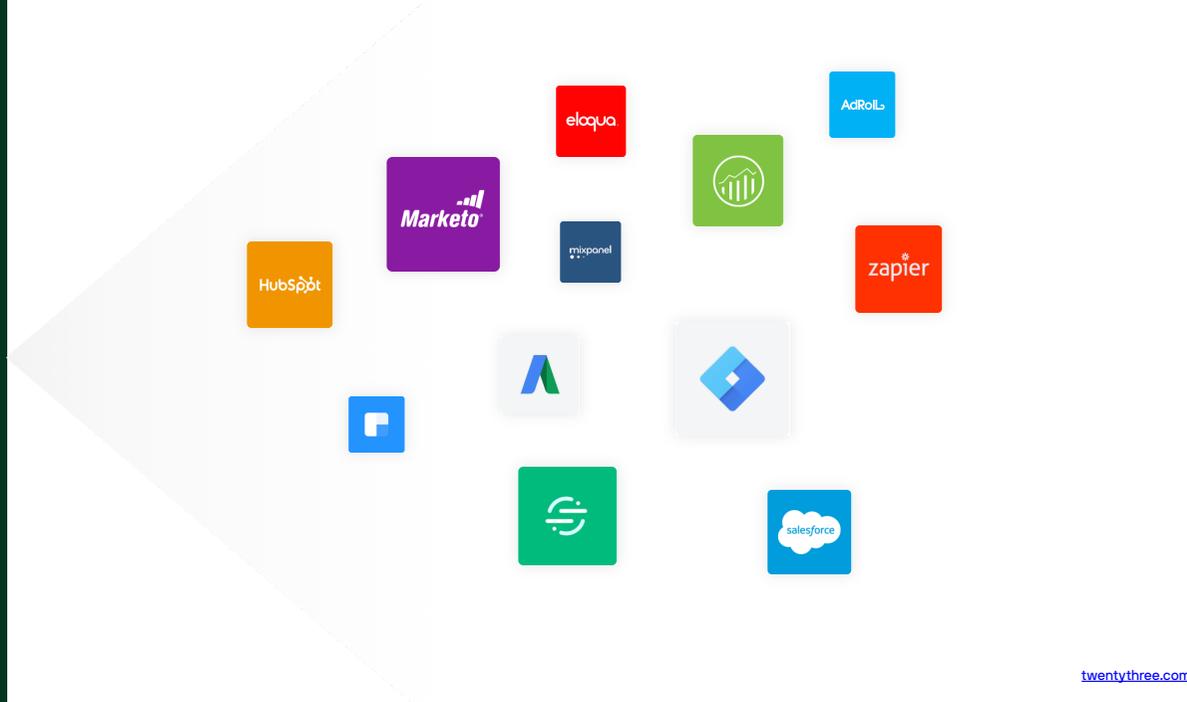
“Only 21% of companies have their video & webinar data integrated with their CRM.”

Time spent on:



66%  
Video Engagement

User	Time	Visits	Engagement	Score
Daniel Smith Rangu Inc. daniel@rangu.com	14 min	6	2h37m	84
Sarah Jones Rangu Inc. daniel@rangu.com	5 min	3	44m	12
Ryan Andrews Rangu Inc. daniel@rangu.com	1 min	1	5m	3





Data and Integration

# Integrations

Get every webinar or video integrated with full marketing attribution & automation, keeping the data at the right place.

# Real-time data as custom activities



Activity Log for Sarah Bay

ID	Date/Time (CEST)	Activity Type	Detail	Campaign Name
149733	24 Apr 2017 16:01	Push Lead to Marketo	TwentyThree	
149730	24 Apr 2017 16:01	Push Lead to Marketo	TwentyThree	
149731	24 Apr 2017 16:01	Change Program Sta...	Skipped Status unchanged	
149729	24 Apr 2017 16:01	Change Program Sta...	Skipped Status unchanged	
149728	24 Apr 2017 16:01	Change Data Value	Changed Video engagement score from "0" to "36"	
149727	24 Apr 2017 16:01	Change Data Value	Changed Total video playback (minutes) from "0" to "2"	
149726	24 Apr 2017 16:01	Change Data Value	Changed Number of videos played from "0" to "3"	
149732	24 Apr 2017 16:00	Video view	Video: Watched Mountains are big and grey (0:08 / 10%)	
149712	24 Apr 2017 15:59	Change Data Value	Changed Website from [null] to "twentythree.net"	
149711	24 Apr 2017 15:59	Merge Leads	Sarah Bay	
149710	24 Apr 2017 15:59	Collector signup	Converted while watching Video is an integral part of your marketing	
149708	24 Apr 2017 15:59	Push Lead to Marketo	TwentyThree	
149706	24 Apr 2017 15:59	Change Program Sta...	TwentyThree "Not in Program" ⇒ "Filled-out Form"	
149703	24 Apr 2017 15:59	New Lead	Lead name: "Sarah Bay", source: Web service API (Web service API)	
149734	24 Apr 2017 15:58	Video view	Video: Watched Video is an integral part of your marketing (0:50 / 19%)	
149701	24 Apr 2017 15:58	Visit Web Page	rangu.23demo.com/video-is-an-integral-part-of-your-marketing	
149700	24 Apr 2017 15:58	Click Link	rangu.23demo.com/video-is-an-integral-part-of-your-marketing	
149698	24 Apr 2017 15:58	Visit Web Page	rangu.23demo.com/	

Rangu Drones

Theis Nielsen

5 days ago · 546 videos played

Store Heddinge, Zealand, Denmark  
TwentyThree · this@twentythree.com

Overview Following

ENGAGEMENT

Score: 102  
Engagement: 8h 17m  
Views: 170 sessions  
Last seen: 5 days ago  
First seen: 3 years ago

Identified via: webinar collector no opt in, Collector + Country, Dunderland  
Webinar Registrations, Webinar collector with custom field, Webinar series registration, Webinar Registrations, Video Collector - Wall, Hubspot, Hubspotwebhook, Marketo

CONTACT

Name: Theis Nielsen  
E-mail: this@twentythree.com  
Phone: +4544164670  
How are you using drones? Other  
Country: Denmark  
IntentID: 12345  
Location: Store Heddinge, Zealand, Denmark  
Data consent: Yes

Activity

FRIDAY AUGUST 15, 2025

Played via site 11:20:12

Mail sent: "Thanks for attending "Introducing Drone056!"

Sent: Fri Aug 15 2025  
Opened: Fri Aug 15 2025  
Clicked: [ ]

THURSDAY AUGUST 14, 2025

Theis Nielsen converted on "Webinar Registrations"

Video Conversion: Forms

# Where should I place the conversion form?

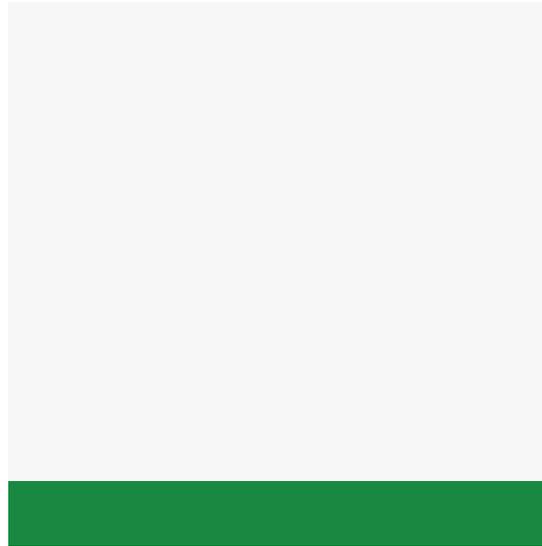
The lead conversion rate depends heavily on where in the video the Collector form is shown. When it's displayed before the video starts playing, almost a third of the audience will convert into leads.

26%



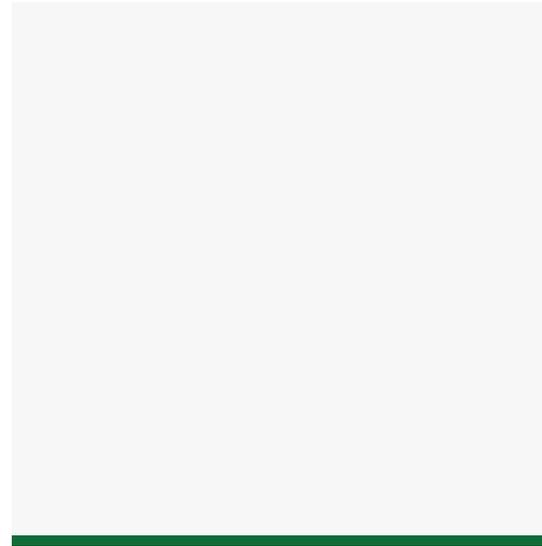
Before video

12%



During video

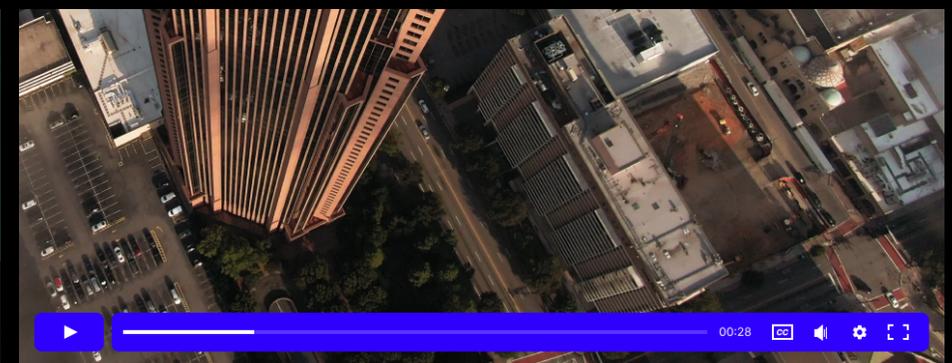
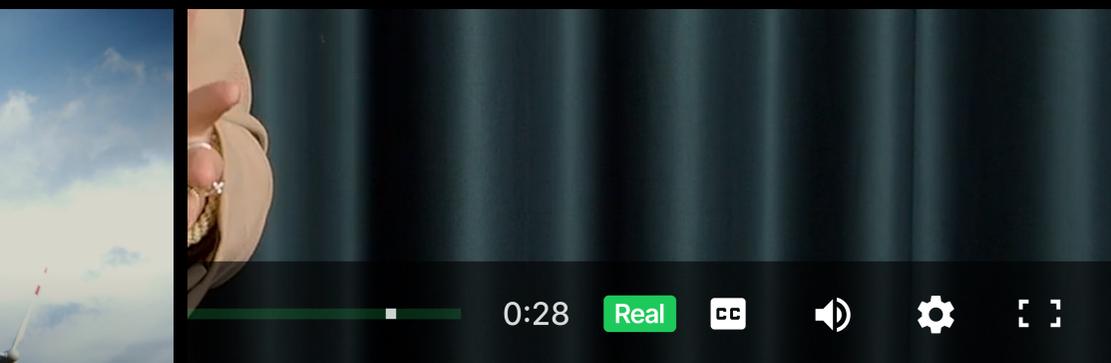
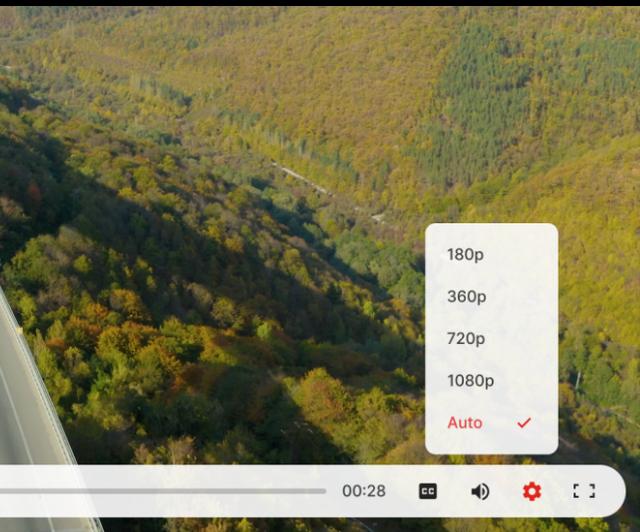
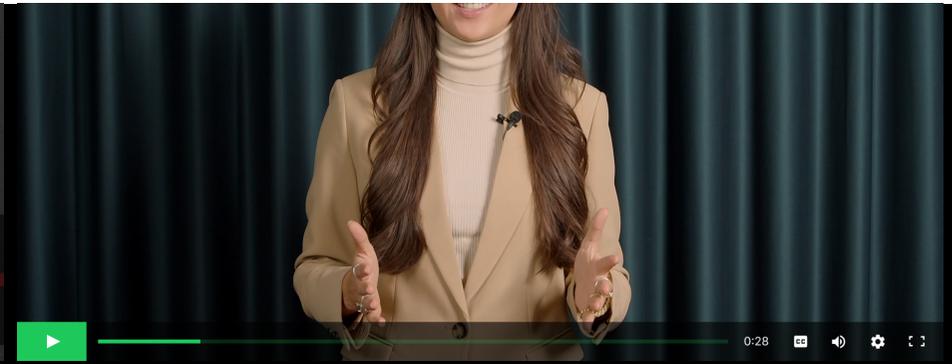
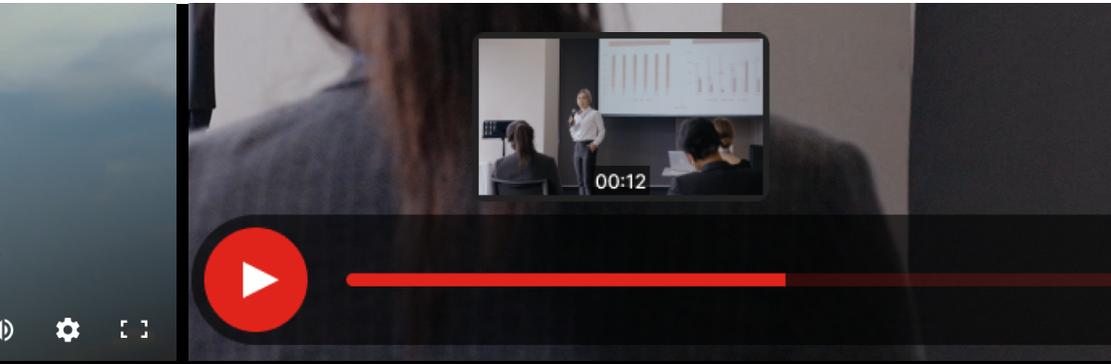
2%



After video

**5.**

**Make your Website  
Video-Driven.**





# N X T

📅 Wednesday, 25 April 2018 ⌚ 20:00 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sit amet commodo diam, non gravida lectus. Maecenas sed fringilla arcu, id sollicitudin massa.

20 12 48  
days hours minutes

Register

**Crypto Investment**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register

**Getting started on investing**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register

**Financial Freedom**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register

**Sustainable investments**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register



# MARKETING FOCUS

**Landscape Photography**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register

**Pushing you lead generation**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register

**Marketing content strategy**

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📅 Wednesday, 25 April 2018 ⌚ 20:00 — 21:00 PM CEST

Register

## Rangu Landscape Photography

📅 Wednesday, 25 April 2018 ⌚ 20:00 PM

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02 18 48  
days hours minutes

Register

Product Services About Community

## OUR PRODUCT WEBINARS

**MICRO ORGANISMS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sit amet commodo diam, non gravida lectus. Maecenas sed fringilla arcu.

📅 Wednesday, 25 Dec 2024 ⌚ 20:00 — 21:00 PM CEST

**DEVELOPING A BETTER WORLD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sit amet commodo diam, non gravida lectus. Maecenas sed fringilla arcu.

📅 Wednesday, 25 Dec 2024 ⌚ 20:00 — 21:00 PM CEST

**PRODUCT DEVELOPMENT**

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Product Services About Community

### Developing a better world

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📅 Wednesday, 25 Dec 2024 ⌚ 20:00 — 21:00 PM CEST

Register

# the MONOLOGUE

📅 Wednesday, 25 April 2018 ⌚ 20:00 PM

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02 18 48



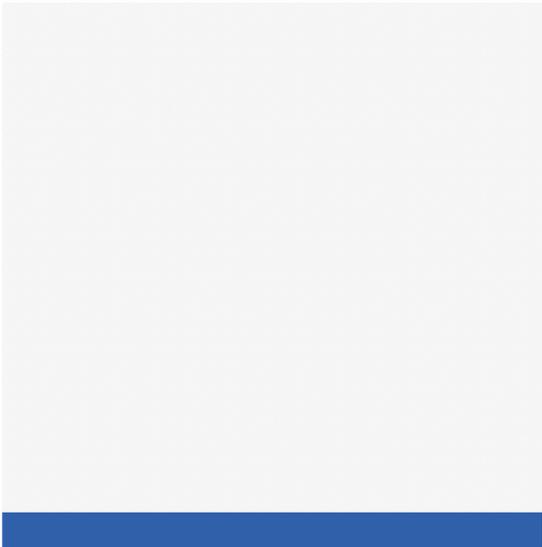
Video Channels

# Big tech losing the engagement battle

The picture is clear - owned media is vastly superior to social media when it comes to driving engagement. It's a natural next step on the path to video-first websites.

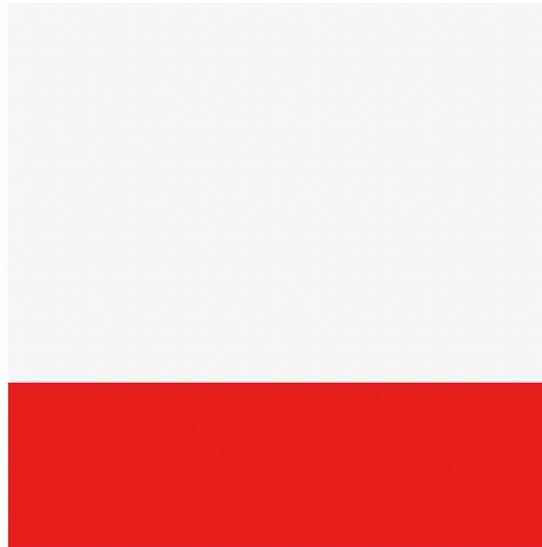
Facebook

17 sec



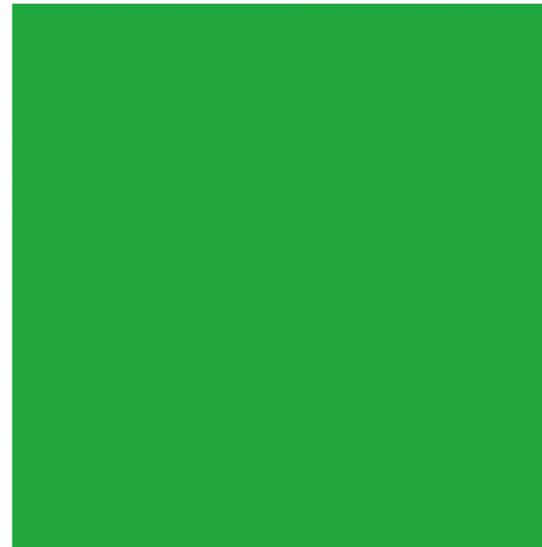
YouTube

1:33 min



Website

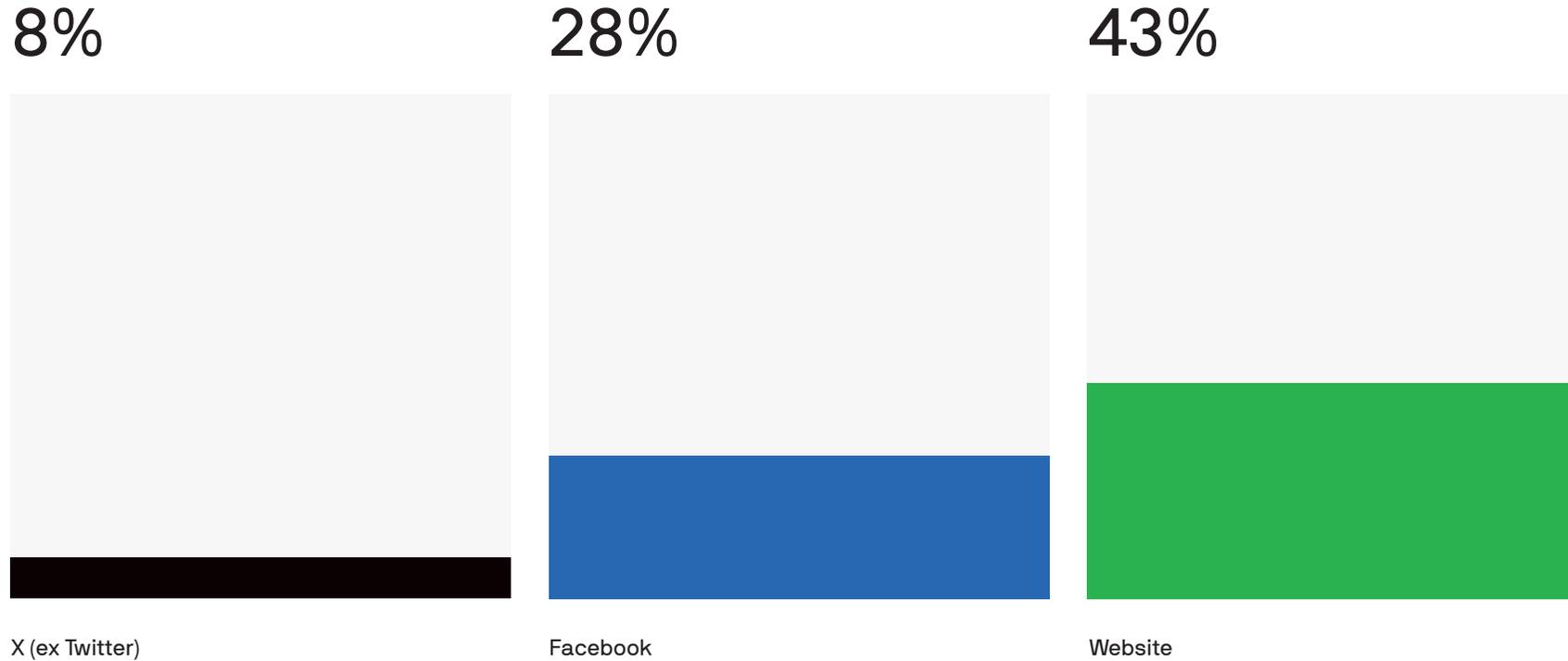
4:31 min



## Video Channels

# Why your site has never mattered more

Looking at which channels convert impressions into plays, it's clear to see that visitors to your own site are much more likely to engage with your video content compared to social.



6.

Do Webinars at Scale.

Hundreds of Webinars a Year is the new baseline.  
125 webinars a year.



# Private Webinar

Channel Webinar

Relational Webinar

# Public Webinar

Standard Webinar

Episodic Webinar

# Open Webinar

External Event

Privacy Event

## WebinarTray

Introduction



Don't forget to smile on camera :)



### Speakers



**Steffen Fagerström Christensen**  
Co-founder and CTO • Rangu Inc



**Elias Christiansen**  
Marketing analyst • Fastrack

01:57:03



## SpeakerPool

### Add Speaker



Search for speakers

Add new

#### Suggestions



**Julius Altenburger**  
Julius@rangu.inc



**Sidsel Forchhammer**  
emma@rangu.inc



## WebinarSpots



RawMode

# TwentyThree Webinars5

The way you do webinars will never be the same again.

Coming to a screen near you 29th of February

## WebinarHighlights



h Smith

Amelia

Joakim Jensen, S...



2:01



2:01



## WebinarTrailer



## OpenWebinars



## CoProduce



**Pavel Georgiev**  
Head of Sales • Rangu Inc

Host



**Sidsel Forchhammer**  
Head of Marketing • Rangu Inc

Host



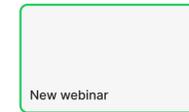
**Julius Altenburger**  
Product owner • Rangu Inc

Host



## WebinarTemplates

### Create New



New webinar



Welcome presentation



Launch template

Name Of Your Webinar

### Create webinar

Webinar | Webinar Series

Name

Product launch

Registration

Subscription

Webinars

Add Webinar

New webinar

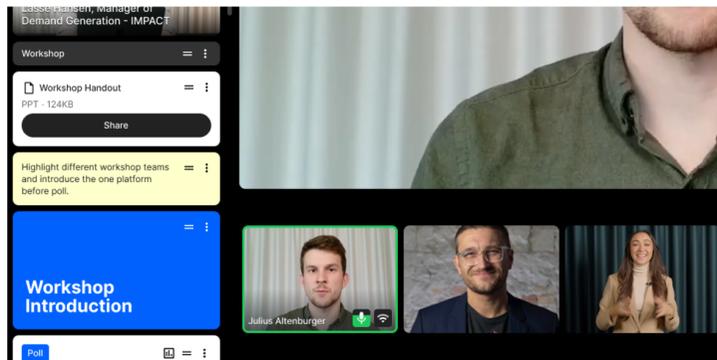
Welcome presentation

Launch template

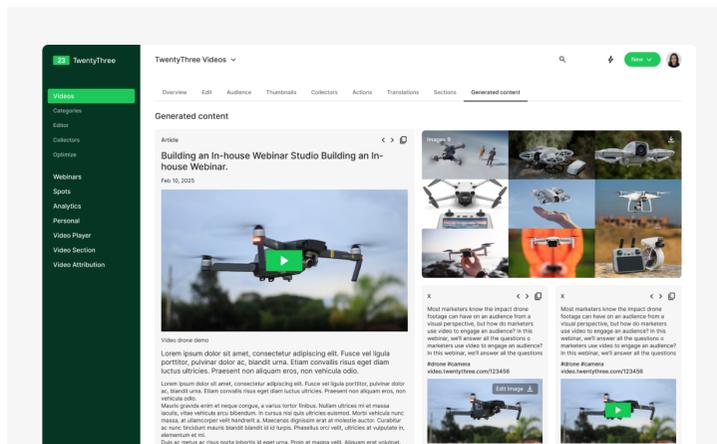
Welcome pre

Name

Product webinar



# TwentyThree Webinars



## Get your free Video Toolkit - Start your video journey with TwentyThree

Streetname | Number

Zipcode | City

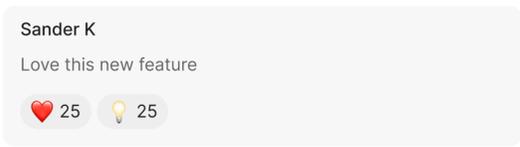
Country

By submitting this form, you agree to receive occasional information on TwentyThree products, events and offers. You can unsubscribe at any time.

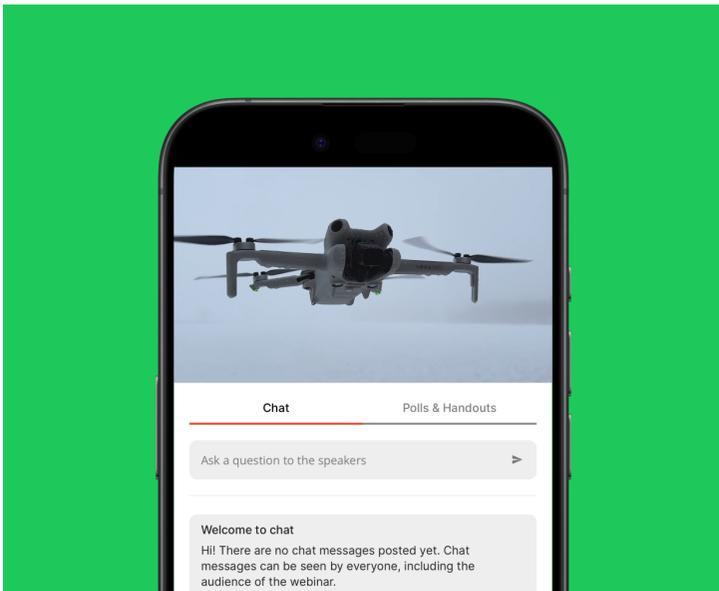
Submit



Buy



Type something...



# Save 80% time

“We went from 2 hours to 20 min of administrative work per webinar”

- One of the biggest webinar producers in Europe

# Six Tips to Succeed with Video

1.  
Get Your Videos into the Hands of Your People.

2.  
Give your Team the Ability to Do Video.

3.  
Get you videos tooled & Measure your Video Performance

4.  
Attribute Video & Webinar Activity across Martech Stack

5.  
Make your Website Video-Driven.

6.  
Do Webinars at Scale

Now the World's Largest Conference on Video

# TwentyThree Summit 2025

The Human Side of Digital

Copenhagen

Thursday, August 28 – Friday, August 29

1,000+ attendees 400+ companies

50+ speakers 40+ sessions

Sign up today with code  
"THEISVIP"





## Theis Johan Nielsen

Head of Specialists  
TwentyThree

[theis@twentythree.com](mailto:theis@twentythree.com)  
Copenhagen, Denmark