

## Customer Success Story

# Biomni Video White Paper Program

### Situation Analysis

White papers are particularly effective for educating buyers about complex products and services because of the detail they provide. In fact, a recent B-to-B study of over 4,000 respondents found that 80% of buyers rely on vendors for educational material to solve a problem. At the same time, online video is becoming the preferred medium for web users. A recent AOL/Google study that found 75% of respondents reported watching more video online than they did a year ago, and half (52%) expected to watch more online video over the next year.

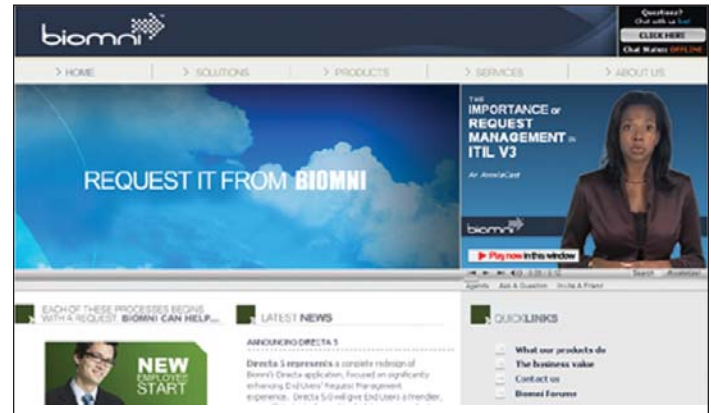
Knowing both of these trends, Adrian Sakashita, Director of Marketing for Biomni, wanted to take things up a notch and combine the best of both mediums, so he decided to try a Video White Paper from Accela Communications. In this turn-key program delivered via AccelaCast inBanner, multimedia content is developed based on their existing white paper, with each stage of production managed by partner Accela Communications.



*Demand for engaging, educational content delivered online, presented a unique opportunity for Biomni to deliver existing content in an exciting new way, with minimal effort.*

### Program Goals & Parameters

First and foremost, the goal of the Biomni Video White Paper program was to educate buyers about their end-to-end request management solution that manages any form of request across a diverse set of fulfillment systems and suppliers. While the text deliverable was a key element in the overall program, the addition of the video component would make the content more compelling and memorable, allowing Biomni to attract more people and gain more from the investment. By embedding the program in multiple locations, with the option to deliver it as an in-banner advertisement, they are able to reach their potential buyers in a contextually relevant environment. For example, when delivered through publisher banner advertising inventory, Video White Papers



are presented adjacent to editorial content, which often increases click-through and view time.

Biomni was also in the midst of transitioning to a direct sales model, so their marketing communications needed to support both awareness and lead generation. Biomni is headquartered in the UK, consequently they are keenly interested in reaching an international audience with a concentration in Europe. To do that, they purchased an audience development program from Accela Communications utilizing the AccelaCast Media Network.

Accela Communications then conducted a fully managed promotional campaign on their behalf, delivering a guaranteed number of registrations to support their sales activity. This campaign consisted of a combination of targeted emails to opt-in lists, newsletter promotions, and search engine marketing designed to drive viewers to the program, embedded in a customized landing page. (See next page.)



## Measurement & Tracking

Gauging the success of corporate video programs usually centers on analyzing the level of viewer interaction. Accela Communications worked with Biomni to establish benchmarks for their video white paper beforehand to assess engagement quality and determine viewer interests. Metrics such as registration capture, total unique and repeat viewers, and average viewing length were tracked. A classification filter within AccelaWorks, the back-end web response management system, allowed Biomni to measure the number of registrants by country in order to assess the audience demographics and distribute registrant profiles appropriately for follow-up.

### Client Feedback

*“Our white paper video project has exceeded our expectations – the multimedia format is very engaging, presents complex information effectively, and has garnered more response than was possible with a text format alone. We were also able to use the program in multiple distribution channels, such as our home page and on publisher web sites to gain even more return from this project.*

*Furthermore, the production itself was simple. We provided our white paper in text format to Accela Communications and they took care of all the production details, in a very professional and responsive manner. It's obvious that they take pride in their work and the level of service they provide is exemplary. The incremental investment to produce our white paper in video format has been well worth it, and we'll do it again.”*

**Angus Gregory**  
**Chief Executive**  
**Biomni**

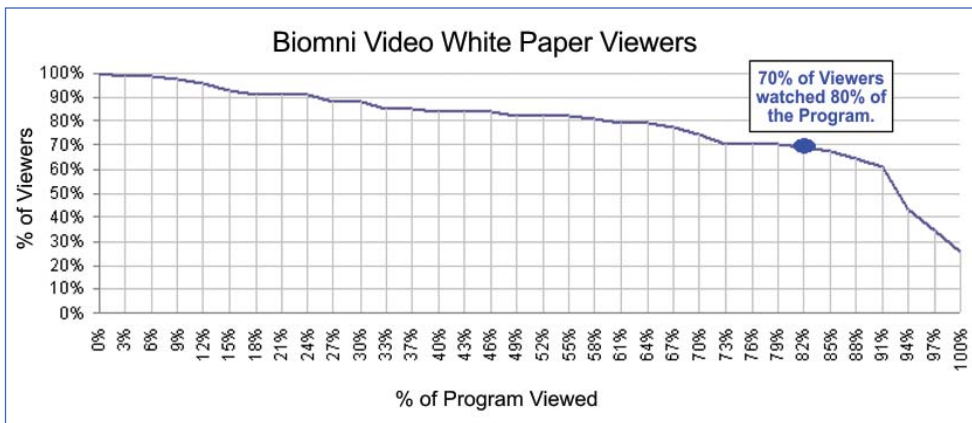
## Results

### Key Statistics \*

- Total unique viewers = 546
- Total views including repeats = 671
- Total view time = 49 hours
- Average view time for classified registrants = 6:41 or 81% of the program
- Total downloads of textual white paper = 395 or 76% of all viewers

(\*After one month of activity.)

Executive Summary								
Folder:	Biomni (3 Programs)							
Time Report Generated:	11/28/2007 02:11 PM							
Report Type:	Executive Summary							
Report reflects data available at:	11/27/2007 12:00 AM							
Report Time Range:	All Available Days							
Record Classification:	All Records							
Source:	All Sources							
This folder contains 3 unique programs. Folder reports include data available at 11/27/2007 12:00 AM. Reports on single programs may include more recent information.								
	Unique Registered Users	Unique Records	Records Including Repeats	Unique Viewers	Average Viewtime per Unique Viewer (m:s)	Views Including Repeats	Average Viewtime per view (m:s)	Total Viewtime (hours)
<b>Views</b>				546	5:11	671	4:20	49
<b>Records</b>	401	408	528	386	6:41	481	5:32	44
<b>Classified</b>	395	400	483	378	6:37	439	5:42	42
<b>Internal</b>	3	3	7	3	9:21	6	5:40	1
<b>Competitors</b>								
<b>Junk</b>	5	5	38	5	9:58	36	3:21	2
<a href="#">Download Data (MS Excel)</a>								



### Contact Us

To learn more about how to create your own video white paper, please contact:

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