Background to Drive's Development

One of our clients was asking for something that would be more frontline, whereby they could effectively take a video and immediately put it to market without having to build a landing page, without relying on just embedded YouTube videos, etc.

They wanted to be able to have a "mini-engagement box" that could basically overlay any page, that would include branded creative, video content, and specific call(s) to action that were hyperlinked to other destinations.

But they wanted it to be flexible enough so that it wasn't just restricted in one page because a lot of companies do not always have a lot of time to develop specific landing pages for specific offers or promotions. They not only wanted something that they could use, but also they wanted to have an overlay that could be used by third parties.

They had a short list of questions. They said, "If we want to host it independently with you, we want to be able to do that. Or, if we want to be able to host it through YouTube, we want to be able to pull a YouTube video into it."

And so we looked at the technology and coined the term "Mediabox". What that is, is combining creative, video content, and specific call-to-action links in a very dynamic overlay that allows immediate marketing potential for clients.

There are clients that have got video content, it lives in YouTube, it's a bit of a "box ticking" exercise for them, and they think: "We'll upload it to YouTube and the visitors will come!"… and they don't. When we started looking at the number of video views that a lot of expensively produced video content was receiving, it was in the hundreds; it wasn't in the tens of thousands.

And so it was clearly necessary to develop some new software that put video in the front line, that made video much more evident and much more feature of focus. The companies that we work with know how important video is. They just didn't have a way of uniquely presenting video with the flexibility they needed.

That is where the idea of Drive came from. It took us about a year to build it. Any client from any sector that has video content low on visibility, that they want to bring front and center and combine it with a specific call to action quickly — that's what the Drive Mediabox is for.

DRIVE Summarized

Drive is not a third party online video platform where it can take 12 months to sort out all the integration and tons of people from different departments. We are able to build the assets of a Mediabox in less than two minutes. We provide a spec sheet for clients in terms of the video and the sizing of the creative. They send us back the information, and we can give them a finished Mediabox.

Where we have situations in e-commerce where there are time-sensitive special offers with specific items for stock clearance — for instance, in fashion — if a client is advertising two specific products, one of which sells out in the promotion, we are able to make the changes to the Mediabox without the client having to change anything in the code.

So, in other words, once they have one small snippet of Javascript code in their website page (which is all they need: there is no large-scale technical integration; it's one simple set of 25 characters of code), we can make all the changes to the Mediabox from our end. Our dashboard allows us to build it, allows us to amend it, and allows us to measure it.

Because this was the final piece of the puzzle our clients wanted: they weren't happy with vague "views" as a metric inside YouTube. They wanted more specific KPI's from which they could get better accountability for their video content from. Our analytics that we have for Drive not only measures all the click-through rates, all the impressions, and all the engagement metrics: it does it in real time. So that means, for large-scale marketing activities (for example, e-mail marketing companies or PPC agencies), they can actually see how audiences are interacting with the Mediabox in real time.

The other unique thing that we've got here is that this is not a SaaS*-based product where somebody buys it and then, outside of a Zendesk or an online support system, they're on their own. This is a fully-managed service and it's very unique. This is what makes us different to a lot of the other companies in and out of the sector that we're actually in. It's this managed service that is extremely important.

> *SaaS - Software as a service (SaaS; pronounced /sæs/) is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. SaaS is typically accessed by users using a thin client via a web browser.

In a nutshell, this is what Drive is. It's new, it's innovative, and we have our first client testimonial within a couple of weeks of launching it.