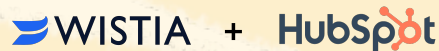


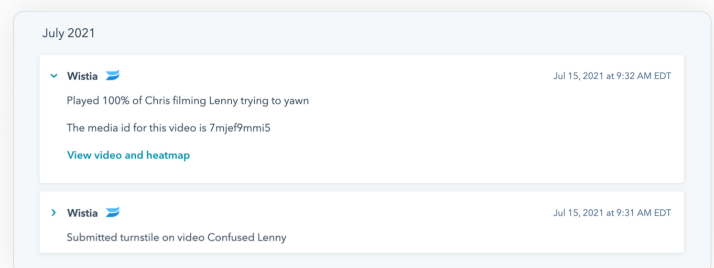
Combine the power of video with your marketing automation platform



See how this powerful marketing automation integration can help you gather, segment, and score leads using videos—and podcasts, too!

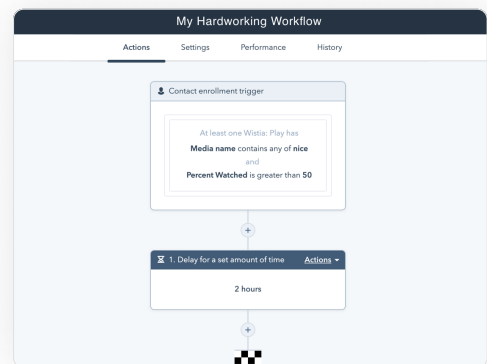
Capture new leads from video

Add HubSpot forms to your videos to capture leads, and collect additional information with custom properties. Each time a lead converts through your videos, Wistia will sync with HubSpot and add video activities to their contact record. Video Heatmaps provide insight into how each contact interacts with every video right inside the contact timeline.



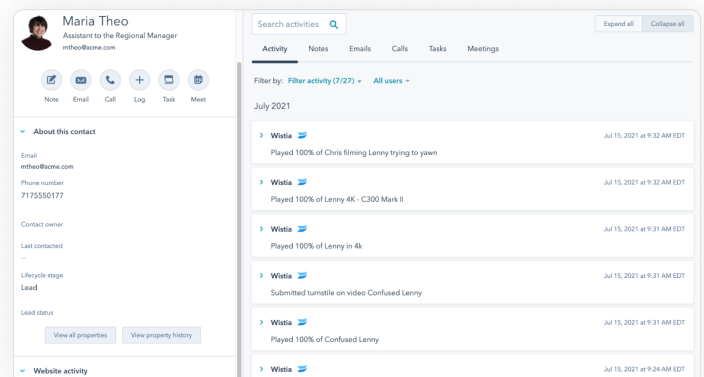
Use data to segment & automate

Segment your leads based on videos they've watched to personalize your marketing and trigger workflows. You can create smart lists based on your contacts' video conversions. With Events, you can also segment by videos played and clicks on links within your video. Use those lists to enroll your contacts in lead nurturing workflows or set up smart content on your site.



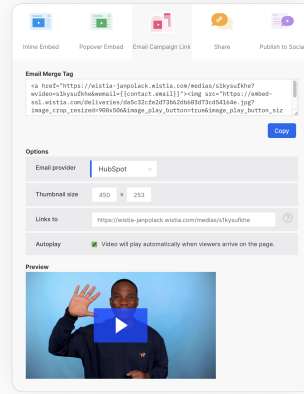
Enhance your lead scoring

You can also include Wistia data in your lead scoring to help sales prioritize leads that are most actively engaged. Increment your lead score by specific videos watched or number of videos watched. Using Events, you're able to know how much of the video your leads have actually viewed.



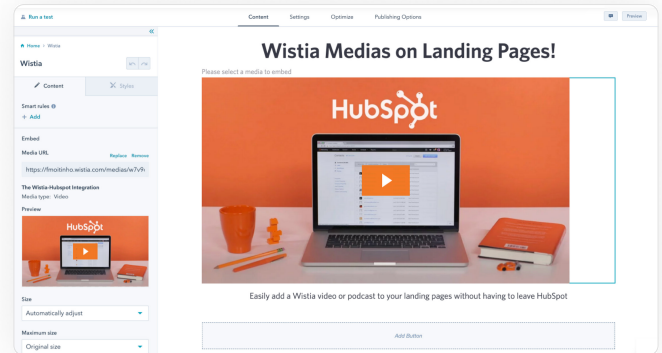
Improve email engagement

Use Wistia's video thumbnails as CTAs in your emails to boost engagement and drive traffic back to your site. Easily embed the thumbnail image and tracking code into your marketing emails to highlight your videos and improve click-through rates.



Find and embed content faster

With HubSpot's Media Bridge, you can access your entire Wistia library, right from HubSpot. This integration makes it easy to find and embed any video or podcast into your emails and landing pages.



Read what our customers have to say

“We’ve gone from nearly zero video conversions before Wistia to now we have hundreds in just a couple of months. **Wistia just enables us to make those more informed decisions** because we can see what our users are interacting with.”

– Jared Levy, Digital Marketing, AlayaCare

“With the HubSpot integration, **we can actually see who has watched.** So if we see a highly engaged lead is watching this video, this is their 10th interaction with our company, we're like great. Good signal. Let's talk to them.”

– Cara Hogan, VP of Enterprise Marketing, Tomorrow.io



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