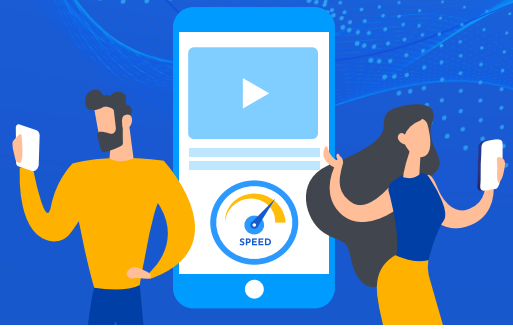


Video Transcoding and Adaptive Streaming



Why it Matters to Content, Design and Marketing Teams

Videos are dominating online content consumption and it is an integral part of any successful Digital Marketing Strategy.

Why? It drives end-user engagement, makes content more memorable, increases conversion rate by 80% and, in the context of eCommerce and Marketplaces, expands average basket sizes.



70% of consumers

prefer video to other marketing types

! Problem

If you are creating and hosting your own website video content (i.e. not on platforms like Youtube, or Vimeo) it is extremely important that you have Video Transcoding and Adaptive Streaming enabled. Without these technologies, your videos will be slow to load, engagement will drop, and bounce rates will increase.

✓ Solution

Video Transcoding and Adaptive Streaming ensures that end-users on your website don't have to wait for your videos to load. It does this by analyzing their connection and then serves a video optimized for their device and connection speed.

To ensure the best delivery speeds, **Content Delivery Networks (CDNs)** should be utilized.

How Video Transcoding & Adaptive Streaming Works



A full quality size video is uploaded to your website (e.g. 1080p/4K)



This is transcoded into multiple resolutions (e.g. 360p, 480p)



A user visits your website and clicks on this video



Adaptive streaming detects their connection/device



A video optimized for their connection type is sent to their device

Takeaways:

- ✓ Implementing Video Transcoding and Adaptive Streaming is key to maximizing the results achieved through any marketing content involving the use of videos.
- ✓ The easiest way to implement these technologies is to use **Filerobot**, a Digital Asset Management (DAM) platform that automates this entire process for you.



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