



SUCCESS STORY: **BRIGHTCOVE**

1.63x Increased Engagement: How an Enterprise Tech Firm Leveraged 2X's Marketing Operations Capabilities

Before 2X:



Constrained bandwidth to plan, launch, and manage a large volume of personalized campaigns



Underutilized MarTech stack led to poor ad targeting and generic messaging



Limited MOps talent to monitor campaign performance, analyze results, and carry out optimization efforts



“ It would have been physically impossible to hire the volume of resources required to run this level of marketing without 2X. ”

—Theo Hildyard, VP of Demand Generation at Brightcove

How 2X Helped Brightcove:



Full MarTech Stack Utilization



2X devoted six MOps professionals for every step of the process, from strategy development to the execution of marketing campaigns.

BRIGHTCOVE

Video Streaming Engine



Customer Relationship Management

DRIFT

Live Chat Engagement



Intent Insights Platform



Marketing Resource Optimization

\$203,144

48.6% in labor cost savings in nine months

55.6%

Decrease in cost per account engaged



Dynamic Segmentation

27

Personalized campaigns launched per quarter from one or two

150 - 200

Hours saved per quarter on list matching

1-3 hours

On targeting and list generation from weeks

2.25x

Accounts can be engaged on a flat budget

1.63x

Increase in engagement rate

40%

Bounce rate reduction



Targeted Personalization



2022 6sense Breakthrough Award Efficiency Expert Category Winner

Supported by 2X, Brightcove received recognition for implementing marketing personalization at scale.

- 1-to-many Always-On ads for different segments e.g. Sport, Arts, Retail, etc.
- 1-to-few ads for Deal Acceleration, Customer Cross-Sell etc.
- 1-to-1 ads for Tier 1 accounts, Hot Opportunities

Maximize MarTech ROI with 2X

Discover More MaaS Resources

Talk to us about maximizing MOps impact today.

