

Hippo Video Launches ‘Template Builder’ to Increase Video Adoption in Enterprise Companies

Video CX Platform Hippo Video just launched their latest feature - Template Builder - to help sales reps churn out multiple personalized video messages within their brand guidelines.

Delaware, Newark, Jul 28, 2021 ([IssueWire.com](https://www.issuewire.com)) - In the post-pandemic world, where there are restrictions on travel and social distancing, businesses have realized that they can deliver value to users in a personalized way with videos. To support the use-case of “video selling” and to encourage video adoption along with sales effectiveness, Hippo Video has launched a new feature called the “Template Builder.” This feature will speed up video creation, personalization, and sharing experience using in-built customizable templates.

This feature is for both brand admins and sales reps. It allows seamless creation and usage of video templates where sales managers and sales representatives can equally enjoy the benefits of creating personalized videos with minimal effort.

Karthi Mariappan, the CEO of Hippo Video, says, “In an age where in-person interaction is missing, and sales reps are hunched over endless zoom calls or emails, this feature comes as a respite to create quick and easy asynchronous videos. They are refreshing to look at and open new avenues to prospecting,”

How Template Builder Works

Template Builder helps users to

- Access in-built templates and customize them depending on their requirements.
- It has wireframes to build entirely new templates from scratch. These wireframes are skeleton templates that can accommodate videos or images. It can be packaged into sales pages/landing pages, and be managed to house brand elements.
- Users can focus on recording or including videos in such pre-defined templates, without worrying about brand guidelines.

This feature will be a huge time saver and productivity booster for many sales professionals.

The analytics for these videos used inside ad or email campaigns are also available in the advanced video analytics dashboard, which further advances options for salespeople to make the most out of the feature. This feature is set to be further enhanced by including direct integration with major CRM and email marketing platforms.

Hippo Video's Seamless Integration

Hippo Video's robust video experience platform works as a web app (Chrome browsers) and also a desktop app (for macOS). The mobile app is also available on Android and iOS. Hippo Video has integrations with CRMs like Salesforce, Hubspot and also works seamlessly within Gmail, Outlook, LinkedIn, Outreach, Salesloft Freshworks, and 15 other Sales engagement tools.

Hippo Video was named a Leader and High Performer in the G2 Summer 2021 Grid Report in Video Email and Sales Engagement Categories. It continues to grow strong, helping sales professionals scale up personalized experience in different sales activities using videos.

About Hippo Video

Hippo Video is a cloud-based video CX platform by Lyceum Technologies Inc, Newark, Delaware. Since its launch, Hippo Video has acquired over 1.3 Million users before launching the latest video CX platform. It has more than 1,000 business customers globally, including Panasonic, Freshworks, Chargebee, Tailwinds Transportation, Essilor, Clarify Med, etc. Visit: <https://www.hippovideo.io> for more details.

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