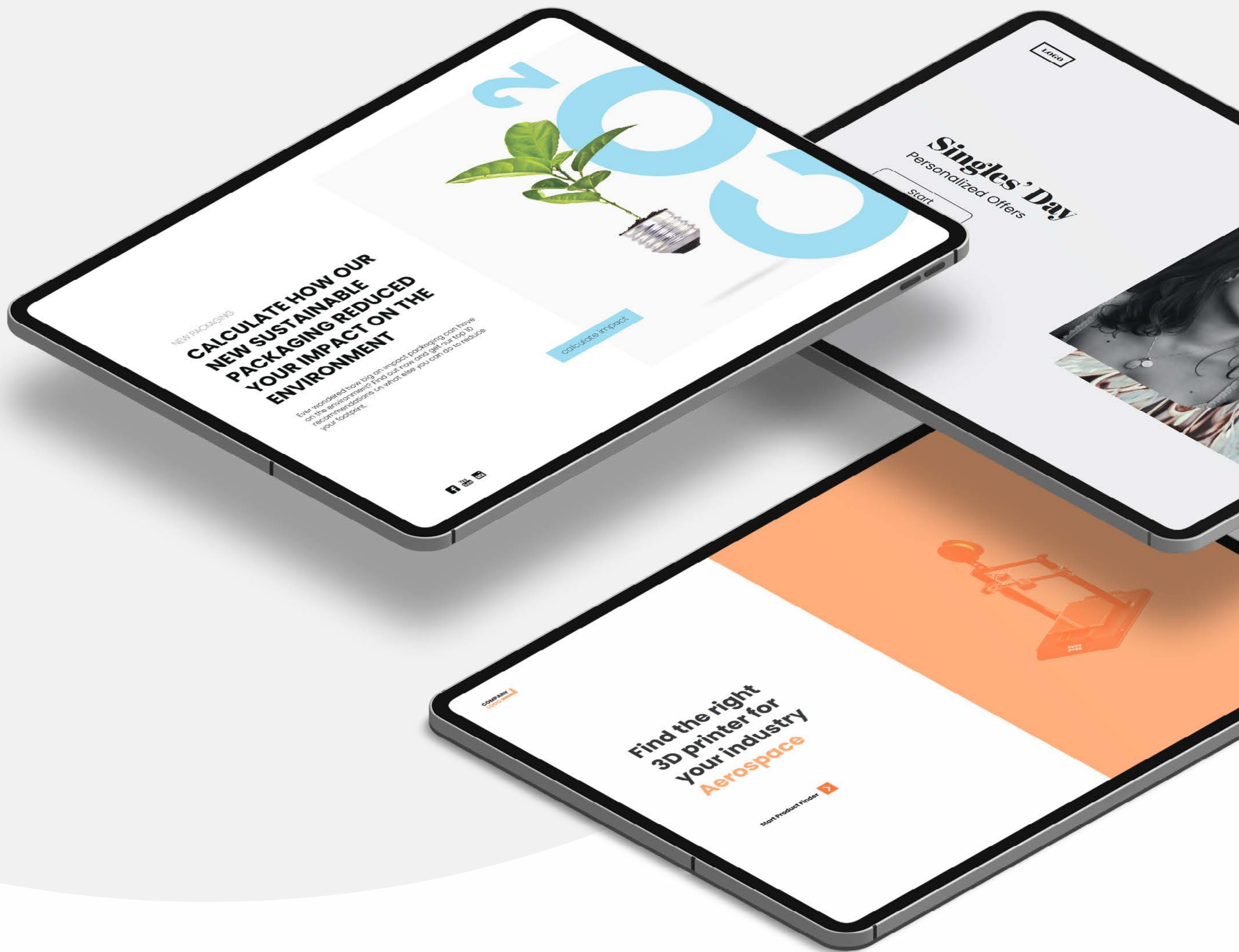**dot.vu**

THE ULTIMATE GUIDE TO

Interactive Content

We wrote this eBook to educate marketers and other professionals about Interactive Content.

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FOREWORD

Fear not; this is not another empty eBook solely written for lead generation purposes. We wrote this eBook to educate marketers and other professionals about Interactive Content and to enlighten you with the amazing and maybe less-known possibilities and opportunities Interactive Content can bring.

When we started Dot.vu in 2013, we had only one idea in mind: revolutionizing how we create content by making it much more engaging, educating, and entertaining. We wanted to empower marketers and other professionals to create Interactive Content at scale. Content that would help companies create two-way exchanges with their customers based on transparency and trust. That's how Dot.vu became the first Interactive Content platform.

> **Today, we have succeeded in implementing the most user-friendly, code-free, and versatile Interactive Content platform out there. Moreover, we help some of the World's biggest brands and agencies create interactive experiences that are, on average, 50% more engaging than static content.**

We help them generate more business, get higher conversation rates, collect valuable data, and efficiently personalize their marketing efforts. But more importantly, we empower our customers to create experiences that are not only interactive but also original and that differentiate them from competitors.

The purpose of this eBook is to gather all our expertise gained through years of being the Leading Interactive Content Platform and transform it into a valuable and insightful resource that marketers can use to improve their Marketing Strategy with Interactive Content. To write this eBook, we have gathered, through interviews with employees, clients and partners, insights from across Dot.vu's departments, from C-Levels, Marketers, Designers, and Content Producers to Customer Success Managers. We have transformed these insights into defined plans, how-to lists, ideas, tips, and tricks to help you create successful Interactive Experiences that are part of a well-thought-out 360° strategy.

Let the power of Interactive Content amaze you,

Casper Kandelsdorff,
Interactive Content Expert at Dot.vu

An Introduction to Interactive Content
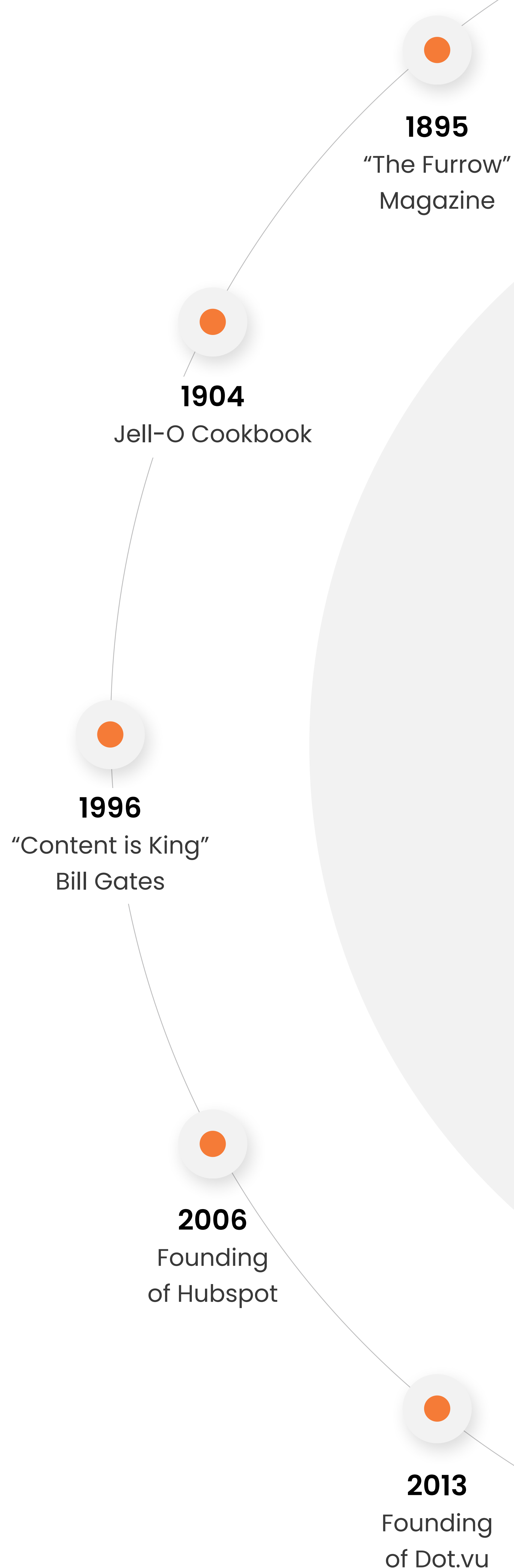
From Content Marketing to Interactive Content

Since Bill Gates said "Content is King" in 1996, the importance of Content has always been sky-high. But, that was not the beginning of Content! Way before that, companies such as Jell-o and John Deere gave valuable and educational content to their customers to boost their sales.

For example, in 1904, Jell-O salesmen went door-to-door to distribute a free cookbook, which resulted in a rise in sales of over 1 million dollars. Moreover, in 1895, John Deere launched a magazine called "The Furrow" to help farmers grow their farms and become more profitable. To this day, "The Furrow" is still available and has monthly publications.

So, when Brian Halligan and Dharmesh Shah founded HubSpot in 2006 and commercialized the Inbound Marketing strategy, they didn't reinvent the wheel in the sense that companies had already been using content to boost sales for a long time. Yet, the revolutionary idea here was to create content tailored to your target audience, which was part of an extensive Content strategy. A Content Strategy that would be used to attract, engage, and delight across the sales and marketing funnel.

Doing Inbound Marketing or, more precisely, Content Marketing was so popular that most companies (B2C and B2B alike) went on board. Everyone started doing blog posts, podcasts, YouTube Videos, eBooks, etc. As a result, it has become extremely hard to differentiate yourself from competitors. That's when trendsetters and innovative companies started to personalize their content and make it interactive. There it was: the beginning of Interactive Content.

While Interactive Content started in the marketing department, it quickly became a go-to tool across all business departments.

1895
"The Furrow"
Magazine

1904
Jell-O Cookbook

1996
"Content is King"
Bill Gates

2006
Founding
of Hubspot

2013
Founding
of Dot.vu

In our current internet era, websites mostly look the same. They have the same basic layout and functions, the same type of graphics, the same flows, the same information to gather, the same sign-up forms, and purchase flows. All of this is presented in the same way every single time.

Interactive Content has the potential to change that. It enables you to create custom dimensions for your website experience that will set your website and brand experience apart from the competition.

Daniel Varny,
CMO at Dot.vu

What is Interactive Content?

You start your day on social media while drinking a cup of coffee. You stumble upon a quiz from Buzzfeed on "What type of leader are you?". You quickly take the quiz because you are interested in knowing the result. You eventually start working, researching, and reading Interactive Infographics and eBooks for the proposal you have to present later in the week. Finally, you see an offer for a flight to China popping up on your Facebook. China, your dream destination! The price is not in your currency, so you quickly look for an online currency converter to see how reasonable the offer is.

All these daily activities have one thing in common; the content you consumed was interactive.

So, what is Interactive Content?

Interactive Content is a type of content where the audience plays a central and active role in the experience. In other words, rather than passively consuming a piece of content, the audience is asked to interact with it by answering questions in a quiz, choosing their own journey in a video, collecting points in a Marketing Game, finding the product that best fits their needs in a Guided Selling experience, and so on. As you have seen in the example, Interactive Content pops-up from the online crowded space because it's more engaging, and it can succeed in capturing your audience's attention when static content has failed.
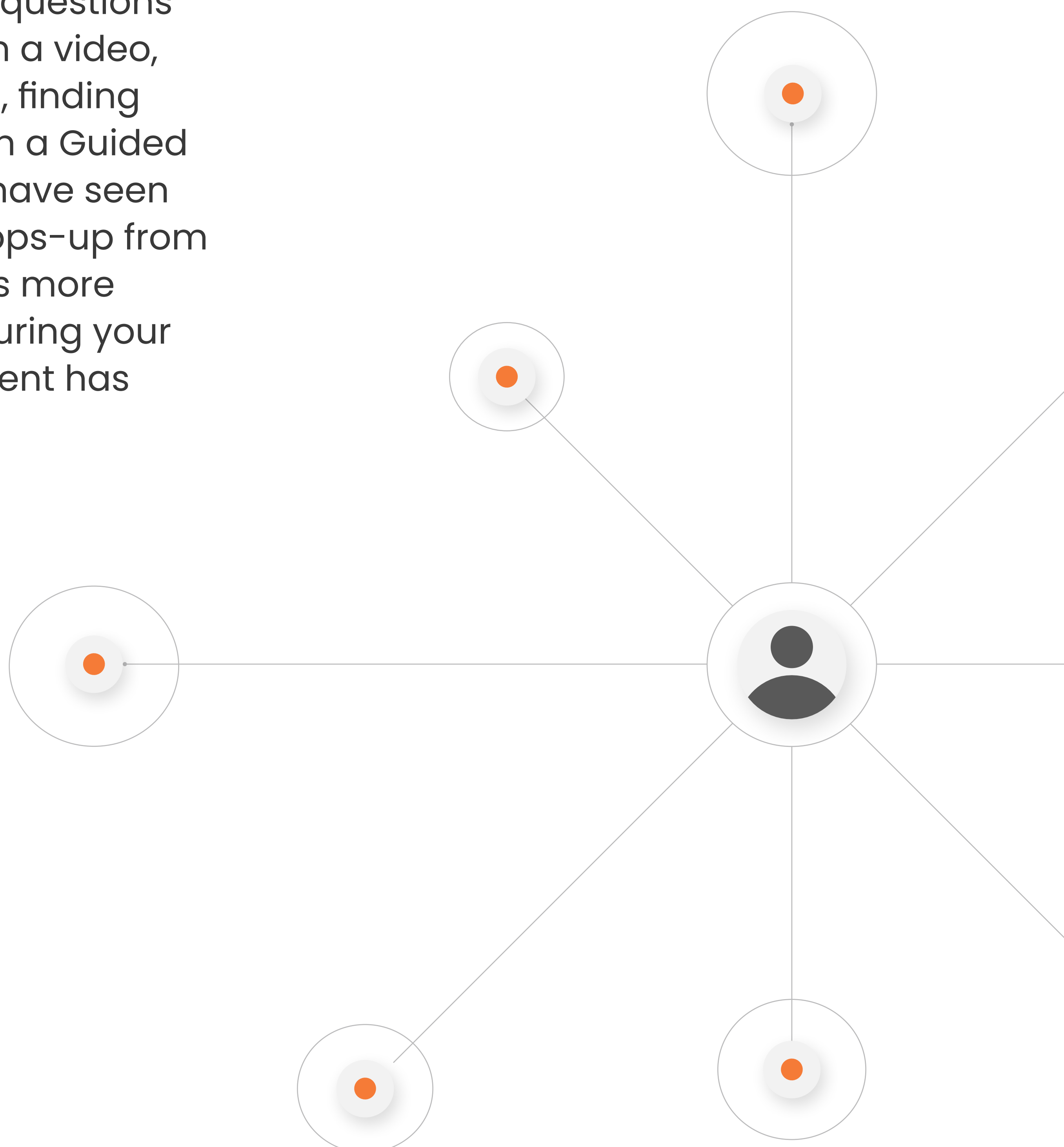
When doing UX Design, Interactive Content is the now and the future. Times are changing very fast, and so do the users; their behaviors, and their needs.

Therefore, solutions are needed in the market to improve the overall user journey and, most importantly, not to overwhelm the user.

**Angelina Hristova,**
UI/UX Designer at Dot.vu

Why Is Interactive Content Important?

Today's most popular forms of content are blogs, newsletters, downloadable e-books, infographics, videos, podcasts, and webinars – all of which are passive, unidirectional forms of communication that do not require active participation from the customer. With so much of these forms of content out there, the perceived value of a 100+ page gated eBook, for instance, is simply not what it used to be. People are less willing to share their personal details in exchange for content, making conversion with such passive formats increasingly difficult.

Besides conversion, marketers often face another challenge: proving the return on investment of their digital activities. As passive content tells you little to nothing about the customer's real needs, behavior, personalities, habits, or pain points, it's difficult to really qualify opportunities and leads before handing them over to Sales. Interactive Content provides complete flexibility in measuring and tracking any interaction along the buyer's journey, quickly giving you an overview of what's interesting and what's not, showing you what strategy to optimize and what to repeat.

Difficulty to differentiate, shrinking attention spans, lower conversion rates, and lack of rich data on customers are serious challenges that are compelling companies to rethink their strategies and innovate. The new keywords for the modern marketer will be quick to consume, differentiated, engaging, highly personalized, scalable, and modular – ushering in a relatively new breed of digital communication called Interactive Content.
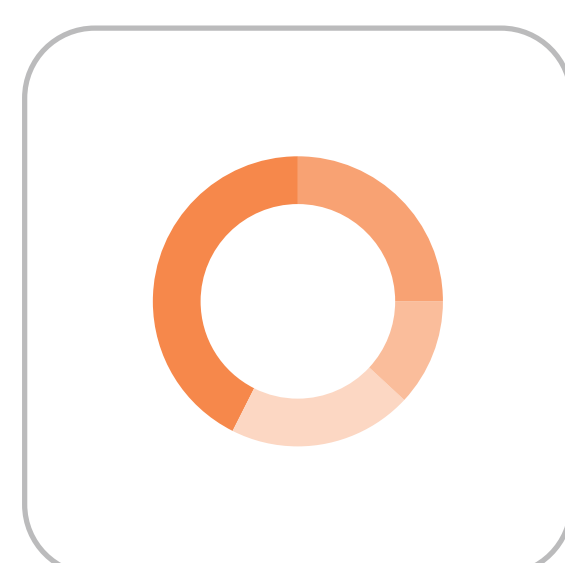
Today, everyone knows what data privacy means and that they give data by browsing online. Some people might not care, but most want to protect their privacy. They are aware of their value and that the data they share is being used and sometimes even sold.

That's why users now expect full transparency and something in exchange for their data. Interactive Content is essential nowadays because it helps companies collect data in an ethical way that is valuable for both parties, by giving the customers something in return.

Casper Kandelsdorff,
Interactive Content Expert at Dot.vu

Benefits of
Interactive Content

Interactive Content has many benefits depending on which types of Interactive Experiences you go with. Nonetheless, let's review the main benefits of Interactive Content that apply to most types.

1. Attract Potential Customers

As a marketer, gaining your customers' attention is getting harder. This can be reasoned by the fact that the attention span of human beings continues to decrease. A study by Microsoft Corp showed that customers already have a lower attention span than a goldfish! While this study has been largely criticized, the overall result remains the same. We need to create better content to be able to catch the attention of our audience. For example, website visitors often leave a webpage after only 10 to 20 seconds. That is an incredibly short time to catch someone's attention. But, did you know that 81% of marketers agree that Interactive Content is much more effective at grabbing people's attention than static content? That's because Interactive Content is eye-catching and engaging. Thus, it helps you get the attention of even the most difficult to attract goldfish.

2. Improve User Experience

The concept of Interactive Content is intertwined with the concept of user experience. Why? Simply because Interactive Content creates a better user experience! In an Interactive Experience, the experience adapts to the user, thereby making it more relevant to them. Did you know that over 88% of online shoppers say they wouldn't go back to a website after having a bad user experience? That's why Interactive Content is so crucial these days! Because it is a simple way to boost user experience and ensure you won't lose any potential customers.

3. Increase Engagement

Over 58% of Marketers think their content does not increase engagement! That's relatively high, mostly when knowing that Content Marketing
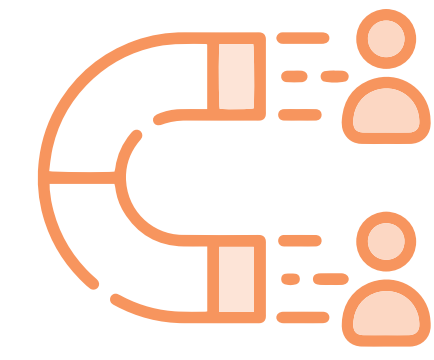
is one of the main focuses of Marketers nowadays. However, 70% of marketers think that Interactive Content efficiently engages visitors and buyers. Therefore, Interactive Content is better at engaging users than static content. It's not surprising at all because creating Interactive Experiences encourages visitors to participate actively. In other words, they are designed to be engaging.

> **"56% of marketers believe that their content does not increase engagement, but 70% of them believe Interactive Content is efficient at engaging visitors. Thus, Interactive Content > Static Content".**

4. Educate Potential Customers

Another important benefit of Interactive Content is that it's excellent at educating potential customers. Indeed, 93% of marketers believe that Interactive Content is effective at educating buyers. You can use different types of Interactive Content such as Quizzes, Interactive Flipbooks, Interactive Assessments, Interactive Calculators, Guided Selling experiences, etc., to educate customers about your products, your company, your values, and so on. Educating customers can help you convert website visitors into confident buyers. Moreover, buyers appreciate brands that provide educational and inspirational content.

5. Generate Qualified Leads

By definition, Interactive Content is made with the idea of creating a two-way exchange between a company and its customers. So, if your goal is to collect leads, you can provide your target audience with a memorable experience in exchange for their contact details. For example, you could create an Interactive Flipbook with lots of valuable content for your audience, or you could design a Marketing Game that will entertain them. In any case, because of this two-way exchange, Interactive Content is proven to be way more effective than static content or outbound marketing practices in generating qualified leads.

6. Boost Sales

There are many types of Interactive Content that are designed specifically with the goal of boosting sales. For example, creating Guided Selling experiences helped lots of our customers to boost sales. Guided Selling experiences include Product Recommenders, Gift Finders, and Solution Builders. Gift Finders often give incredible results when used for major holidays such as Christmas, Mother's Day, and Valentine's Day. Helping your customers find gift ideas can be very valuable for them and can help you secure sales on days when the competition is the fiercest. Shopping Videos, Interactive Lookbooks, Interactive Conversations, and Calculators are other Interactive Experiences that have been used successfully by our clients in the past to boost sales.
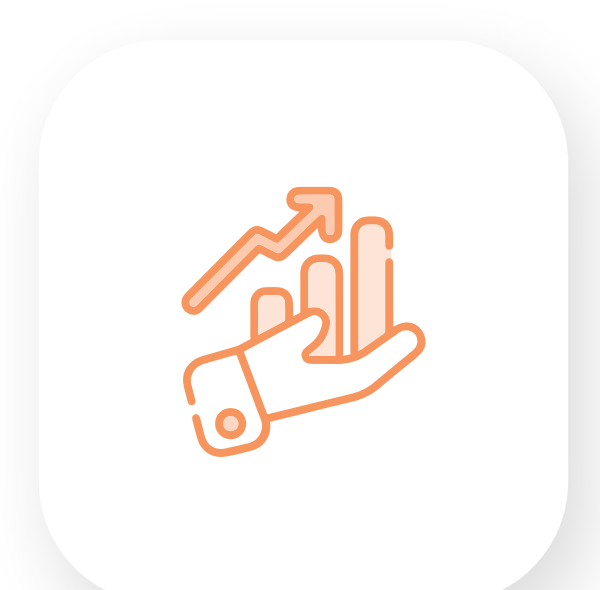
7. Collect valuable customer data

With an Interactive Content platform such as Dot.vu, it is easy to collect data on every touchpoint of the customer's experience. Meaning that every time a customer answers a question in a quiz, plays a Marketing Game, or finds out which products best fit their need in a Guided Selling experience, you collect Zero & First-Party data in your CRM system. This helps you understand your potential and active customers better so you can personalize your marketing efforts more efficiently.

> **When an Interactive experience is well-thought-out, participants will happily share their data with you because they get something in exchange. Therefore, you can even ask for more personal data such as birthdays, preferences, needs, habits, and so on.**
>
> **Tom Carlsen,**
> Customer Success Manager at Dot.vu

8. Differentiate your content from competitors

According to HubSpot, writing content was the top focus area of most marketers in 2019. This means it is becoming increasingly challenging to create content pieces that are original, valuable, needed, and that rank well on Google. One of the best solutions is Interactive Content. Indeed, 88% of Marketers believe that Interactive Content differentiates them from competitors. By creating content pieces that put the customers first and engage them in a fun and creative way, marketers can catch their attention because they are doing something more original. Hence, they succeed in differentiating themselves from competitors.

9. Enhance Brand Loyalty

Finally, Interactive Content is great for enhancing brand loyalty. Why? Because Interactive Content allows you to understand your customers better through data collection. Thus, you can adapt your product offerings to their needs. Plus, Interactive Content helps you deliver a better and more engaging user experience that is different from competitors. All these reasons are why customers will come back to you and become loyal.

I firmly believe that Interactive content is there to offer solutions on how to present information, how to sell more effectively, and how to retain attention in a natural way. You don't want users to feel forced to buy things; you want to lead them to that, nudge them subtly.

Zsombor Szep,
Digital Marketing Specialist at Dot.vu

Interactive Content and the Buyer's Journey

Mapping your content throughout the buyer's journey stages is crucial for your strategy. Even if you attract many visitors during the awareness phase, you might lose them later due to a lack of valuable and educative content. For example, you might attract substantial organic traffic through high-quality blog posts. Readers are engaged and excited to know more about your products. However, they can't find any good product descriptions or Guided Selling experiences on your website. In this case, your audience will most probably leave and go to a competitor's website with better content tailored to their needs throughout the buyer's journey.

Don't let your potential customers run away. Mapping your content will help you retain your audience. In fact, almost 80% of companies (Source: Semrush) with successful content marketing have previously worked on a comprehensive content strategy. Therefore, placing your online experiences with a clear purpose is important.

Implementing Interactive Content across the buyer's journey is also a strategy that will help you enhance customer engagement like never before. Interactive Content can enthrall your customers with your brand experience, loving and advocating for your brand. Moreover, having Interactive Content across all touchpoints will allow you to collect valuable customer insights and data that can help you personalize your content and improve your product offerings from the first to the last touchpoint.

STRANGERS

TOFU
Attract

VISITORS

MOFU
Convert

LEADS

BOFU
Delight

CUSTOMERS
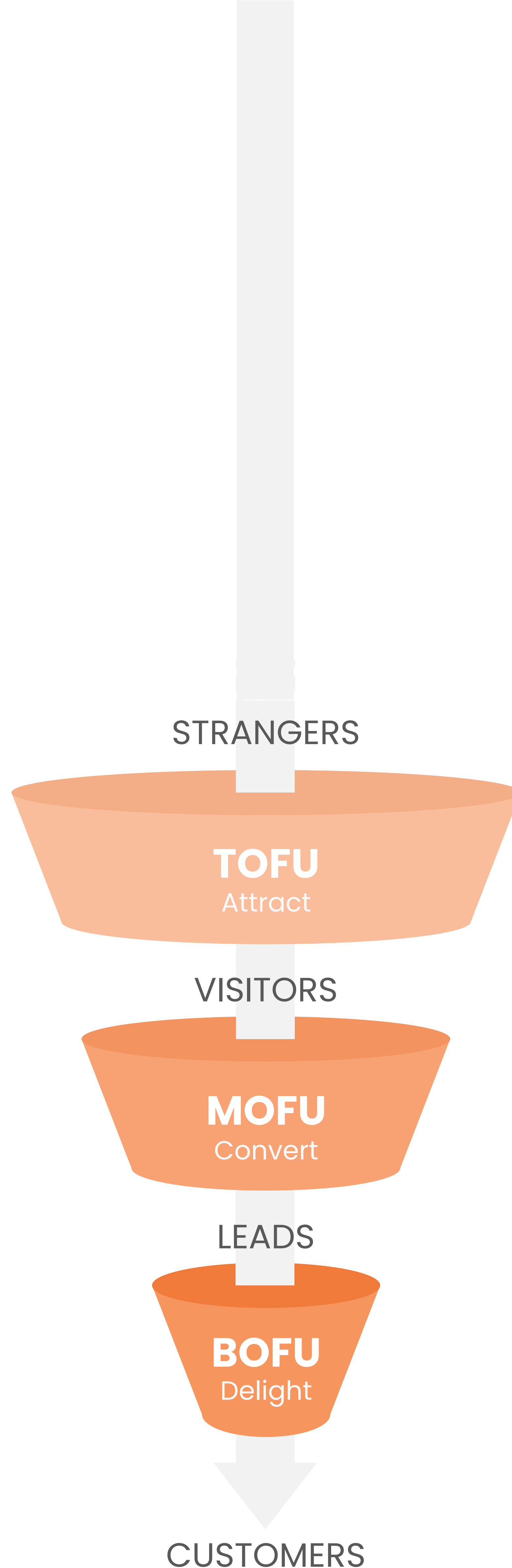
Interactive Content across your company

While Interactive Content is a fantastic tool for marketers, it is definitely not the only department across your organization that can benefit from it. At Dot.vu, we have seen numerous client projects from different departments across the industry. Every time, we are amazed by the endless possibilities of Interactive Content and its incredible results. Below we will present various departments that can shine with the help of Interactive Content.

Content Marketing

Definitely, Interactive Content should and will become a very great tool for marketers. As we have mentioned before, Content Marketing is essential for the companies' success. We create blog posts, videos, podcasts, and other types of content to reach potential customers and generate leads. And, while creating Interactive Experiences is essential, we can also think about how we can improve our current content by adding interactivity to them.

For example, blog posts are excellent for SEO, and that's not going to change. So, copywriters should still put a big emphasis on writing blog posts. However, they can reflect on how they can improve their blog post by making them more engaging and by boosting information retention. An idea could be to add polls to your blog post to ask readers about their opinions on the subject. Another idea could be to have a quiz at the end of the blog post to test whether readers understood the information they read correctly.
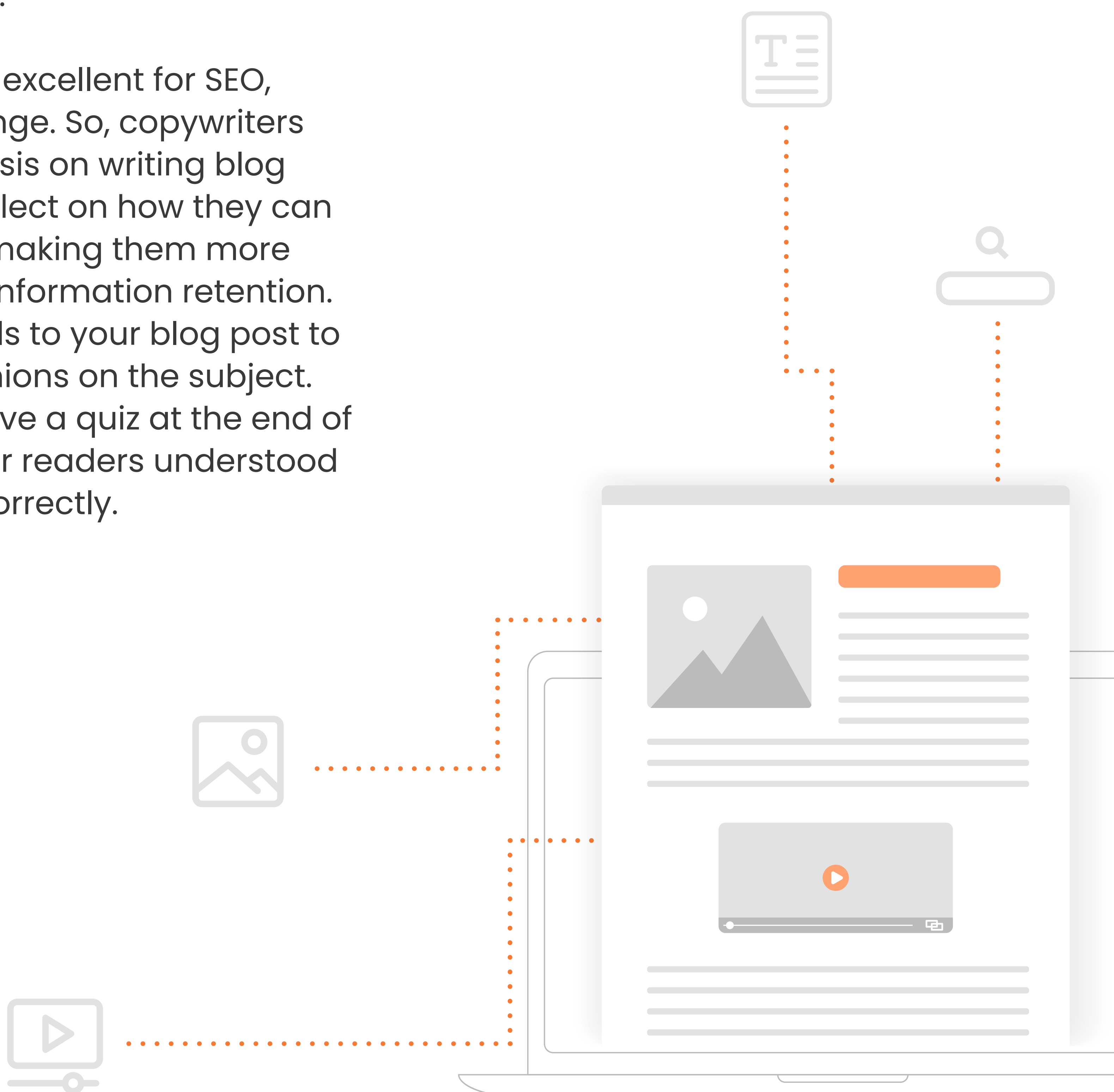
I love to be in the Content Team at Dot.vu because I have access to our Interactive Content platform. So, every time I create a piece of content, I think about how I can engage my target audience. What little things can I do that will differentiate my content?

I can easily choose a template from our marketplace and customize it to fit my needs. Then, I can embed the Interactive Experience into the content piece I have been creating. I really appreciate having this opportunity, and it helps my creativity.

Erika Naud,
Creative Copywriter at Dot.vu

Marketing Automation

Many companies put a lot of resources into creating the perfect marketing automation strategy, but often they don't see the ROI of their efforts. There are a few possible reasons for that, including the lack of engaging content, the creation of content that is not personalized enough, poor data quality, improper knowledge of the automation tools you are using, and so on.

Interactive Content has the possibility to help you create an amazing well-thought-out marketing automation strategy by fixing some of these issues. For example, by creating an engaging Guided Selling experience, you could collect valuable data insights such as preferences and needs. Then, using the data you collected, you could personalize the future marketing efforts you are sending through your marketing automation platform.

See Live Version

Pro Tip

If you want to use Interactive Content to boost your Marketing Automation strategy, start by considering the data point you need. For example, if you are a retailer targeting mainly young women in their 20s, you might be interested in knowing their birthdays, monthly clothing budget, favorite style, and so on.

To find out when their birthdays are, you could have a short marketing game on your website where you offer an extra 20% discount to participants who answer the lead form. Then, on their birthdays, you could send them a Gift Finder where they can pick a gift for themselves and get an extra discount from you. In the gift finder, you can ask about their budget and favorite style. In order words, think about what you need, and build around it, but remember to create valuable experiences for your audience too!
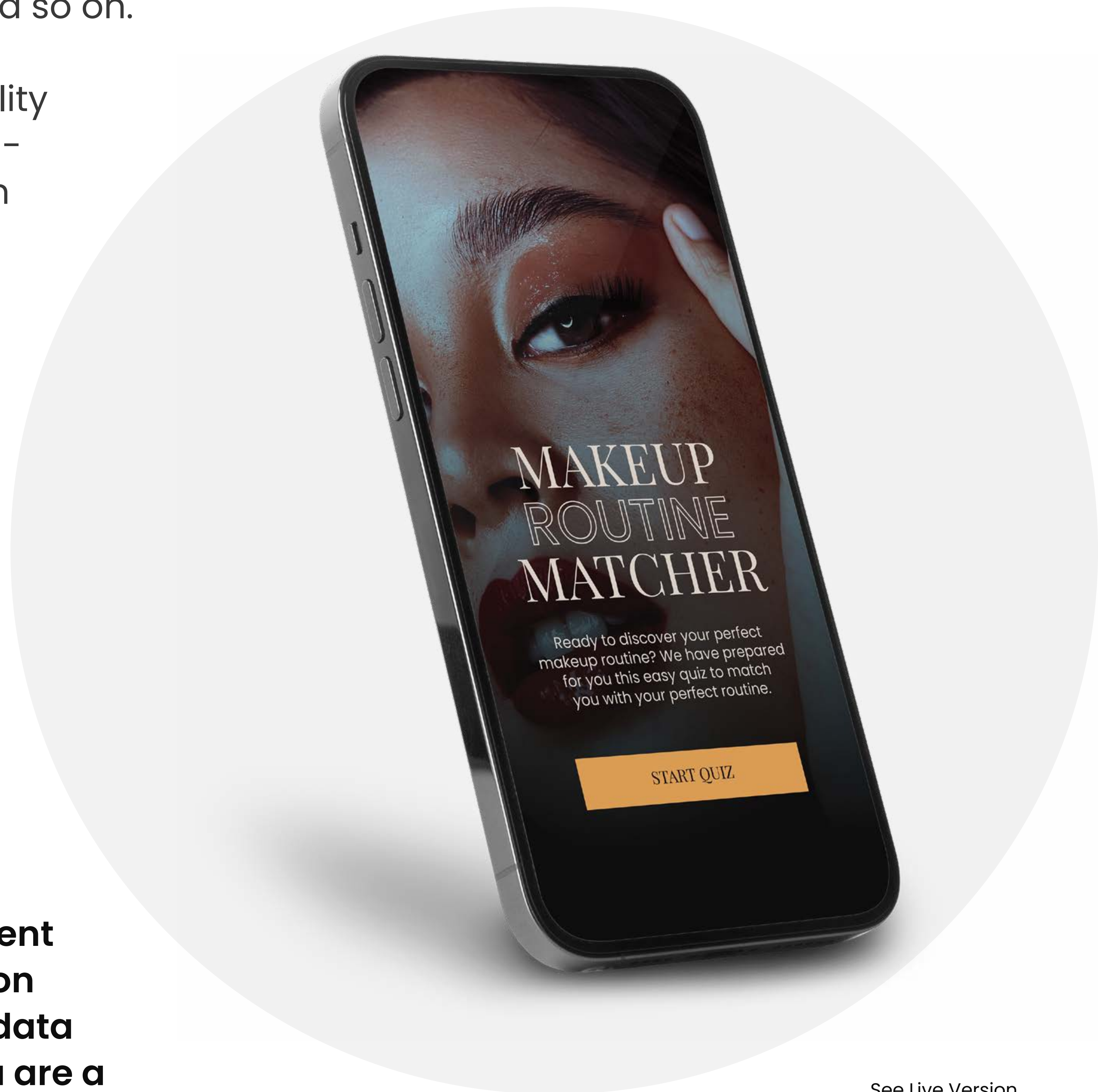
E-Commerce

E-Commerce is another department that would benefit greatly from having access to an Interactive Content platform such as Dot.vu. There are a lot of online shops nowadays, and the competition is fierce. Interactive Experiences such as Guided Selling experiences, Interactive Lookbooks and Shoppable Videos can really make a big difference for the e-Commerce department.

For example, with Interactive Shoppable Videos, you can promote your products in a very engaging and appealing way. Directly from within the video, viewers can learn more about your products and add them to their shopping baskets. This is an excellent way of shortening the buyer's journey and ensuring that your customers have a good and optimized user experience.

Sales

Many Interactive Experiences can help your sales team to be more efficient and successful.

We say that a good salesperson is an empathic person who can quickly identify their potential client's needs and pain points. But what if you could create Interactive Experiences that can identify these things even before the sales team is involved? So, once a sales meeting is set up, your salesperson is empowered with all the necessary background information to know precisely how to start and plan their sales pitch. Wouldn't that be amazing? You can achieve that with Guided Selling experience, Interactive Assessments, Interactive Calculators, and Interactive Conversions.

So, for example, if a potential client sees your Interactive Conversation online and participates by answering questions in it, you'll get the chance to collect their answers. Hence, you'll have collected valuable data points before they book a sales meeting. When they book an appointment, the sales team will have access to helpful information such as their pain points, needs, and so on. Therefore, they can arrive at the sales meeting more prepared than they would usually be because they'll have the opportunity to customize their sales pitch beforehand.
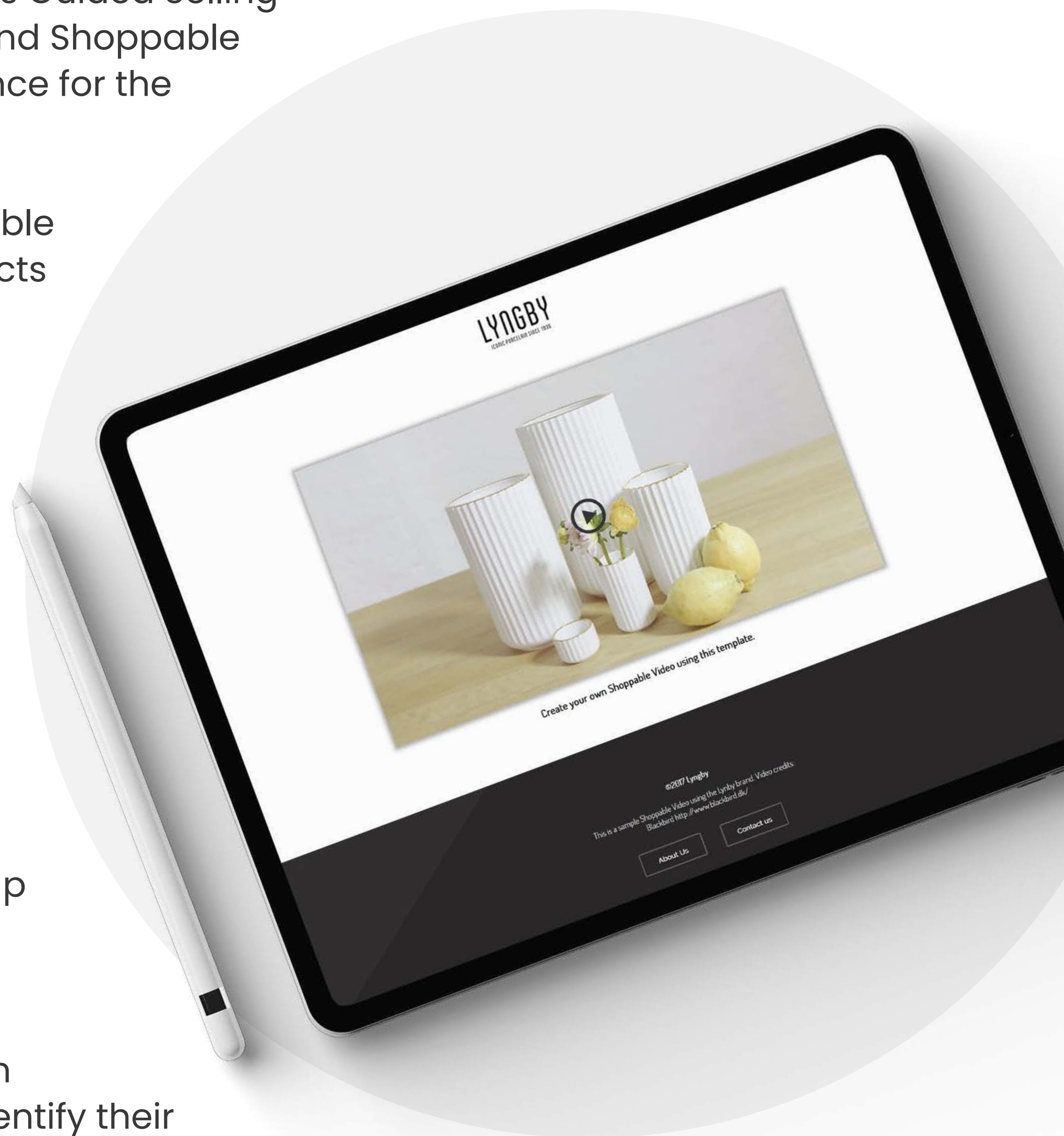
See Live Version

HR

Another department that can benefit significantly from Interactive Content is human resources. Actually, Interactive Content is a fantastic tool for recruitment, employee satisfaction, and employee training.

Regarding recruitment, you could use Interactive Assessments to pre-select candidates. Nowadays, it's getting harder and harder to evaluate potential employees solely with their CVs and Cover Letters. We want to know if the person would be a good fit with the team and if the person has specific skills required for this position. By asking them to do a short assessment, you could find out which candidates you'd like to call for an interview.

Once you hire a new employee, you could create the best onboarding experience by using Interactive Flipbooks to educate new employees on your company, your brand guidelines, your social benefit plans, and so on.

Finally, during the many years this employee would be with your company, you could make him happy by having gamified experiences and contests throughout the year. Moreover, you could help keep his skills up to date with Interactive Experiences such as Interactive Videos, Interactive Infographics.
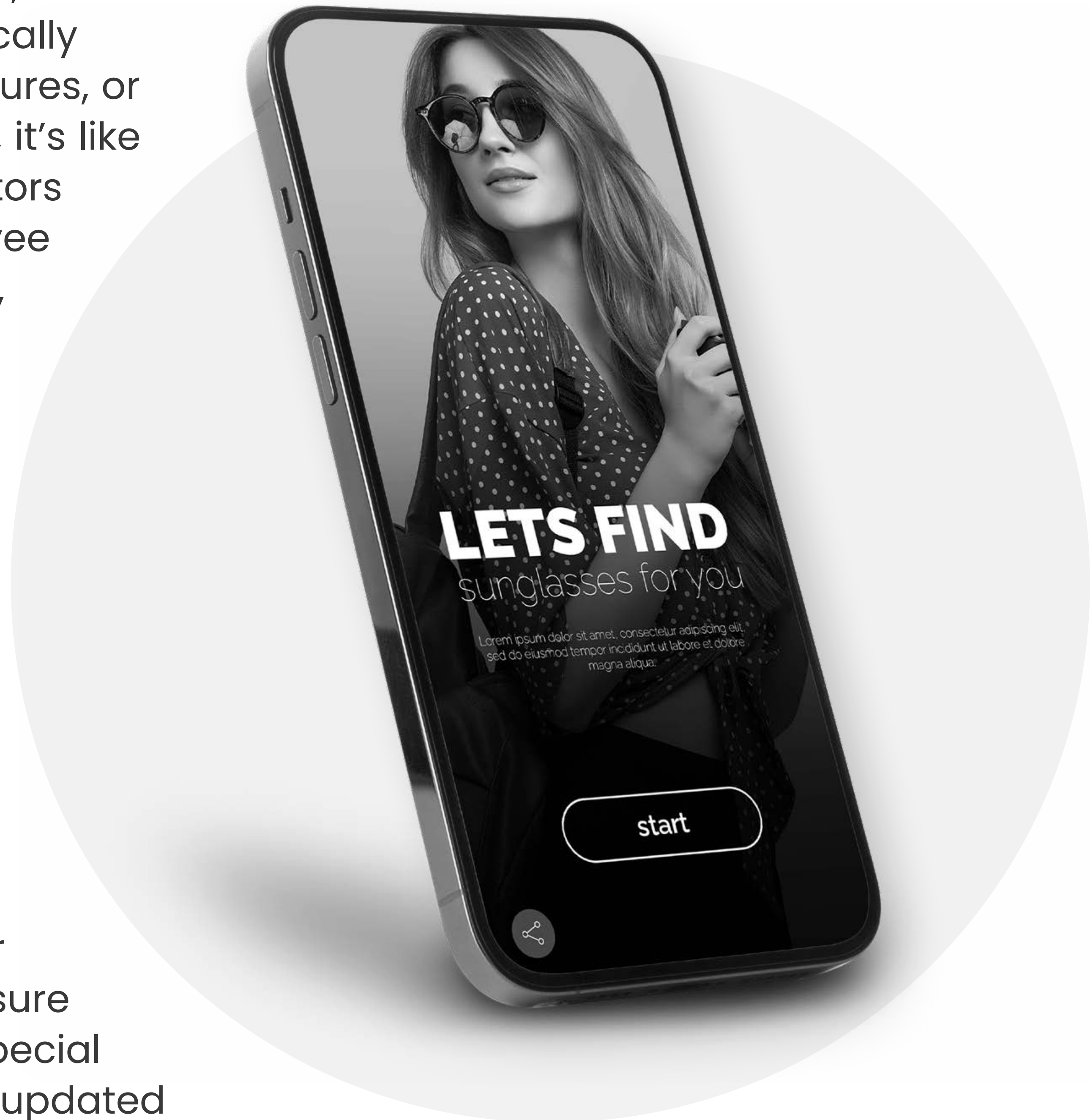
See Live Version

Types of Interactive Content

Guided Selling

Definition

Guided Selling is a type of Interactive Content in which website visitors answer a series of questions about their needs, preferences, and personal characteristics to be automatically guided towards the rights products, features, or sections of your website. In other words, it's like having an employee that welcomes visitors entering your physical shop. The employee will ask visitors what they are looking for, and they will help them find it. A Guided Selling Interactive Experience is based on the same principle.

For online e-Commerce companies, this will ultimately help you lower your return rates because customers will get help picking the perfect items. Moreover, another essential feature for e-Commerce companies that you get by using Dot.vu's Interactive Content platform is the possibility to link your Guided Selling experience with your e-Commerce system. Therefore, you ensure that any changes in prices, discounts, special offers, and stock availability are directly updated in your Interactive Experience.

LETS FIND
sunglasses for you

start

See Live Version

3 Main Benefits

01 **Increase User-Experience**

02 **Collect Valuable Data**

03 **Boost Sales**

Types of
Guided Selling

Product Recommenders

With a Product Recommender, you ask a series of questions to your audience to provide them with accurate product suggestions at the right time. It allows you to uncover the specific needs, characteristics, and preferences of your potential customers while also educating them on which products would be best for them.

Gift Finders

A Gift Finder is very similar to a Product Recommender, the difference is that it targets shoppers that are buying for someone else rather than themselves. For example, they could be buying a gift for their spouse, their parents, their children, or their colleagues. Gift Finders are unique tools for seasonal marketing campaigns such as Valentine's Day, Christmas, Mother & Father's Day, etc.

Solution Builders

A Solution Builder is an Interactive Experience where users will answer a series of questions about what features, components, or add-ons they would like to find in their custom-built solution. The Solution Builder will then take into consideration their answers and propose a custom build service, product, or solution accordingly. A solution builder is often used for a more complex product offering (such as cars) in a B2B context.

Plan Recommenders

Plan (or Price) Recommenders are used to simplify the pricing page on a website. Instead of having a complicated pricing page with different plans and many different features to be considered by customers, you can use a Plan Recommender. With a Plan Recommender, potential customers can find out which plan is best for their needs by answering a few simple questions.
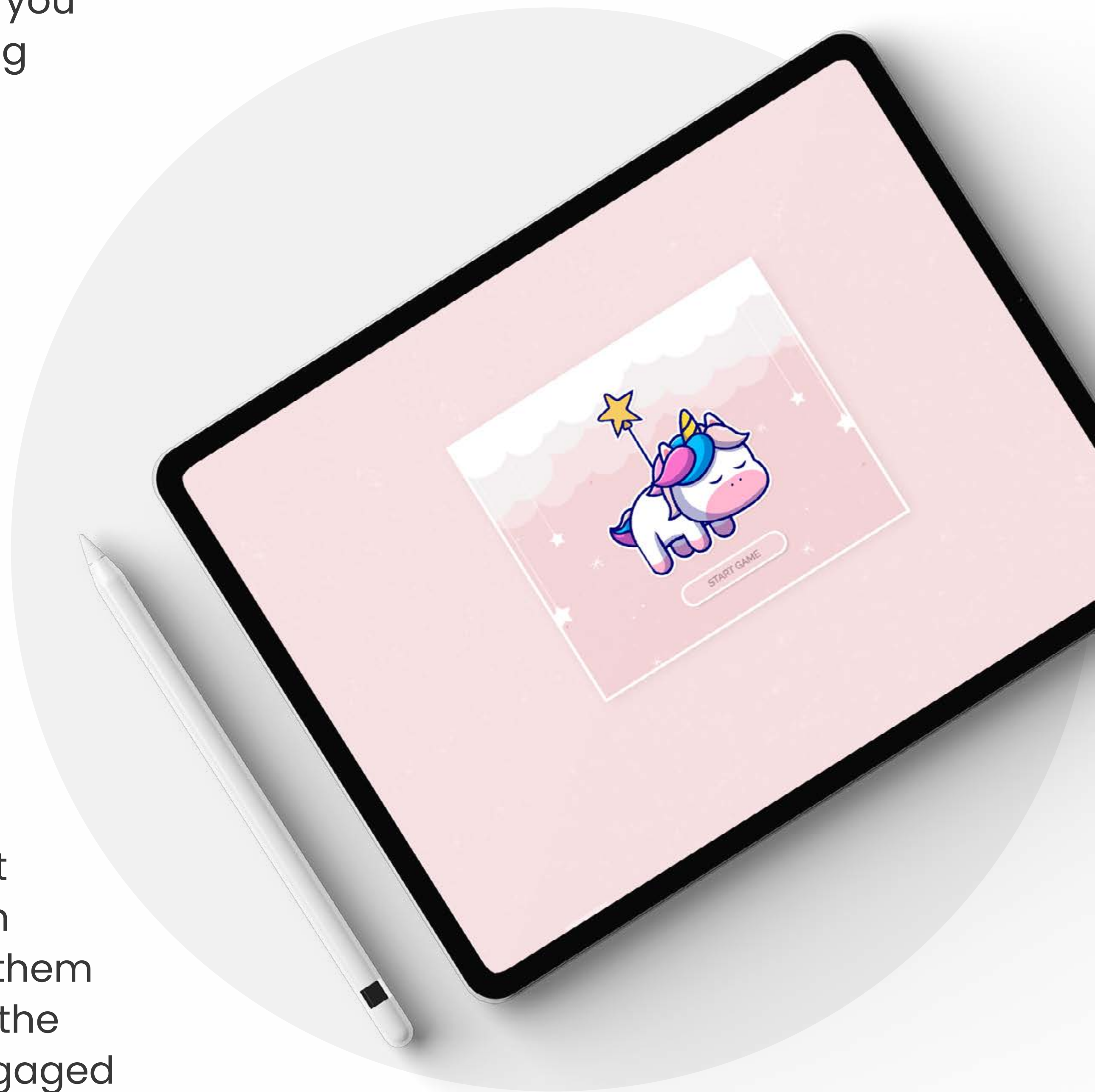
Marketing Games

Definition

What's the best way to gain people's attention? Games. We all love to play a game to relax our minds or challenge ourselves. That's why Marketing Games are so successful, and you should implement them in your marketing strategy today.

Marketing Games are mini-games used by companies to attract new customers, engage their audience, promote their products, and boost their email list. They are also called branded marketing games, branded games, or mini-games. In other words, Marketing Games encourage the company's target audience to interact with the brand through gamified Interactive Experiences.

The idea behind online Marketing Games is to delight potential and current customers while they are interacting with your brand. By delighting and engaging them with gamified experiences, you increase the chance to convert web browsers into engaged visitors, engaged visitors into customers, customers into loyal buyers, and loyal buyers into advocates.

See Live Version

3 Main Benefits

01 **Attract Potential Customers**

02 **Increase Engagement**

03 **Generate Qualified Leads**

Types of Marketing Games

There are different types of Marketing Games available out there! Depending on your marketing goals, resources, desired level of involvement, duration, and other pre-established factors, you might want to choose one type over the others.

Games of chance

Games of chance are games that don't require special skills to play because the outcome is determined only by pure chance (with randomization devices). There are many different examples of fun marketing games of chance, such as scratch cards, dice games, card games, wheels of fortune, or Bingo games.

Knowledge Games

Knowledge games are fun Marketing Games where you want to test the knowledge of participants on a specific subject or on random facts. You already know lots of knowledge games such as Fill-the-Words, Jeopardy, Trivia Games, Maze Quiz, and so on.

Platform Games

Platforms games are 2D games where you move a character through a specific environment. You control the character by being able to jump, climb, move, and/ or dodge. Mario Bros is one of the most famous examples of a platform game. Another example could be a platform game for Easter where the character is a bunny that needs to collect eggs and avoid trunks of trees.

Tapping Games

Tapping Games, similarly to Platform Games, are also enjoyable Marketing Games that are highly engaging and entertaining. In a Tapping Game, participants tap (or click) as fast as possible to collect valuable items while trying to avoid unwanted ones.

See Live Version

Puzzles

We all know what puzzles are! It's images that are split into smaller images and mixed that we need to put back together. The goal of this type of Marketing Game is to use logic to put the pieces back together. There are traditional puzzle games but also Spot-the-difference games or rotating puzzles.

Hidden Object Games

A hidden object game is a type of Marketing Game where participants need to find hidden objects. For example, you have a Christmas Marketing Game where participants need to find all the Candy Canes hidden in your Christmas tree.

Strategy Games

Strategy games are games where participants make active choices that can impact the outcome of the game. Strategy games can be very short (for example, Tic Tac Toe), or quite long (for example, an Investment Game where participant buy properties).
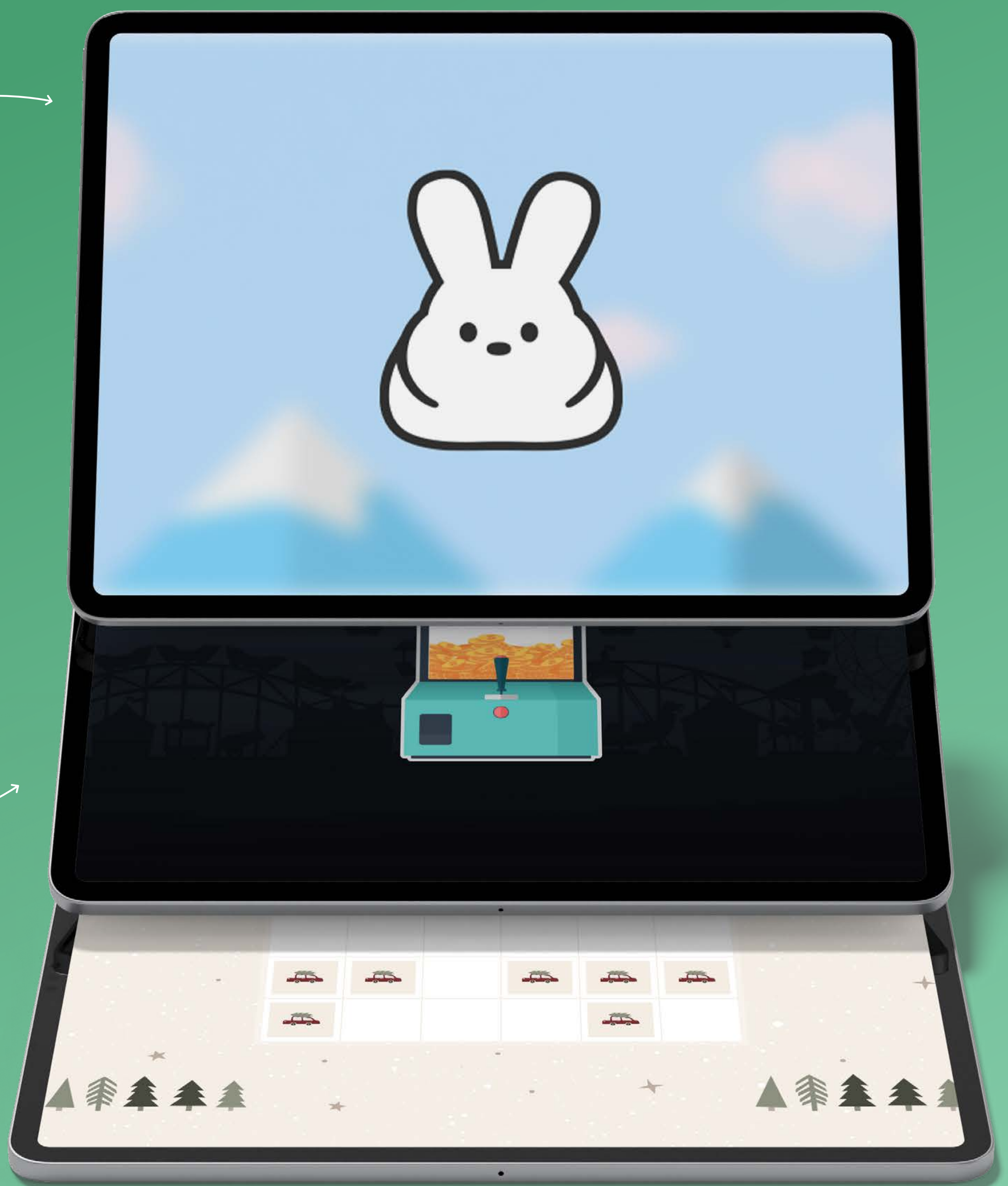
Marketing Games

On Dot.vu, we have many different templates for Marketing Games. You can go to our marketplace to check them out, and you can create a free account to give them a try! You can easily pick a template and customize it to fit your brand guideline and purpose in no time – no coding required.

MARKETPLACE

Platform Games

Games of Chance

Tapping Games

Interactive Flipbooks

Definition

An Interactive Flipbook is a digital piece of content that resembles a physical book. Viewers flip through the pages of the flipbook directly on your website. It is a new and innovative way of presenting content that replaces PDFs and other types of content like magazines, reports, brochures and catalogs. Plus, because it is interactive, you can add polls, quizzes, calculators, animations, and other engaging elements within the flipbook – so you keep the reader hook!

An Interactive Flipbook boosts customer engagement because the audience plays an active role in the experience. Moreover, with the Dot. vu platform, a feature that our clients utilize the most is the possibility to include Real-Time Personalization within their Interactive Flipbooks. So, the content of the flipbook changes depending on different factors such as the job title of the readers, their age, their clothing styles, etc. Finally, Interactive Flipbooks give you more control over the data you collect, so that you can register every action on every touchpoint within the document – something that has never been possible with PDFs.

See Live Version

3 Main Benefits

01 **Educate Your Audience**

02 **Generate Qualified Leads**

03 **Boost Sales**

Types of
Interactive Flipbooks

Companies can use Interactive Flipbooks for many different purposes and target audiences. Every written document can be enhanced with interactive elements. Therefore, there is no limit to what you can use a flipbook for.
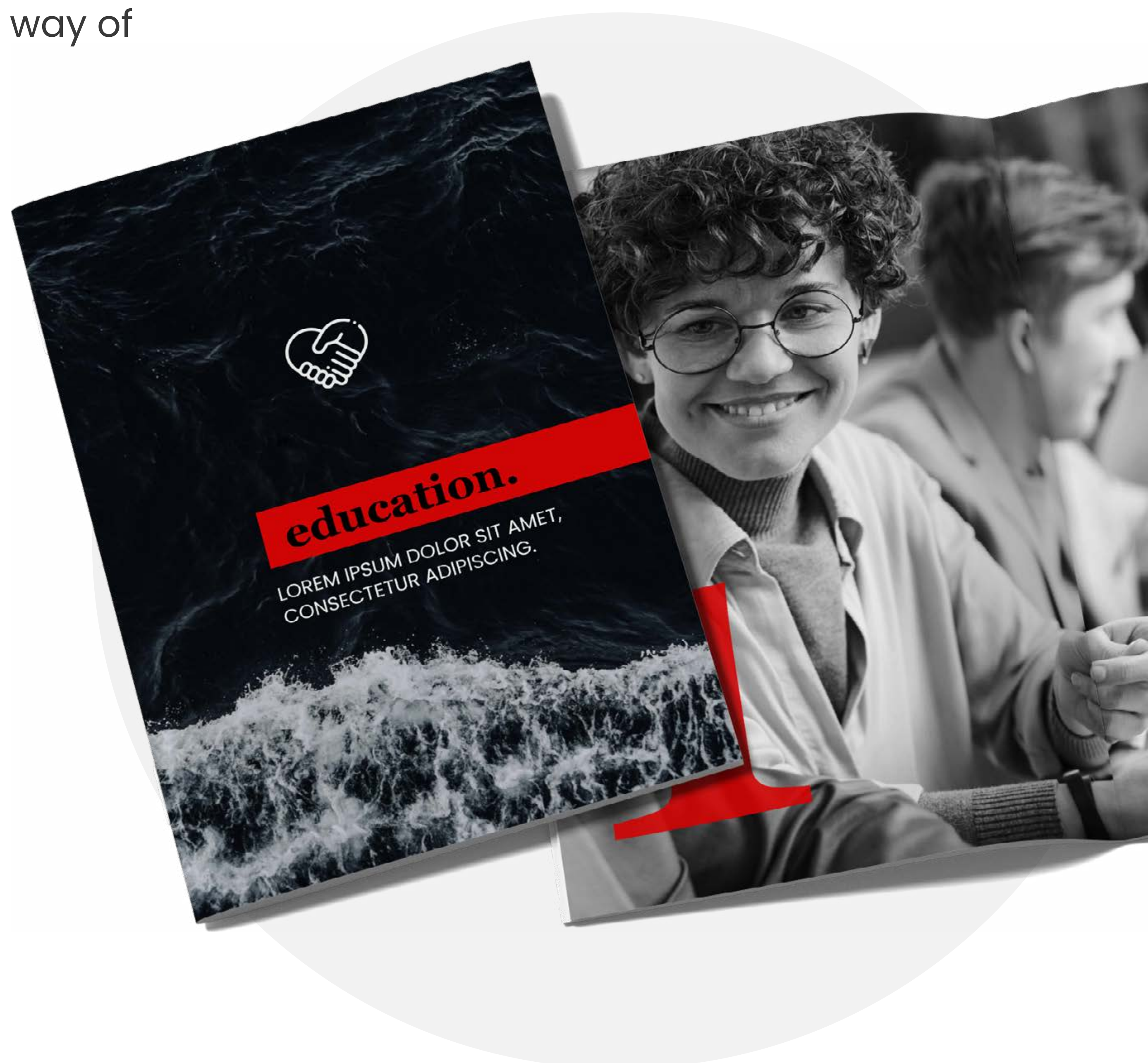
Interactive eBook

An Interactive eBook is an engaging digital eBook that contains interactive elements such as gated sections, polls, quizzes, surveys, videos, animations, hotspots, and many more. Having these touchpoints keeps the readers focused throughout the content to maximize engagement and information retention. Moreover, you can decide to gate your entire eBook or sections of it to generate Qualified Leads. Creating an Interactive eBook can also help you position yourself as a leader in your industry.

Interactive Magazine

An Interactive Magazine replaces standard magazines and creates active participation among your readers. This flipbook example is applicable to the retail industry, as it allows you to display information about products, employees, updates, news, celebrities, and many more.

Interactive Lookbook

A Lookbook is a visual and capturing way of displaying product offerings online. Adding interactivity to a lookbook drives customer engagement and sales. The reason for this is the active participation of the viewer. Interactive Lookbook examples include lookbooks with clickable images, opt-in forms, quizzes, and shoppable videos.

education.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING.

See Live Version

Interactive Educational Flipbook

Educational Flipbooks, such as Training Flipbooks, usually include highly technical information, which makes them tedious and boring. An Interactive Educational Flipbook, on the contrary, requires the active participation of the reader with the help of gamified elements. The result is a happy reader who is going through learning in a fun way.

Interactive Recipe Book

Although filled with diverse, colorful photos, cooking books can be monotonous. An Interactive Recipe Book has interactive elements that keep the reader engaged in the process. You can make the experience more exciting for the users by adding clickable images and Interactive Videos.

Interactive Guide

An Interactive Guide is a type of flipbook that educates customers on how to use your products. Instead of consuming the content passively, your visitors get engaged with several interactive elements. Moreover, you can also use an Interactive Guide to enhance your onboarding documents, company guidelines, and training materials. You can't even imagine the positive effect this would have on employee satisfaction!

Interactive Flipbooks

Dot.vu is the best platform for Interactive Flipbooks in terms of flexibility, personalization, and adaptivity. Indeed, there are so many possibilities regarding Interactive Flipbooks on Dot.vu. You can check the examples of Interactive Flipbooks on our marketplace to get inspired!

MARKETPLACE

Interactive Videos

Definition

An Interactive Video is much more exciting than a traditional video. The big difference is that an Interactive Video allows viewers to participate in the story and engage with it rather than passively consuming it. For example, in Interactive Branching Videos, viewers can change the ending of the story or decide what happens next. In a Shoppable Video, viewers can click on the items they are interested in to learn more about them and directly add the items to their purchase basket.

The benefits of Interactive Videos highly depend on which types of Interactive Videos you are interested in. For example, Shoppable Videos are incredible for boosting sales, while Branching Videos are great for increasing awareness and engaging your audience.

See Live Version

3 Main Benefits

01 **Attract Potential Customers**

02 **Increase Engagement**

03 **Educate Potential Customers**

Types of
Interactive Videos

Branching Videos

The main objective of Branching Videos is to engage the user through Interactive Storytelling. In a Branching Video, decision points are used to ask the viewer questions, and based on the reply, the viewer is sent to another part of the video. In other words, a Branching Video combines different video clips to make an interactive story for the viewer.

Shoppable Videos

A Shoppable Video showcases your products in the most creative and appealing way. Plus, with a simple click on the items shown in the video, viewers can learn more about your products and buy them. Shoppable Videos are perfect for eCommerce companies as it takes online shopping to a whole new level.

Gamified Videos

A Gamified video is an Interactive Video where viewers are asked to participate in a gamified experience. For example, viewers could try to find all the "Yellow Stars" hidden within your Interactive Video. By clicking on the stars and collecting a minimum of them, they could get the chance to win the monthly prize. This type of Interactive Video uses gamification to boost engagement.

Sales Consultation

A Sales Consultation Video allows you to open a dialog with your viewers by asking them questions while they watch your Interactive Video and giving them instant feedback. This type of Interactive Video lessens the need for sales and customer service calls. Moreover, it empowers your sales team with valuable knowledge of the needs and pain points of qualified leads.
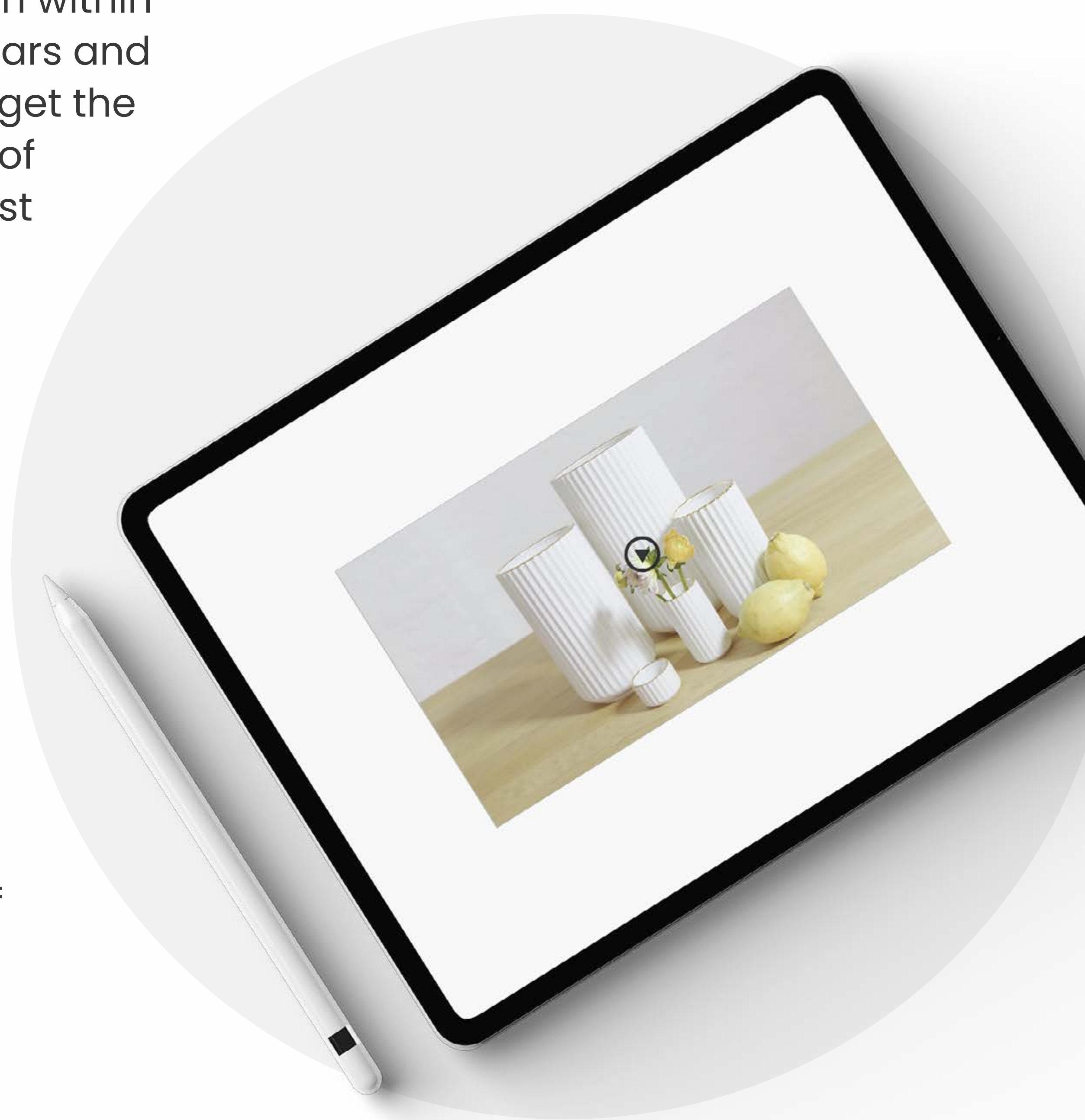
See Live Version

Personalized Videos

You can send Personalized Videos to viewers by using data you have collected through gated content or previous Interactive Experiences. For example, for Easter, you have a fun Marketing Game where you give 20% discounts to participants who play your Bunny Tapping Game. To be able to play, participants fill in a Lead Form with their first name, email, and birthday. This data is directly collected and stored in your CRM system. Then, on their Birthday, you send them a Personalized Video by email where you include your birthday wishes and a gift (e.g., a discount code). You are able to automatize this process using your favorite Email Automation Platform.

Sending Personalized Videos has been a very rewarding – and quick to implement - strategy for our clients, as most of them got open rates of more than 50%. Moreover, they had outstanding click rates and even better engagement rates.

Product Finder Videos

In a Product Finder Video, you can ask customers questions to determine their demographics, interests, preferences, and so on. Users will then receive a product suggestion based on the answers to their questions. This type of Interactive Video is perfect for increasing customer satisfaction and boosting sales.

See Live Version

With Interactive Videos, there is so much room for exploring. In a world of streaming and content consumption, Interactive Videos are very powerful for teaching, training, presenting, selling, shopping, and branching to what the user wants to watch, and so on.

**Angelina Hristova,**
UI/UX Designer at Dot.vu

Interactive Calculators

Definition

Interactive Calculators are online tools that require visitors to insert data into a form in order to get an instant calculated answer. These answers are calculated based on custom formulas defined by you. Interactive Calculators can help your customers with looking at their financial stability when buying a house, creating a budget, calculating their ROI, losing weight, and so on.

Interactive calculators are very helpful for customers who are looking for quick answers to their problems. These customers have decisions to make and are looking at online tools to make their lives easier. Interactive Calculators are not only great in a B2C context but also in a B2B one. Indeed, many B2B companies offer quite complex products or services. They often have a hard time demystifying their product offerings on their website. That's where an Interactive Calculator can help!
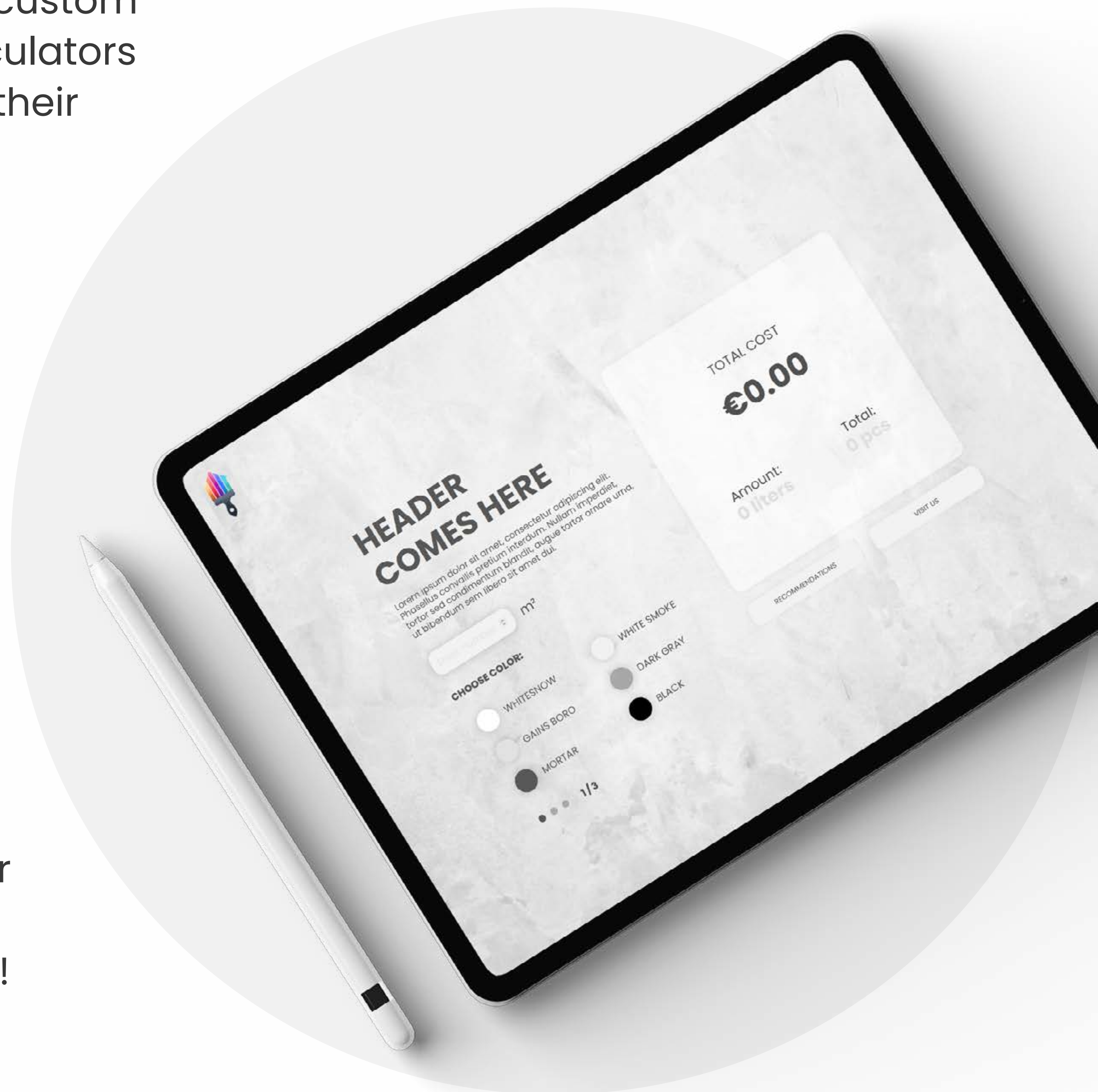
See Live Version

3 Main Benefits

01 **Educate Your Audience**

02 **Generate Qualified Leads**

03 **Boost Sales**

Types of Interactive Calculators

ROI Calculator

You can help your customers feel more at ease with their buying decisions by using a return of investment (ROI) Calculator. For example, customers calculate the amount of time, money, or work that is needed in order to produce a specific outcome. Is it going to pay off for them in the end? Help your customers make more educated decisions with an Interactive ROI Calculator. This type of Interactive Calculator can factor in the ROI of anything from financial matters to health-related topics.

Service Pricing Calculator

Highlight your company's services with a Service Pricing Calculator. Show customers what you have to offer. Specifically, you should include all the details they will need in order to choose which service is best for them. This type of Interactive Calculator can help convert visitors into paying customers. This is because it offers quick and easy choices to those with problems to solve and provides a clear path to the checkout. It is perfect for companies that offer many different services at different prices.

Product Finder with Cost Calculator

Guide customers to the perfect product with a Product Finder with Cost Calculator. Within this type of Interactive Content, customers can not only find the product that will fulfill their needs, but they will also be able to calculate the cost-per-use of the item. Show your customers how your products can be valuable and cost-effective.

Simple Calculator

CALCULATE

See Live Version

Savings Calculator

Interactive Savings Calculators are great tools to help your customers figure out how much their money can grow over time. By filling in forms with various elements such as monthly contributions, interest, and years, your customers can determine if they will have enough money to make a future purchase based on their current saving habits. A savings and/or budget calculator will show your customers how your service is a cost-effective solution to help them reach their financial planning goals.

Fitness Calculator

Your customers may be looking for guidance in leading a healthier lifestyle. You can help them by incorporating a Fitness Calculator into your website. This Interactive Calculator allows customers to answer questions based on their habits and gives them a personalized result. Showcase how your products and services can provide customers added value. Use the call-to-action at the end of the experience to guide them to your webshop.

Love (or Friendship) Calculator

Entertain your customers with a Love or Friendship calculator. These Interactive Calculators can be a big hit for your Interactive Valentine's Day campaigns. Customers will fill in their names and those of a friend or a loved one to calculate compatibility scores. On the result page, you can post information about your products or services that are relevant to the experience. This is a great way to showcase your offerings and boost sales.

Interactive Calculators

On Dot's Marketplace, we have many templates of Interactive Calculators. You can pick the one you like, modify it to fit your purpose and brand guidelines, and get it up and running on your website in no time. No coding required.

MARKETPLACE

Interactive Infographics

Definition

An Interactive Infographic is similar to a regular infographic; the main difference is that it is much more engaging because it contains interactive elements such as hotspots, polls, surveys, quizzes, interactive videos, animations, and more. Therefore, as with any other type of Interactive Content, the viewers can actively engage with the infographic through the interactive elements instead of passively reading it.

The interactive elements you add to your infographics largely depend on what types of Interactive Infographics you want to design. For example, if you're going to create a timeline infographic; you could think of adding textual pop-ups to include more details without overcrowding the design. In a How-to Infographic, also called a Process Infographic, you could have video pop-ups to explain each step more thoroughly.

See Live Version

3 Main Benefits

01 **Attract Potential Customers**

02 **Increase Engagement**

03 **Educate Potential Customers**

Types of Interactive Infographics

Statistical Infographic

Let's be honest, statistics are quite dull, and they can be pretty overwhelming. That's why infographics are a popular way of sharing statistics with your target audience, your boss, your colleagues, etc. They usually contain lots of pie charts, pictograms, maps, and bar graphs. A plus when making a Statistical Interactive Infographic is the possibility of making these elements animated. Take a look at the example below to see what I mean.

Timeline Infographic

A timeline infographic is excellent for highlighting something that has evolved over time or telling a story in chronological order. They are quite nice because you can add lots of visual elements and icons to them, they are easy to read, and viewers often hook up. So, they want to read it to the end. When you create a Timeline Interactive Infographic, you can also add much more information under each time point or story point without making it overcrowded. You can achieve that with hotspots, videos, or by providing details on mouseovers.

Comparison Infographic

In a Comparison Infographic, you compare two similar things side-by-side to highlight the difference between them. It's great to help your target audience choose between matching options. It's also amazing to show the actual value of a product in comparison to another similar product. In a Comparison Interactive Infographic, you can add a "Buy Now" button where viewers can add an item directly to their basket from the infographic. That way, you shorten the buying process and make sure you secure your sale.

See Live Version

Process (How-to) Infographic

Process Infographics are similar to timeline infographics because they have a similar visual format. The difference is a process infographic describes a process step-by-step. So, in a Process Infographic, you will show viewers how to do something step-by-step. You can also use a process infographic to explain to viewers how something has been done step-by-step. When creating a Process Interactive Infographic, a great feature is the possibility to expand each step with regular or interactive videos. There is nothing better than videos when you want to teach something to your users.

List-Based Infographic

This type of infographic doesn't rely on visual elements as much as some of the other types. Instead, it's often mostly text and icons. That's why they are generally straightforward to design. When doing an Interactive Infographic instead of a regular list-based infographic, one of the great advantages is the ability to create an accordion. This will allow you to promote your products or services under each point of your list.

Presentation Infographic

Presentation Infographics are like a mix of all the different types of infographics. In such an infographic, you can find different sections with images, statistics, processes, lists, quotes, etc. They are great when you want to educate your audience on a complex concept or introduce your company because they allow you to add many different elements like text, images, icons, lists, graphs, etc. Because they mix different sections, they can often become quite overcrowded, so it's nice to add interactive pop-ups to them to keep the infographic visually appealing.

Interactive Infographics

We create templates for each type of Interactive Infographics for you to get a feel of the possibilities and interactive elements you can add to them. You can check them out on our marketplace. If you like one, you can create a free account and try it!

MARKETPLACE

Quizzes

Definition

In an Interactive Quiz, participants answer a few multiple-choice questions to score as high as possible. There are many types of quizzes out there. Traditional quizzes have been used for a long time to test people's knowledge on a specific topic. But, nowadays, online quizzes can have many different purposes. For example, you could create Branding Quizzes, Lead Quizzes, Promotional Quizzes, and so on.

An Interactive Quiz is a type of Interactive Content that is usually short and easy to take. It challenges, entertains, and engages participants, and in the end, it provides results based on their replies. An example of a quiz could be "Are you a real Harry Potter fan?'. Quizzes tend to be shareable and taggable on social media due to their light and often humorous content. Quizzes are also excellent for boosting lead generation.
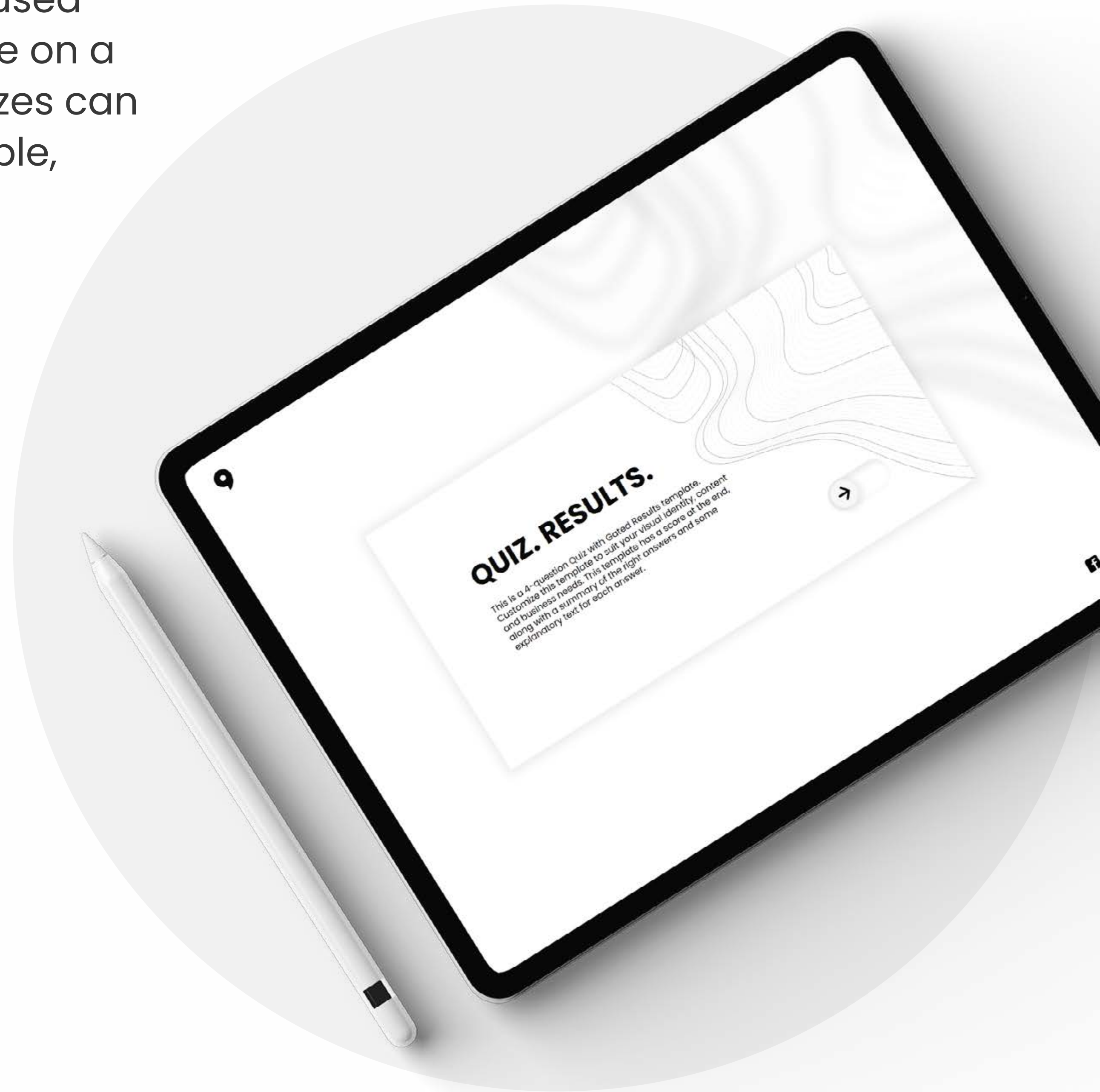
See Live Version

3 Main Benefits

01 **Attract Potential Customers**

02 **Increase Engagement**

03 **Generate Qualified Leads**

Types of Quizzes

Trivia Quiz

This type of quiz is a great way to increase brand awareness because it's fun, light, and highly shareable. In a Trivia Quiz, you want to test participants on random questions such as "Who is the celebrity in this picture?" or "Does Granola contain gluten?".

Personality Quiz

In a Personality Quiz, you are not testing the knowledge of participants; you are simply entertaining them by asking a couple of personal questions to find out "What Harry Potter characters they are" or "What type of Marketers they are."

Educational Quiz

In an educational quiz, the goal is to educate participants on a specific subject. The subject could be the new product you are launching, your company, or a more specific topic such as "Gated Content Best Practices." After each question, you'll add a small paragraph that explains the reasoning behind the correct answer.

Scored Quiz

In a Scored Quiz, also known as a Tally Quiz, each question has multiple answers, and each answer has a point value. Upon completion of the quiz, participants are shown their overall score. This type of quiz is used to educate participants on subjects where questions don't have one single good answer but many different answers, where some are better than others.
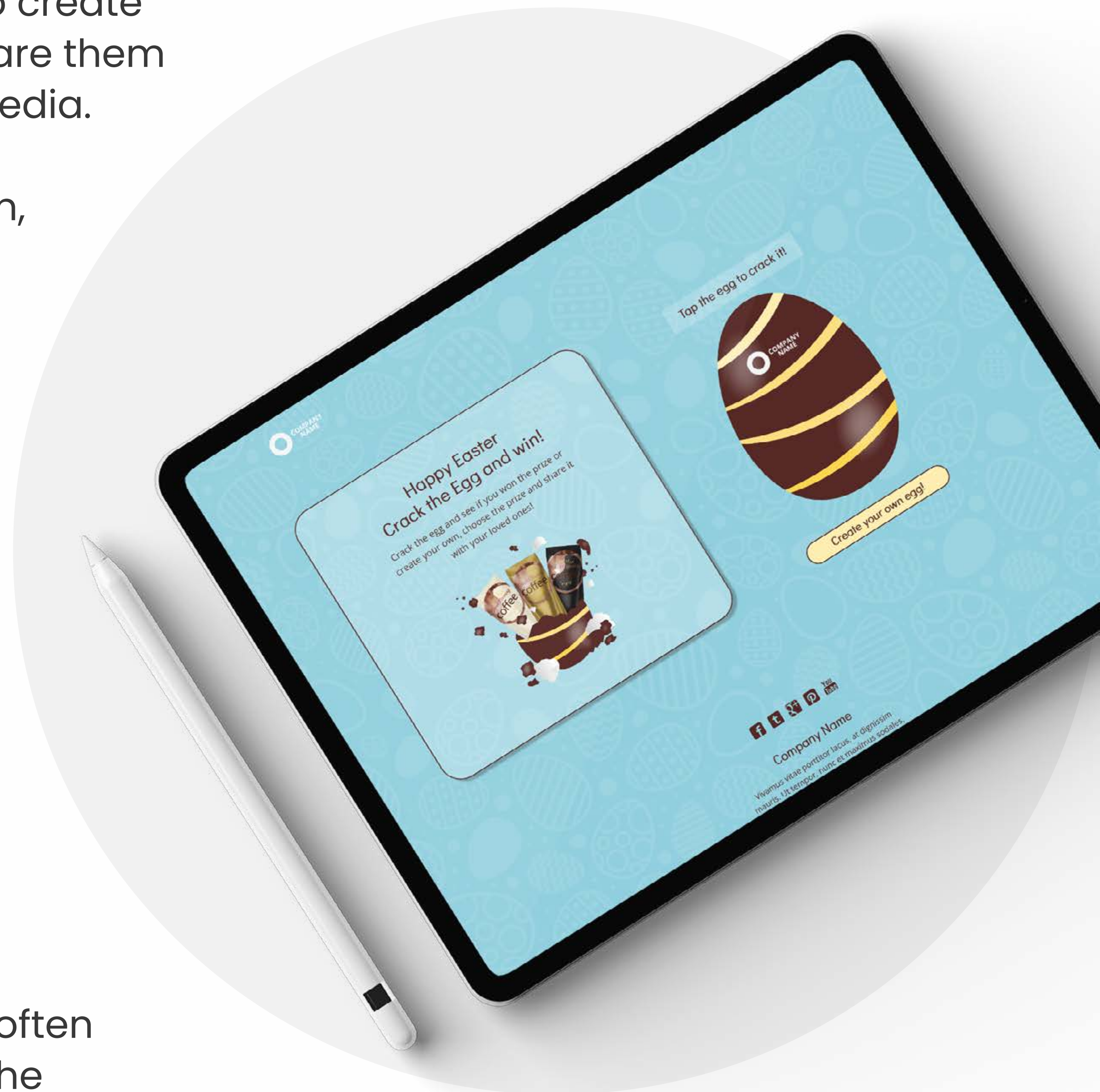
See Live Version

Social Interactive Content

Definition

Social Interactive Content is a special type of Interactive Content that is based on social sharing. The goal of these Interactive Content examples is to encourage participants to create their own Interactive Experiences and share them with their friends, family, and on social media.

To explain it in words you are familiar with, it is similar to User-Generated Content. The difference is that you create an Interactive Experience that will facilitate users and encourage them to create the content themselves. For example, you could create a Valentine's Day campaign where you encourage your audience to write custom letters to their loved ones.

Social Interactive Content is one of the best Interactive Content types to increase awareness. Moreover, it's great to engage with your audience because not only are they part of the Interactive Experience, but they design it. Finally, it's often used to improve brand image because the content they create is meaningful for them.

See Live Version

3 Main Benefits

01 **Attract Potential Customers**

02 **Increase Engagement**

03 **Improve Brand Awareness**

Online Advent Calendars

Definition

Did you know that Online Advent Calendars are excellent for boosting your holiday sales? Yes, an Advent Calendar, just like the ones you remember from your childhood, only digital and, of course, Interactive!

An Online Advent Calendar is a type of Interactive Content where visitors can come back to your website every day in December to unlock new games or surprises. So, instead of having a physical advent calendar, users will have access to their advent calendar online on your website. Consequently, they'll go on your website to open a new door every day and discover their daily surprises.

An Online Advent Calendar is an excellent type of Interactive Content to make the most of the holiday spirit, create a buzz, and generate traffic by ensuring your clients come back every day for 24-days. The daily surprises that customers unlock every day can be many different things such as discounts, contests, Marketing Games, quizzes, etc.
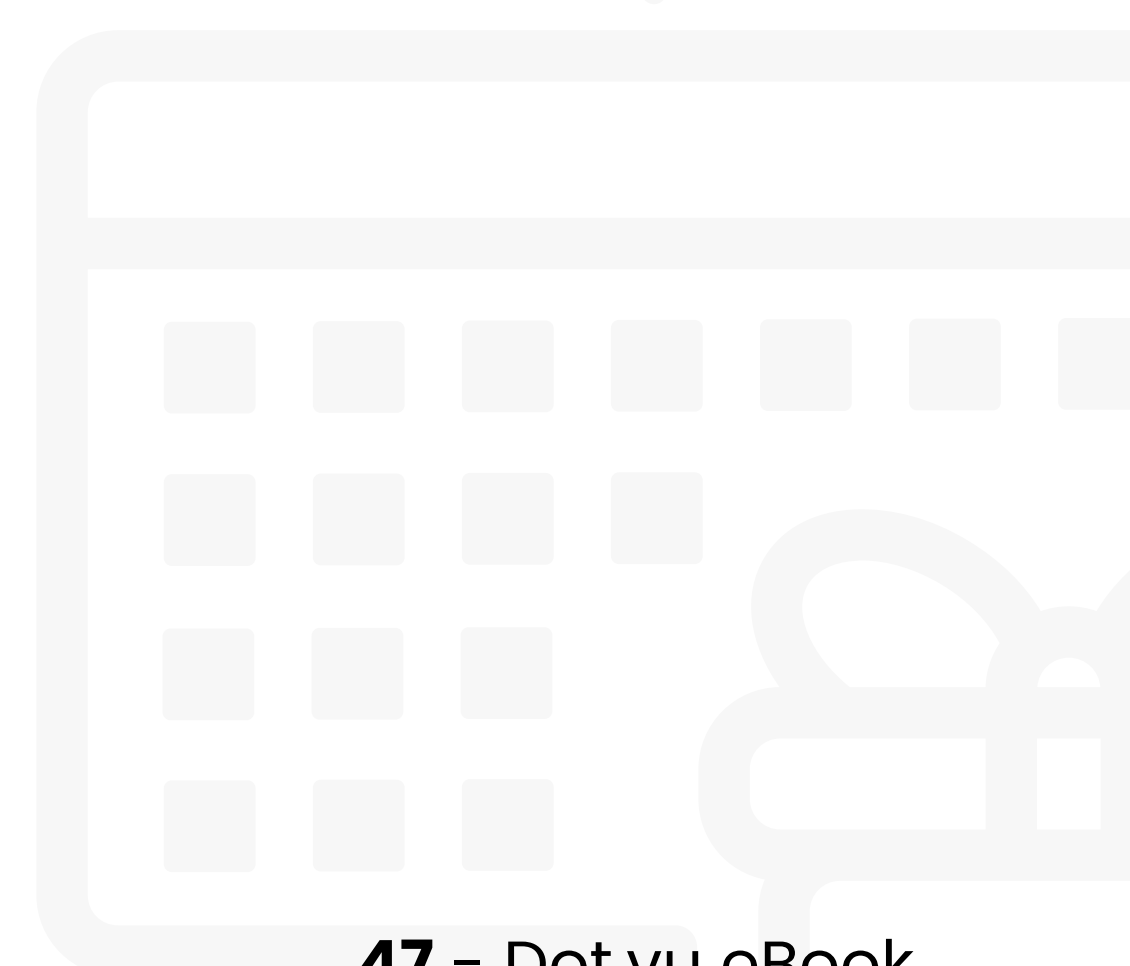

See Live Version

3 Main Benefits

01 **Increase Engagement**

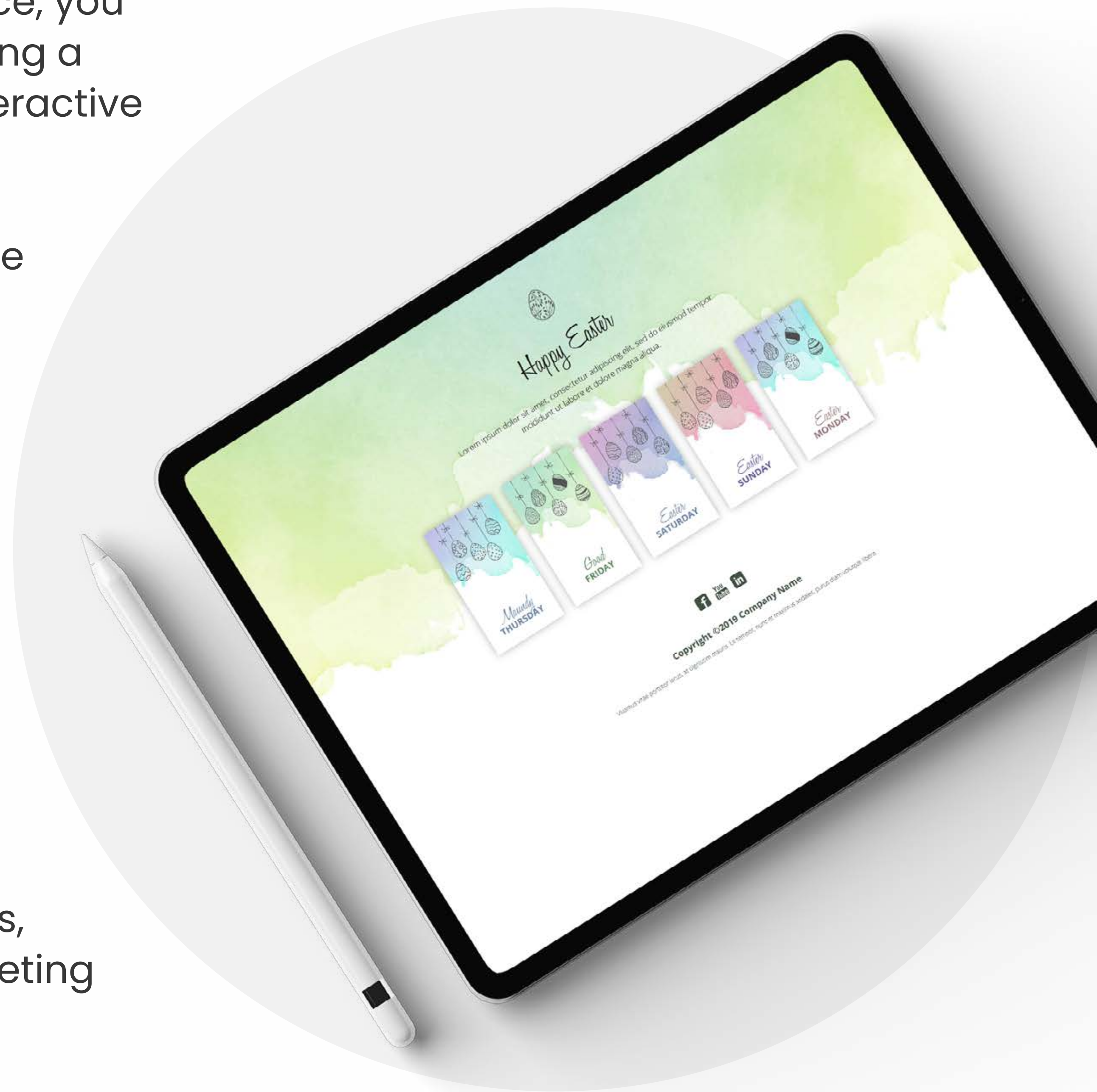02 **Capture Qualified Leads**

03 **Boost Sales**

Hourly, Daily, or Weekly Surprises

Definition

Hourly, Daily, or Weekly Surprises are also Interactive Experiences where you give surprises to visitors at different moments in time. For example, in an Hourly Surprises experience, you would give new surprises every hour during a single day. This is a particularly loved Interactive Experience for Black Friday. In a Daily Surprises campaign, you could offer one new surprise every day of the week before Easter. In a Weekly Surprises campaign, you could offer new surprises every week of July as part of your Summer Holiday Campaign.

As you can see, this type of Interactive Content is particularly good for Seasonal Marketing campaigns. They are the exact same as Interactive Advent Calendar, except they are not strictly Christmas-based. Therefore, you can use the same types of surprises as with Advent Calendars, such as discounts, promotions, contests, quizzes, polls, Marketing Games, and so on.

See Live Version

3 Main Benefits

01   **Increase Engagement**
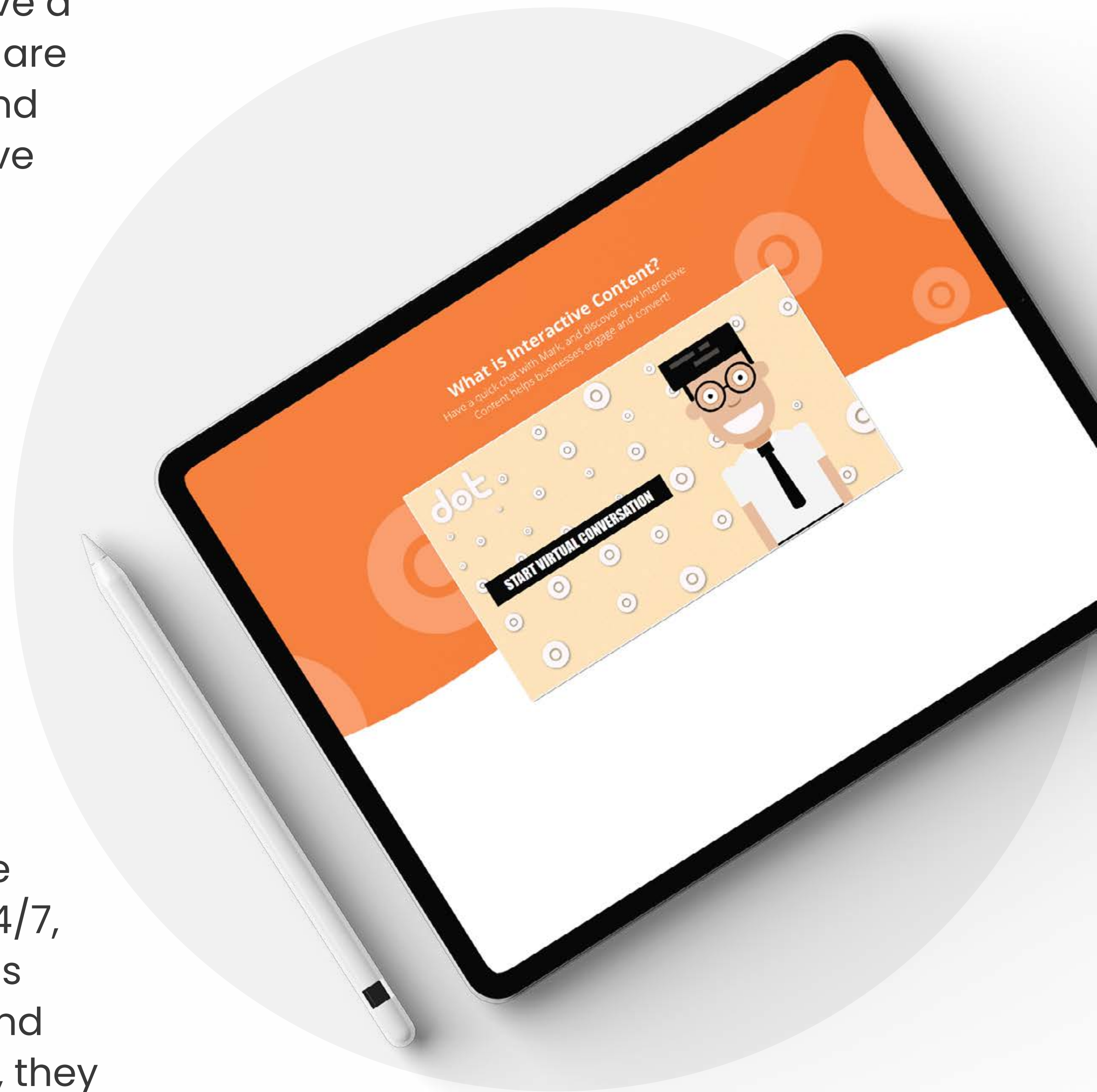
02   **Capture Qualified Leads**

03   **Boost Sales**

Interactive Conversation

Definition

An Interactive Conversation is a real-time, two-way exchange of information that helps your customers make decisions. They are similar to Interactive Videos, but they generally have a faster production time, a lower cost, and are more flexible in terms of modifications and adjustments. In other words, an Interactive Conversation is a short, animated video where you add an MP3 file to it. In this type of Interactive Content, you can ask questions, you can include hotspots and other clickable elements, and so on.

Interactive Conversations helps your company capture, qualify and connect with your leads. With an Interactive Conversation, your leads no longer have to wait for your company to contact them back with answers to their questions. Instead, they can engage with your company when it suits them, 24/7, 365! To sum up, Interactive Conversations are great to improve customer service and save time for your sales team. Moreover, they can be a great tool to be used for training and onboarding purposes. Finally, we have seen lots of banking and financial companies use Interactive Conversations to decomplexify their product and service offerings.
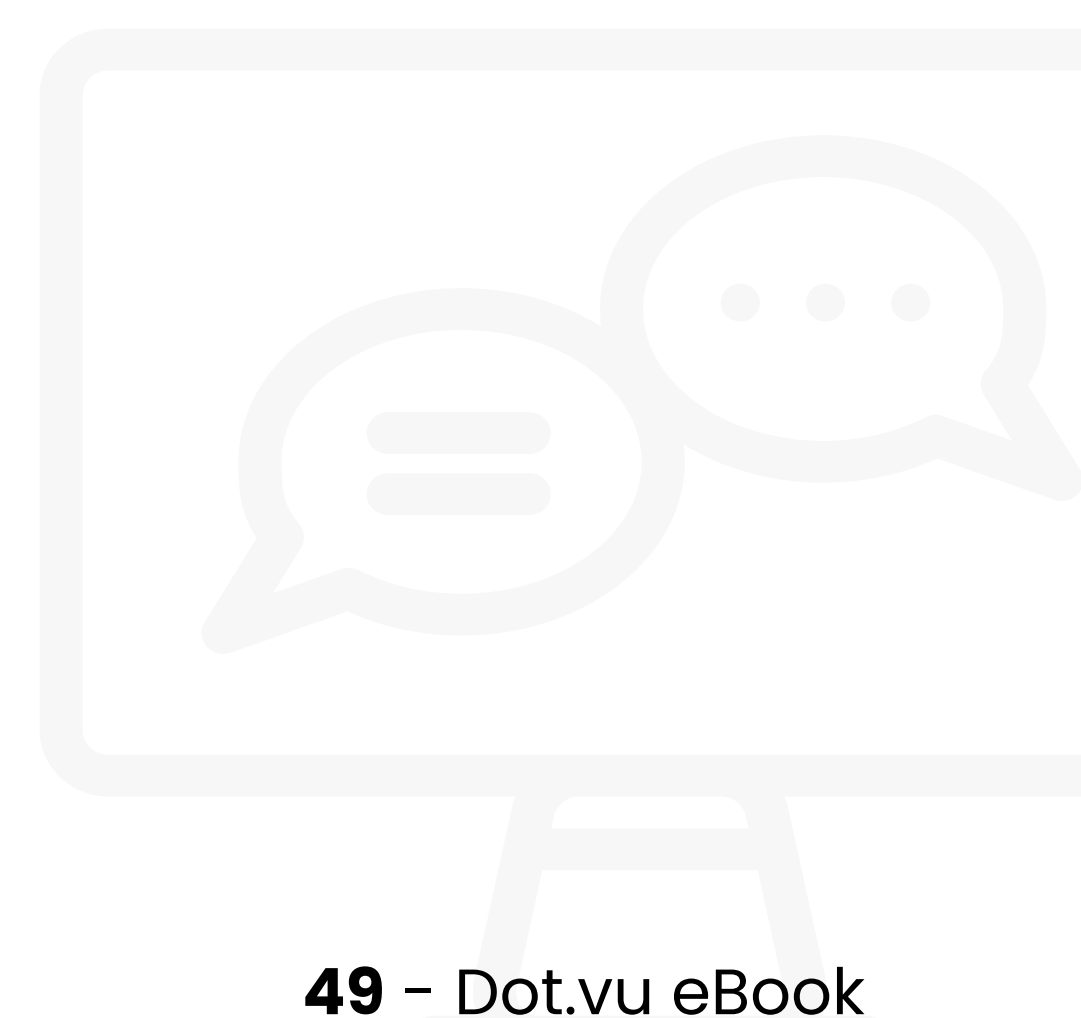
See Live Version

3 Main Benefits

01 **Educate Your Audience**

02 **Collect Valuable Data**
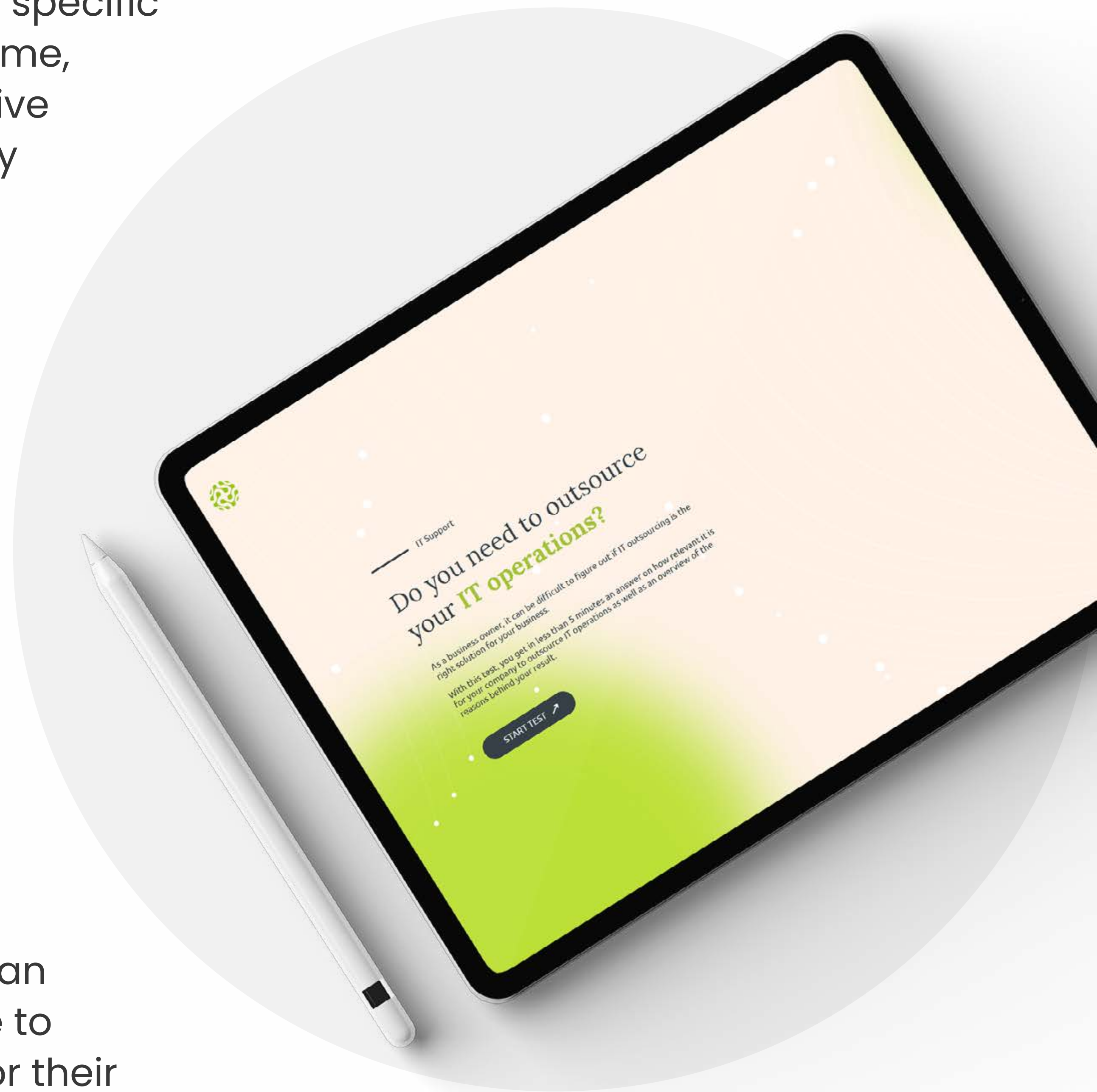
03 **Generate Qualified Leads**

Interactive Assessments

Definition

Interactive Assessments provide personalized feedback to users and suggest how to improve specific skills or which outcome would be best for them. They include questions about a specific topic, like how people work, spend their time, or test their knowledge in a field. Interactive Assessments also include the opportunity to use decision trees in the questions being asked. This is particularly helpful for complex situations and product offerings.

Interactive Assessments are great for learning more about your audience. For B2C companies, the answers provided by potential customers throughout the Interactive Assessments can be used later on for retargeting purposes. It can help you get to know your client's preferences, interests, strengths, and weaknesses. Moreover, Interactive Assessments are great for B2B companies because they can help you provide background knowledge to your sales team. Therefore, they can tailor their sales pitch depending on the answers potential customers gave.

See Live Version

3 Main Benefits

01 Educate Your Audience

02 Collect Valuable Data

03 Generate Qualified Leads

Interactive Assessments work best when there is a major focus on what participants get out of doing them. We have seen clients miss great opportunities by creating assessments that didn't give true value to their audience. Participants want to be assessed on specific topics, skills, and situations and be given the results. They want feedback that teaches them something new or that reassures them about their skillset.

Tom Carlsen,
Customer Success Manager at Dot.vu

Interactive Contests

Definition

Interactive Contests, by definition, are Interactive Experiences that encourage participation in exchange for a chance to win a prize. Giving your customers a reward for spending time on your site shows your appreciation for them. Online Contests will not only encourage customers to stay on your site longer, but they will also create a positive feeling for your brand.

You can use contests on their own, but they are often mixed with other types of Interactive Experiences to incentivize participation. For example, you can combine them with Marketing Games, Advent Calendars, Hourly Surprises, Interactive Flipbooks, Social Interactive Content, and so on.

Keep in mind that when using contests as a participation incentive, customers will evaluate the value of the prize before deciding to take a quiz or play a Marketing Game. Therefore, the prize should be worth the time they are willing to give to the task.
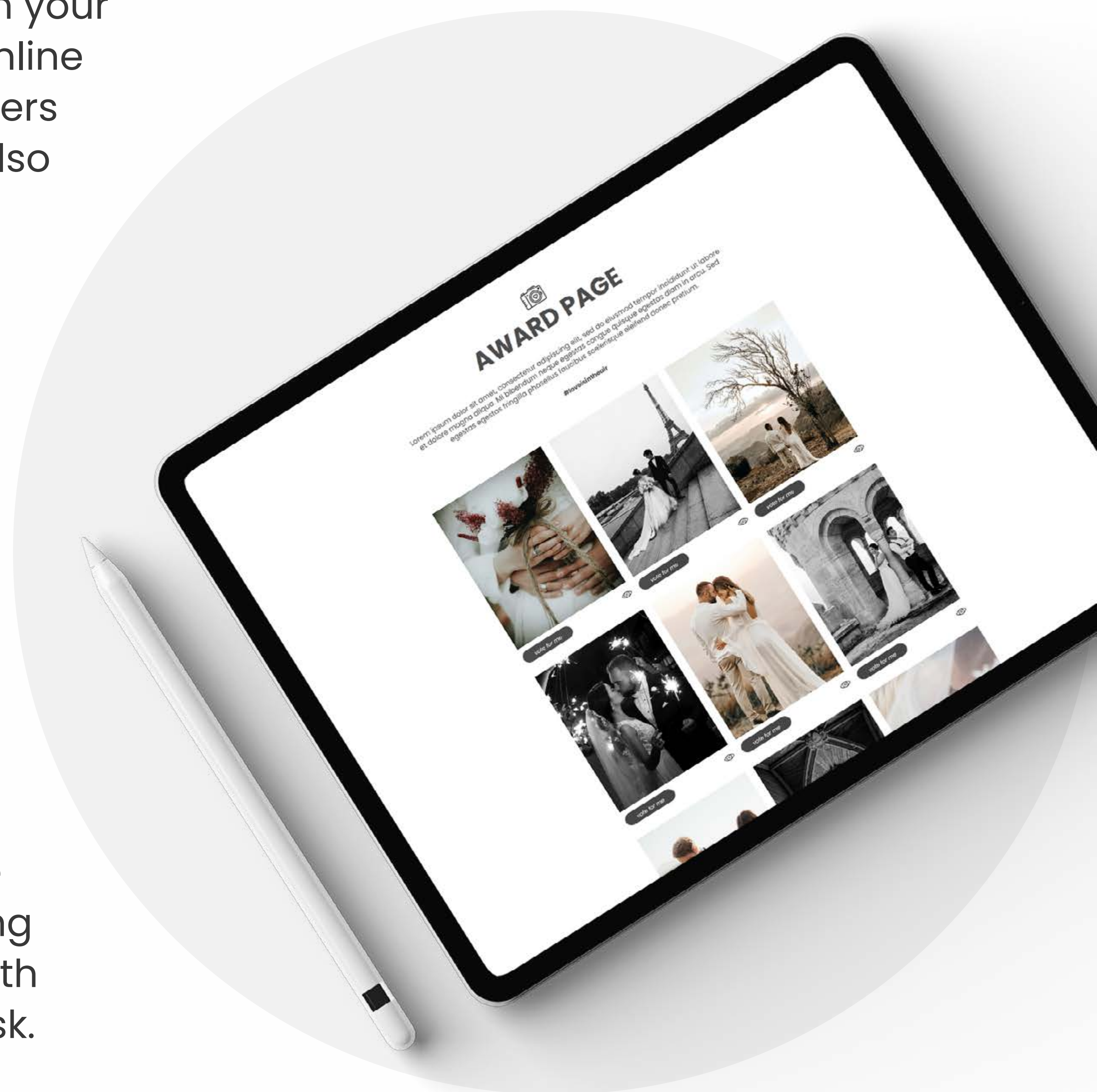
See Live Version

3 Main Benefits

01 **Attract Potential Customers**

02 **Increase Engagement**
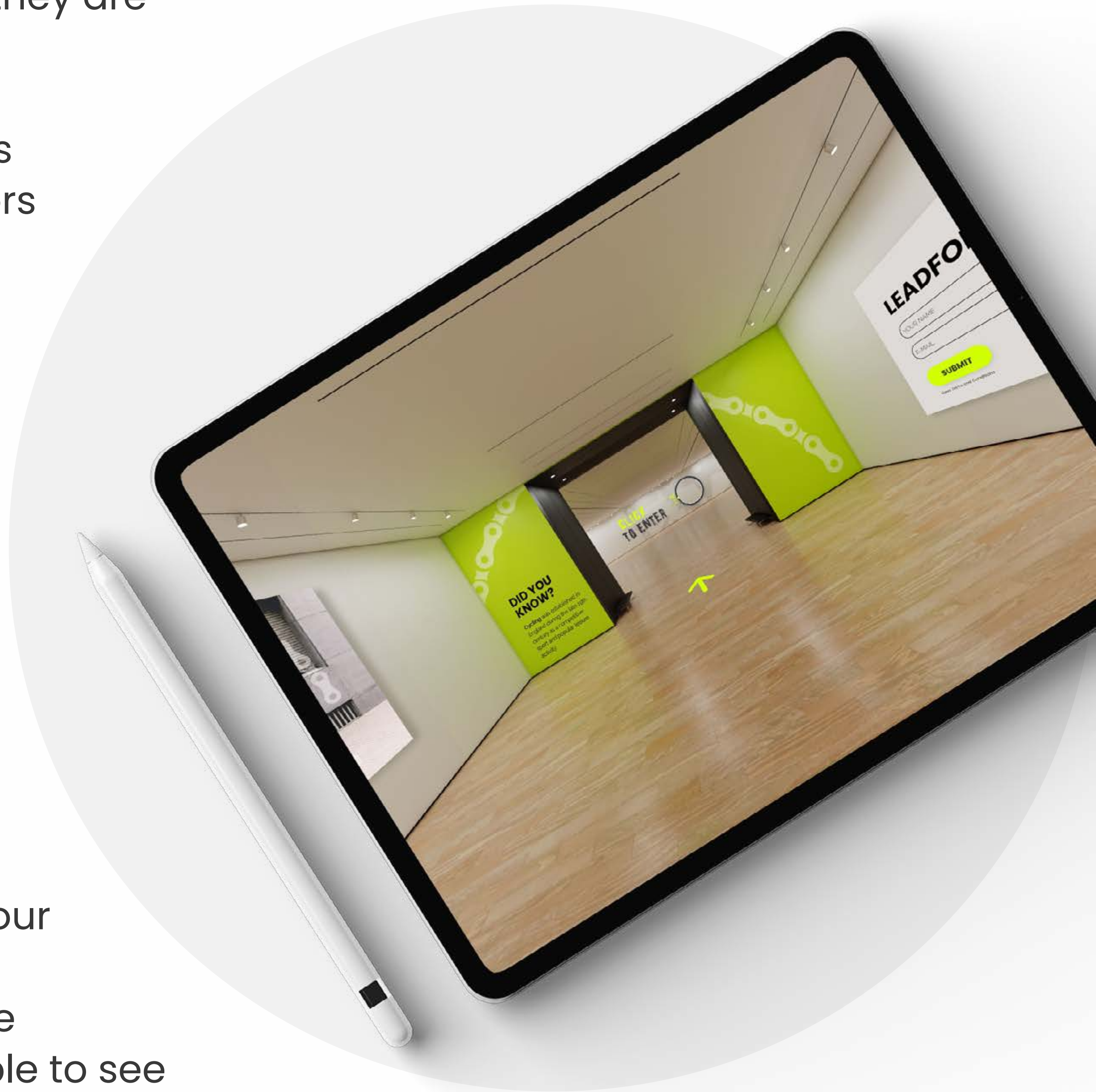
03 **Capture Qualified Leads**

Interactive Virtual Tours

Definition

Virtual tours are created by using real 360° images of your own environment or those of a 3D model. Even though virtual tours are good at simulating an existing physical location, they are not interactive.

Adding interactivity to virtual tours makes them a much more fun experience. Visitors can now take an active part in exploring things they are really interested in. Interactivity can, for example, be exciting games, challenging quizzes, videos on-demand or live-streamed, or the so-called "hotspots." Hotspots help your customers to find their way around the virtual tour. Your possibilities of adding interactivity to your virtual tour are endless!

By creating your own Interactive Virtual Tour, you can present your company in new innovative ways. The key is to give your Interactive Virtual Tour an approachable, customer-friendly, and human side to the experience. Your customers should be able to see your brand as relatable, consistent, and true to your image and values.

See Live Version

3 Main Benefits

01 **Collect Valuable Customer Data**

02 **Generate Qualified Leads**

03 **Enhance Brand Loyalty**

Interactive Content and Marketing Strategies

Interactive Content and Event Marketing

When you enhance an event with Interactive Content, you offer people to join you on the entire journey, from planning to evaluating the success of the event. With Interactive Content, people are no longer just receiving information; now, they have a say and can interact with your brand. On top of that, you gain knowledge and feedback from your clients and generate more leads.

Before the event

→ Build anticipation with Contests, Quizzes, Marketing Games, and Interactive Videos

→ Promote your event and register participation using an Interactive Microsite

→ Ask participants what they are expecting or what they would like with polls and surveys

During the event

→ Ask about industry preferences & working habits with Interactive Polls

→ Share educative Interactive Experiences such as quizzes and assessments with QR codes

→ Boost information retention with Interactive Video Presentation

→ Implement event gamification to turn your event into a memorable experience.

After the event

→ Ask for feedback using surveys

→ Publish Interactive Infographics showcasing poll results

→ Maintain the buzz using Interactive Virtual Tours and Interactive Videos
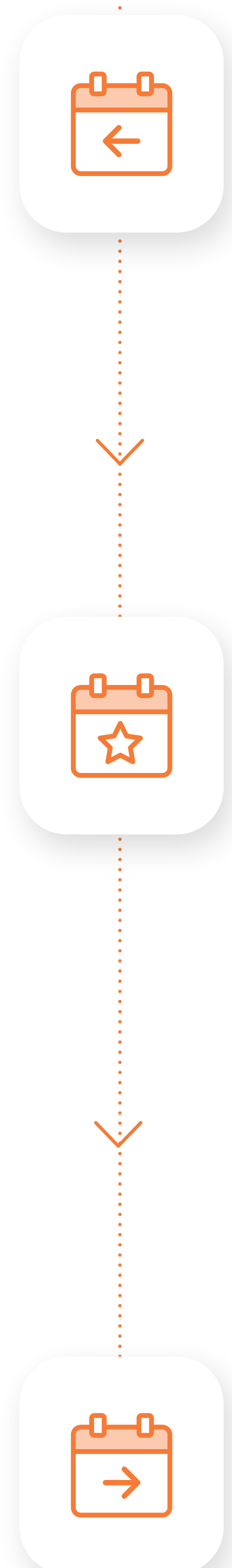
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Have you thought about transforming your traditional events into hybrid events?

Hybrid events are events that combine in-person and virtual elements. Put another way, hybrid events have two separate audiences. One participates physically, whereas the other one follows the event online.

When it comes to hosting a hybrid event, it is vital to keep in mind that both audiences need to be fully engaged. Livestreaming is not enough because remote guests require the same level of interactivity as in-person attendees. There are many Interactive Experiences that can be designed to help you create the most amazing hybrid events!

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Interactive Content and Seasonal Marketing Campaigns

Seasonal marketing is adapting your marketing strategy so that it capitalizes on the seasons and the major events and holidays happening throughout the year.

Most companies experience a surge in customer traffic at a certain period of the retail year. For example, a sunglasses retailer will probably receive more orders during the spring and summer seasons. On the other hand, a winter clothing company would see its sales boost at the beginning of the Winter season. In this case, launching a promotional campaign right before these specific times can help boost sales and differentiate yourself from competitors.

Seasonal Marketing is not only about following the seasons, but it is also about including holiday & major event Campaigns such as Christmas campaigns, Easter campaigns, 4th of July campaigns, Back-to-school campaigns, and so on.
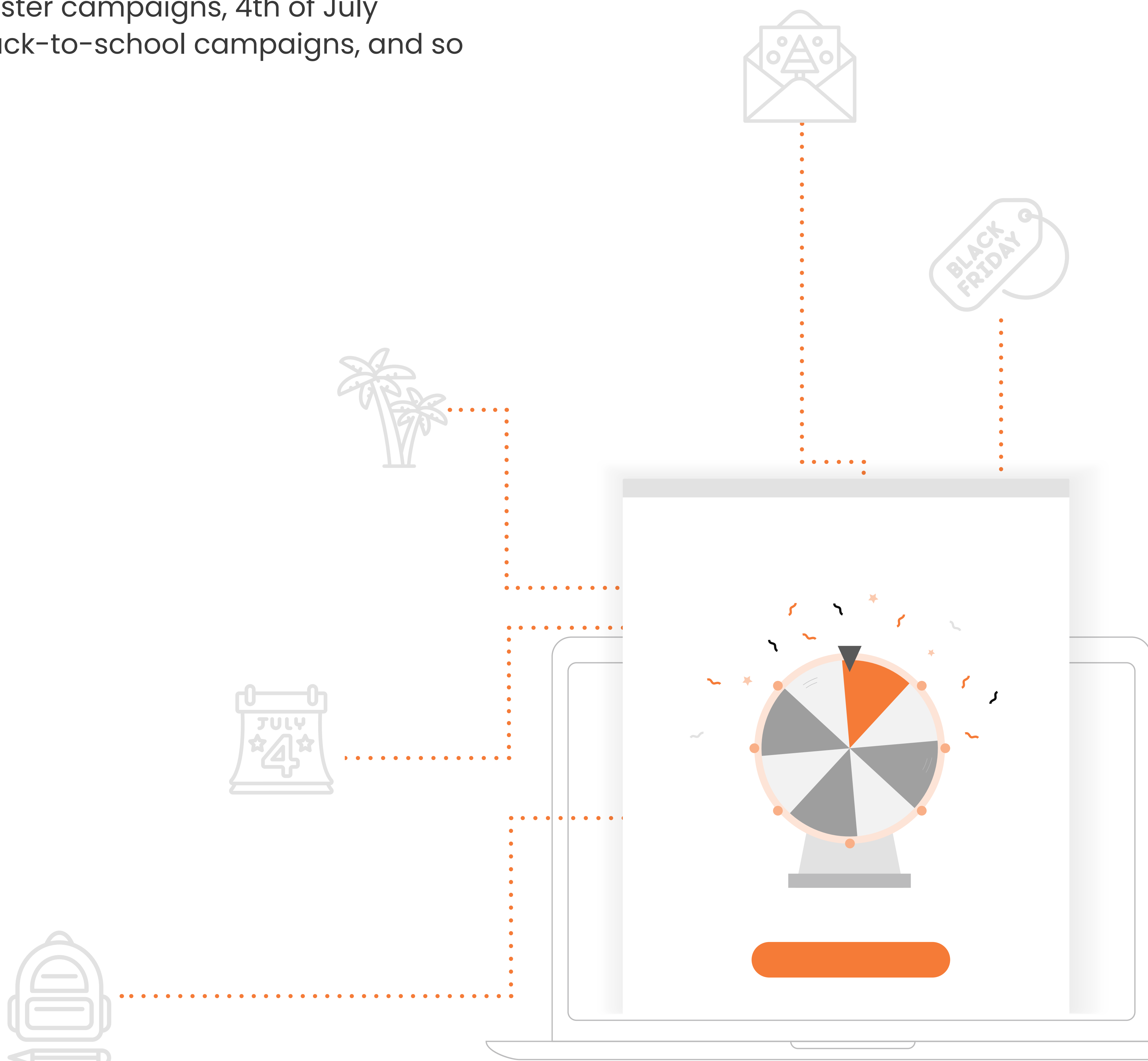
7 Steps to Building a Killer Seasonal Marketing Strategy

1. Audit your previous Holiday Campaigns

Auditing your previous holiday campaigns will show you what worked and didn't work well in your strategy. Based on this knowledge, you can improve your performance and increase sales. Furthermore, analyzing campaigns from previous years will help you identify and avoid past mistakes.

2. Define your goals and set KPIs

Setting KPIs is one of the most effective ways of measuring your success. Having a clear picture of what you want to achieve with your seasonal advertising will help you craft a successful template. Furthermore, you will have a solid base for auditing your seasonal campaigns in the future.

3. Research your competitors

You need to know what the competitors are doing to find ways to differentiate your brand. You will also discover what kind of content your customers engage with. Therefore, thorough competitive research will help you understand your audience better.

4. Plan your Seasonal Marketing Strategy

Decide ahead which Seasonal Marketing campaigns you want to create. Think about the whole annual calendar. Do you want to have a seasonal campaign for each season? Would you like to create Interactive Experiences to boost sales around Christmas? Black Friday? Thinking and planning ahead will help you make sure you don't forget anything and that you have the right resources to put your plan into action.

5. Design your campaign around the mood of the holiday season

Create holiday-specific content to meet customer expectations. For example, if you are planning an Easter campaign, make sure to incorporate Easter bunnies, eggs, and chocolates in your design. The same applies to any other special day or holiday. In general, showing your audiences that you celebrate together with them will strengthen customer loyalty. Moreover, I think by now you know that Interactive Content is better than static content. There are plenty of extraordinary Interactive Experiences that are especially amazing to use for Seasonal Campaigns, such as Online Advent Calendars, Shopping videos, Social Interactive Content, and so on.

6. Promote your campaigns

In order to reach as many people as possible, you need to distribute your campaign. Naturally, your social media channels are a good starting point for spreading the word about your holiday content. Sending targeted emails is another way to promote your seasonal campaign. Google Ads, pop-ups, banners, and other promotional tools can also be used!

7. Monitor your campaigns

Once your campaigns are live, make sure you are monitoring them so you can know if they are as successful as you expected them to be. Use this knowledge to modify your Interactive Experiences on the spot or to design better ones next time!

Common Mistakes You Should Avoid in Your Seasonal Marketing Strategy:

⚠ Last-minute planning

You can never start planning early enough! Publishing all your holiday content at the last minute can be chaotic and might lead to mistakes. Plan your campaigns in advance to avoid unwanted situations. Moreover, you might sacrifice quality by creating your materials right before launching the campaigns.

⚠ Focusing on one holiday only

The year is full of exciting holidays and special days that you can capitalize on. So, jump in with both feet and decide ahead which seasonal marketing campaigns you want to launch.

⚠ Addressing new customers only

Acquiring new customers is great. However, do not forget about your existing customers. Nurture them with special discounts and rewards so that they remain loyal to your brand.

⚠ Overlooking your email and blog post strategy

Your seasonal marketing should not be only about crazy discounts. Nurture your customers with emails and pertinent content. Furthermore, some marketers think that blogging is dead. In fact, a carefully crafted blog strategy can significantly improve your rankings.

⚠ Relying on only one marketing tactic

Do not limit your potential customer reach. We recommend you use all the channels at your disposal – landing pages, social media channels, emails, and blogs.

⚠ Using static content

Using Interactive Content rather than static content will significantly improve your engagement rates. Moreover, leveraging the power of Interactive Content allows you to be more creative than ever.

Having a well-thought Seasonal Marketing strategy can be an amazing way to capture valuable data and build rich customer profiles. Imagine, all year round, you create gated Interactive Experiences such as a Valentine's Day Gift Finder, an Easter Marketing Game, a Mother's Day Social Interactive Experience, a Back-to-school Product Recommender, an Online Advent Calendar, and so on.

On each of these touchpoints, you collect data on participants that are stored in your CRM system. At the end of the year, you know your customers way better than any of your competitors. You can use that to create unique, personalized experiences for them!

Ivanina Topuzova,
Content Writer at Dot.vu

# Interactive Content and Collecting Zero & First-Party Data

Most consumers are worried about online privacy, and with reasons. Over the previous years, many companies have been using their personal data without their knowledge and consent. They don't know who they can trust, who they can't, and how to protect themselves. That's why they have pushed governments around the world to regulate the use of cookies to collect data. So, in the past years, we have seen the appearance of GDPR and many other privacy laws across the globe.

However, this is not enough to remove the online consumer's concerns. Companies also need to play a crucial role and start rethinking how they collect data. That will ensure that their customers' privacy is respected. They need to build trust and be transparent in how they collect data. And also, in how they get data from other sources and how they use that data. Following this principle, many companies have switched to collecting Zero-Party Data & First-Party Data and have stopped purchasing Second & Third-Party data.

What is First-Party Data?

First-Party Data is data you can observe: where your customers click, what they buy, what Social Media posts they interact with, how many Loyalty Points they collect, etc. You collect this data by observing how your customers interact with your brand in-store, on your website, or in your app.

Of course, to collect this type of data, you need cookies on your website, a CRM system, their feedback, and so on. So, it's really about using many different tools, both offline and online, to create a clear image of your customer's profiles. That's why many marketers consider it high-quality data.
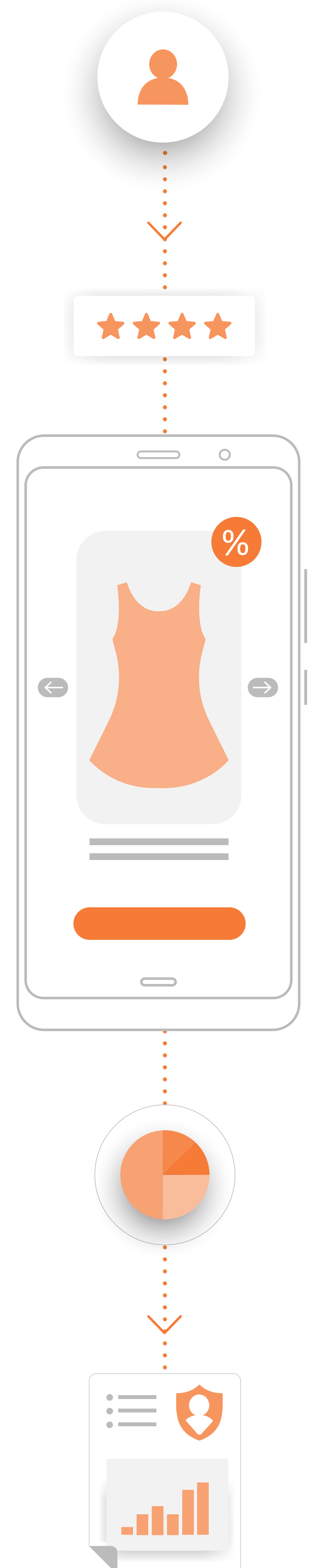
What is Zero-Party Data?

Zero-Party Data describes any data that a customer proactively and deliberately shares with a company. So, it differs from First-Party Data because it's based on actual preferences rather than implied preferences.

For example, with First-Party Data, you could observe that a customer has purchased the same lip gloss every month since January. Knowing that, you could assume that she loves this lip gloss and add it to her customer profile. But, actually, she buys it for her daughter. Of course, by looking at the data you collect on your website, you cannot know that. That's where Zero-Party Data differs.

When collecting Zero-Party data, you directly ask your customers what they like, what they don't like, what they need, where they need help, etc. Then, you are 100% sure of the veracity of your data because it's not implied. It's factual. It's willingly shared by the customer directly with you!

Cookieless World on the horizon: How can Interactive Content help?

With the increase in data regulations and companies trying to deceive customers instead of complying, we see a shift towards a cookieless world. But, in a world driven by data, how can companies adapt? For us, at Dot.vu, the answer is clear: companies can survive and prepare for a cookieless world by switching toward Zero-Party Data.

One thing to keep in mind is that Zero & First-Party Data is almost always based on a two-way exchange based on trust. You must ask for your customers' consent and show them clearly what the value is for them. What do they get in exchange for their information?

That's why Interactive Content is the key to collecting Zero & First-Party data. To their core, Interactive Experiences are designed to generate this two-value exchange, making it the best way to gather data in a cookieless world.

On Dot.vu, you can collect Zero & First-Party Data by designing amazing Interactive Experiences. You can register every time a customer answers a question in your quiz, navigate your Guided Selling Experience, or click on a hotspot in your Interactive Video.

Interactive Content and Personalization

Interactive Content is the closest to true personalization you can get.

Why?

Because, as numerous marketers have realized in the past few years, **true personalization is unachievable due to poor quality data**. When companies try to sell you one-on-one personalization, they are trying to make you believe that Third-Party Data is reliable enough, but it isn't. Only Zero & First-Party data can help you to offer true personalization. In other words, if you want to offer a truly tailored marketing experience to your audience, you need to rely on the data you collected yourself. Interactive Content is the best way to collect that data.

However, you can also achieve true personalization with Interactive Content without even collecting data in advance! When you rely on data, you are extrapolating, you are assuming based on past preferences, past purchases, and so on. But, what if the last time a visitor was on your website, he was looking for a gift for his mom? Now, he is looking for himself! Presenting him with ideas based on past purchases wouldn't help him at all. However, a Guided Selling experience would help him – That's what we call Real-Time Personalization.

That's why Interactive Content is the most fantastic tool to create true personalization (also known as hyper-personalization)! Because with Interactive Content, you can achieve personalization in two ways: by offering tailored experiences based on Zero & First-Party data or by creating Real-Time Personalization experiences.

How-to guides to have success with Interactive Content

How to set up an Interactive Content Strategy?

In the following steps, you'll learn how to set up your Interactive Content strategy in the right way to measure its success.

Define your goals

Start by defining SMART goals. SMART is an acronym that stands for specific, measurable, achievable, relevant, and Time-Bound. When choosing Interactive Content goals, you can think about your buyer's journey content and reflect on which stage you should improve. For example, if you have a hard time getting new leads, you can have the following goal:

Gain 400 new leads in the 2nd quarter of 2022.

We recommend only having a very minimum number of Interactive Content goals (3 to 5) so that you are focused on what really matters and you don't get distracted along the way.

Choose the right Interactive Experiences

Now that you have a shortlist of Interactive Content goals, you can decide what Interactive Experiences you want to create to achieve these goals. Remember that there are many different types of Interactive Content, and some are better for specific goals than others.

If we keep our previous example of gaining new leads, you might be interested in the following Interactive Experiences:

Interactive Assessments, Interactive Flipbooks & eBooks, Calculators, etc.

DEFINE YOUR GOALS
01 STEP 1

05 STEP 5

CHOOSE THE RIGHT INTERACTIVE EXPERIENCE

EVALUATE, REFLECT & OPTIMIZE

02 STEP 2

04 STEP 4

MONITOR YOUR KPIs

DETERMINE YOUR KPIs

03 STEP 3

Choose relevant KPIs

Once you have decided which Interactive Experiences you want to add to your Interactive Content strategy, you'll want to choose which Interactive Content KPIs you'd like to follow closely. Interactive Content KPIs are Interactive Content metrics that you want to monitor. They are linked to your goals and should also follow the SMART process.

If we continue with our example, you could set up the following KPIs:

50 new leads from [Interactive Assessment] in the 2nd quarter of 2022.
100 new leads from [Interactive Flipbook 1] in the 2nd quarter of 2022.
200 new leads from [Interactive Flipbook 2] in the 2nd quarter of 2022.

Again, try only to follow the KPIs that are linked to your Interactive Content goals. That way, you are focused, and you don't divide your attention between too many Interactive Content metrics.

Monitor KPIs

The next step in setting up your Interactive Content analytics is to set up a tracking process. In other words, you want to be able to track the success of your Interactive Experiences in real-time. This means that you can easily have an overview of all the important KPIs you are following and how it is going in reaching your Interactive Content goals.

This way, if you see that you are having problems with one or more important Interactive Content KPIs, you can react straight away and modify your Interactive Experiences to improve the situation.

For example,

You notice midway through the 2nd quarter that you only got 10 new leads from your Interactive Assessment. You decide to review your promotion strategy to get more leads out of this Interactive Experience.

Evaluate, Reflect & Optimize

At the end of the period you have established when setting up your goals, you should reflect on them. Did you reach them? What Interactive Experiences helped you the most to reach them? What worked well? What didn't?

At the end of the 2nd quarter, you are happy! You succeeded in reaching your goal. But you notice that your Interactive Flipbook #1 ranked way higher than your Interactive Flipbook #2. So, you decide to look at other Interactive Content metrics to learn more about why Interactive Flipbook #2 didn't work as well.

How to create Interactive Experiences?

From Scratch

At Dot.vu, we have been creating thousands of Interactive Experiences over the years for many different industries, departments, and purposes. We have worked with some of the biggest retailers and manufacturers, but also with medium and smaller companies. So, without a doubt, we can say that we are experts in developing Interactive Experiences for every purpose and goal.

In the following section, we will present the Dot.vu methodology, which is the methodology we use for every single Interactive Experience and template we develop. By following this methodology, you ensure that your work is organized and set for success.

Phase 1: Exploration

The exploration phase, also known as the situation analysis, is used to identify the overall scope of the project. You take the time to set up goals, objectives, and priorities and define the critical success factors. Moreover, you identify the needs and problems, and you define the project organization and stakeholders. You can achieve that by having brainstorming sessions, interviews, doing some research, and having meetings.

Pro Tip

The first step when planning an Interactive Experience, which is extremely important, is to define the overall scope of the project and start 100% in line. What is this experience? How should it work? What kind of external systems or integrations need to link to it? A lot of these essential initial details should be settled early on!

Tom Carlsen,
Customer Success Manager at Dot.vu

Phase 2: Ideation

The Ideation Phase, also known as the solution, is where you decide on the overall solution by exploring the different possibilities and thinking about the end-user experience journey. Of course, you need to make sure the problems you identified previously are solved and the needs are covered. You will also define the overall delivery deadline and the budget.

Phase 3: Definition

The Definition Phase, also known as defined requirements + Wireframe, is where you define the entire Interactive Experience, including the complete user journey. You define the overall layout and the functionality of the experience. You'll also reflect on the placement and embedding requirements. You succeed in doing so with brainstorming sessions and graphical design workshops. At the end of this phase, you have a ready-to-be-used wireframe that includes integrations and embedding options.

Pro Tip

When defining the Interactive Experience, you should know what you're aiming for and what the purpose of the experience is. So, for example, with a Guided Selling experience, you should identify a flow. It shouldn't be confusing because you can very easily complicate things, and you don't want that because the idea of this experience is to decomplexify the buyer's journey and help them find the best options for their needs.

Walai Tohnual,
Web Designer at Dot.vu
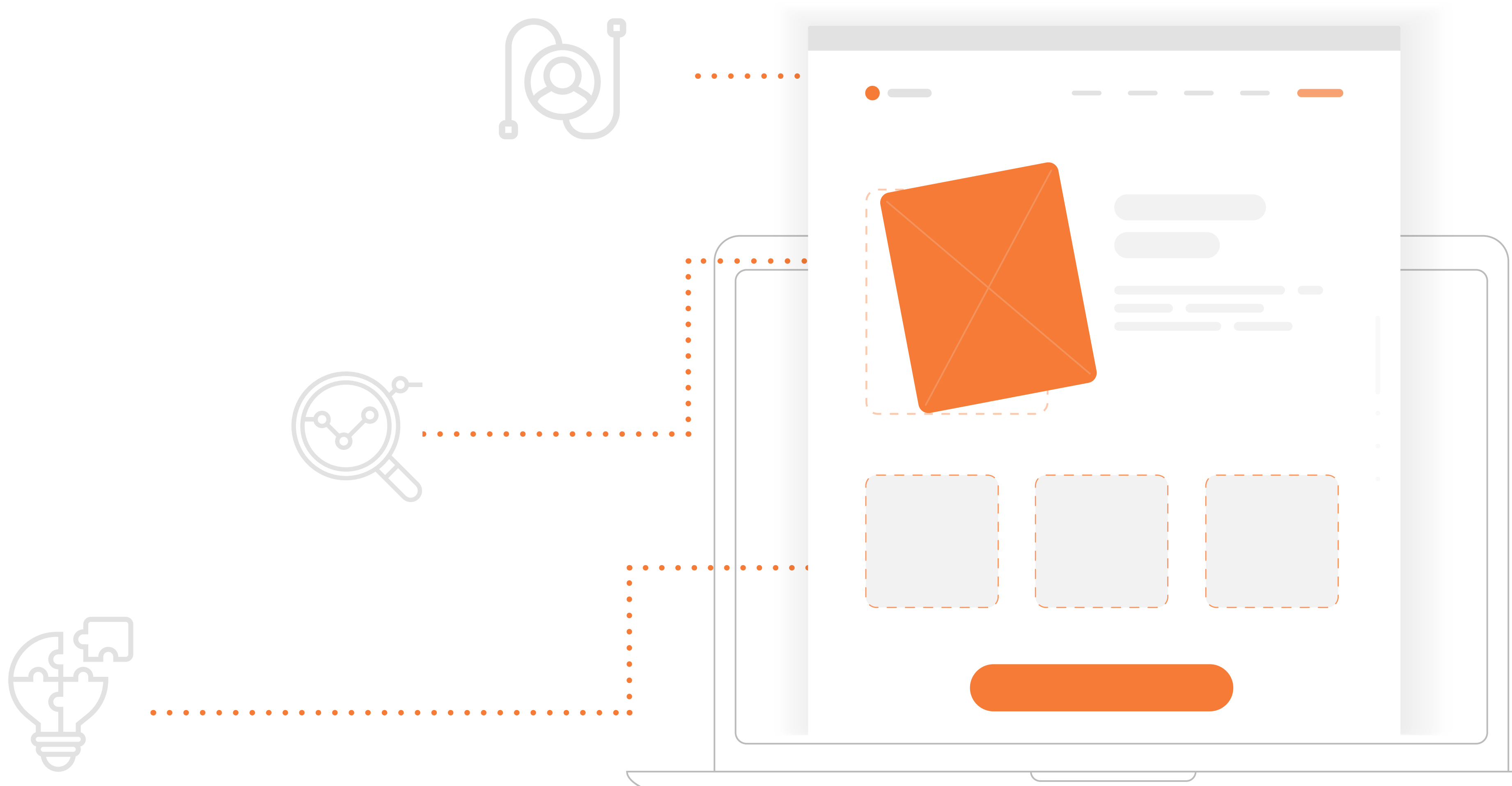
Phase 4: Design

The Design Phase, also known as the Design Mockup, is where you unleash the creativity of your designers and let them design the mockup of your Interactive Experience. You'll also include a design critique session to make sure the design is as on point as it can be. As we often say at Dot.vu, two heads are always better than one. At the end of this phase, make sure to export and prepare all the graphic materials, so it's ready for the creation phase.

Pro Tip

The most important is UI and UX and not the design. Because no matter how good the design is, if the visitor can't go through the Interactive Experience quickly and without problems, then it's all for nothing. So, UX and UI should be the main point, the main focus.

Kinga Vargedo,
Graphic Designer at Dot.vu

Phase 5: Creation

The Creation Phase, also known as the fully functioning experience, is where you'll implement the Interactive Experience on Dot.vu's Interactive Content platform. You'll also perform a complete usability test and acceptance test. You'll make sure the Interactive Experience is adjusted for mobile, desktop, and other screen sizes. You'll set up the relevant integrations, add-ons, and automation flow (if needed). Finally, remember to test that your Interactive Experience is working as it should, that the KPIs, Integrations, and data collection flows you have set up are doing their job, and make sure the design follows UI/UX best practices.

Pro Tip

Testing is obviously critical. So, it will be something that you should do throughout the entire implementation phase. Test everything and view it from different screen sizes as you move along. So, you don't publish your Interactive Experience and figure out that something doesn't work, the layout that I built for mobile is wrong, and the transition is terrible in terms of responsiveness.

Tom Carlsen,
Customer Success Manager at Dot.vu

Phase 6: Deployment

The Deployment Phase, also known as the deployed experience, is where you deploy the Interactive Experience, either as its own landing page or embedded on your website. You'll then spend the required time testing it again now that it's live before starting to share and promote it. For example, you'll also want to test the responsiveness of the experience on different displays and screen sizes.

Pro Tip

As a general rule, think about whether your grandmother would be able to use it. It tends to be a good pointer. I think if your grandmother can't use it, then you didn't do it simply enough.

Tommy Frederiksen,
Content Producer at Dot.vu

Phase 7: Evolution

The Evolution Phase is where you ensure the delivery and quality through iteration. You review the overall project by looking at the goals and KPIs you have set up. You also assess phases 3 to 6 and reflect on what could be done better. Then, you take this feedback to improve your process and optimize the experience you have created and future ones.

EVOLUTION

EXPLORATION

DEFINITION

CREATION

IDEATION

DESIGN

DEPLOYMENT
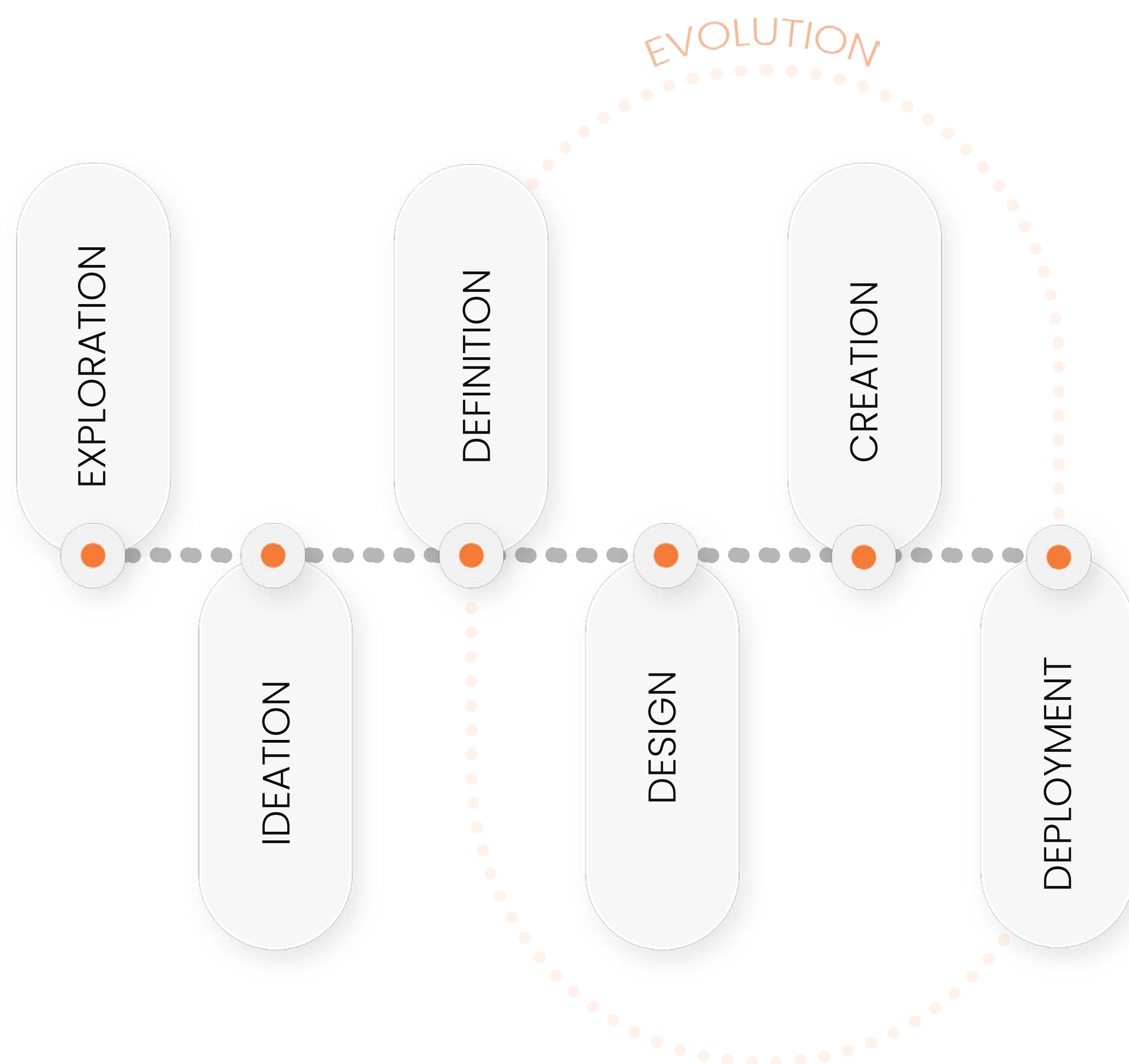
The Benefits of Repurposing Content into Interactive Experiences

While lots and lots of marketers are already using the technique of repurposing content, they generally do so using the most common content types: blog posts, videos, podcasts, and infographics. While this technique does work, there is an even better way – repurpose content into Interactive Content!

Better control over the content you create

When you share an image, an infographic, a PDF, a video file, and so on, you lose control over it. You don't know how they are being used, modified, shared, etc. By repurposing your content into Interactive Content, you gain back that power because you'll be hosting your Interactive Experiences live on your website.

Improve User Experience

When you share an image, an infographic, a PDF, a video file, and so on, you lose control over it. You don't know how they are being used, modified, shared, etc. By repurposing your content into Interactive Content, you gain back that power because you'll be hosting your Interactive Experiences live on your website.

Increase Engagement

Interactive Content is made to create a two-way exchange between your company and your audience, thus increasing engagement like no other type of content!

Generate Qualified Leads

Lots of popular types of content, such as blog posts, Youtube Videos, SoMe posts, etc., don't directly encourage buyers to continue further down the Sales Funnel. Most types of Interactive Content do.

Boost Sales

Many types of Interactive Content are known to succeed in boosting sales way better than traditional content. For example, Guided Selling experiences and Shopping Videos are great ways to boost sales.

Collect valuable data

When you create an infographic or a PDF, there isn't much way for you to calculate the ROI and collect valuable data insights. But, if you would repurpose your infographics into Interactive Infographics and your PDFs into Interactive Flipbooks, you'd be able to track all the KPIs you'd want!

Differentiate your content from competitors

If you are thinking about putting marketing efforts into repurposing your content, then you should get away from regular content types and dive into interactivity. That's how you will succeed in differentiating your content from competitors.
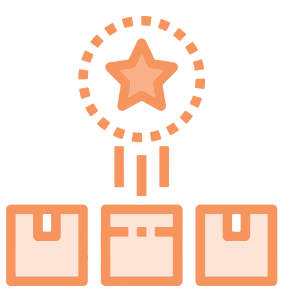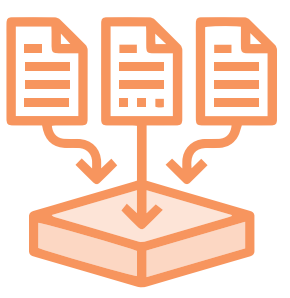
7 Different Ideas to Repurpose Content into Interactive Experiences

1. Blog Post › Interactive Flipbooks

One of your blog posts is working very well; you get lots of traffic from it, so you are wondering how you can transform that traffic into leads. An idea could be to reuse the content of this blog post in an Interactive Flipbook.

In your Interactive Flipbook, you can copy and paste most of the content from your blog post. Moreover, you can add quizzes, polls, and gated sections. Having gated sections is a wonderful way of getting new leads.

2. Promotional Video › Shoppable Video

A great way to repurpose video content would be to transform your promotional videos into Shoppable Videos. What are Shoppable Videos? A Shoppable Video is a video that allows viewers to click on products to learn more about them and directly from within the video add items to their eCommerce basket.

So, instead of simply promoting your new products or services in your video, you now allow viewers to shop directly within them.

3. How-to Infographics › Interactive How-to Infographics

How-to Infographics are often used by marketers because they can help you visually explain a concept step by step so that it's easy to understand in a minimal amount of time.

By adding a layer of interactivity to your "How-to" infographics, you can succeed in making them much more engaging with clickable buttons, animations, and even videos directly embedded into them. Moreover, you can add ways of collecting new leads with, for example, a gated quiz, or a gated Marketing Game.

4. Social Media Posts › Interactive Social Media Posts

Repurposing Social Media Content can appear easy. Most of the time, companies simply reshare the same posts on other social media platforms or even on the platform after a couple of months. But, what if I told you, you could repurpose Social Media Content into Interactive Social Media posts instead?

Interactive Social Media posts are posts that focus on interactivity and engagement first, content second. In other words, Interactive Social Media posts are posts that are shared with the intention of encouraging a specific interaction from viewers. And, by interaction, we mean more than a simple click on the like button. We mean actions such as answering a poll question or participating in a contest.

5. Special Promotions › Hourly Surprises

If you have special promotions for Black Friday, Cyber Monday, or Halloween, instead of simply showing all your discounts on your websites, you could create an Hourly Surprises experience.

For example, on Black Friday, you could have different promotions throughout the day that customers could unveil at different hours. This would help you engage users, boost sales and make sure they return to your website a couple of times during the day.

6. Product Categories › Product Recommenders

Most eCommerce websites rely on categories and filtering options to let customers find what they are looking for. For example, you are looking to buy a pair of black jeans. You go on of your favorite shopping websites and under categories, you select men or women. Then in a sub-category, you select pants. Afterward, you use the filtering options to select the jeans and black. On a well-designed website, that would take you almost a minute. On a bad one, you won't even be patient enough to get to the filtering options.

But how could you repurpose your content here? Simple, you could have a Guided Selling experience instead of categories! With a Guided Selling experience, visitors answer a series of questions about their needs, preferences, and personal characteristics to be automatically guided towards the rights products or services.

7. PDFs › Interactive Flipbooks

Finally, a common type of content that marketers work a lot on is PDFs, which include online magazines, eBooks, white papers, and so on. This is one of the best types of content to repurpose into Interactive Content because PDFs are so outdated.

There are many interactive benefits you can get from repurposing PDF content into Interactive Experiences. One of the most outstanding benefits of Interactive Flipbooks, as opposed to static PDFs, is the possibility to collect zero- and first-party data. You can monitor the activity of your viewers. You can also monitor the experiences they prefer to click on, and which pages are the most viewed ones. In addition, every answer to your polls and quizzes will give you a clear picture of your target consumer's profile.

Potential readers will also gain a lot from this conversion. For example, with an Interactive Flipbook, the User Experience is boosted because readers can interact with the document by answering a poll or a quiz, clicking on hotpots, and so on. This results in making their online experience way more engaging.

How to promote your Interactive Experiences?

There are many ways to promote your Interactive Experiences. Your promotion strategy is most likely going to depend on the overall goals and purposes of your experience. Nonetheless, below we will present some of the best ways to promote your Interactive Content organically, with paid ads, and even offline.

Organic Promotion

Clearly, the first step when thinking about your Interactive Content promotion strategy would be to consider your organic channels. Your organic channels include your Social Media accounts, your blog, your email newsletter, and so on.

1. On your Social Media accounts

Promoting your Interactive Experiences on your Social Media platform is always a must. It's one of the easiest ways to reach your audience, and it's cost-effective. Ask your designers to create a nice image that will capture your attention and your copywriter to write an awesome copy that will bring your audience directly to your Interactive Experiences.

2. Email Broadcast

Another great promotional channel that is cost-effective is your email newsletter. Let all your contacts know you created a new Interactive Experience to delight them or educate them. Sometimes, an Interactive Experience such as a Shopping Video or a Virtual Tour is the last push a lead needs to become a customer. So, go ahead and send that email!
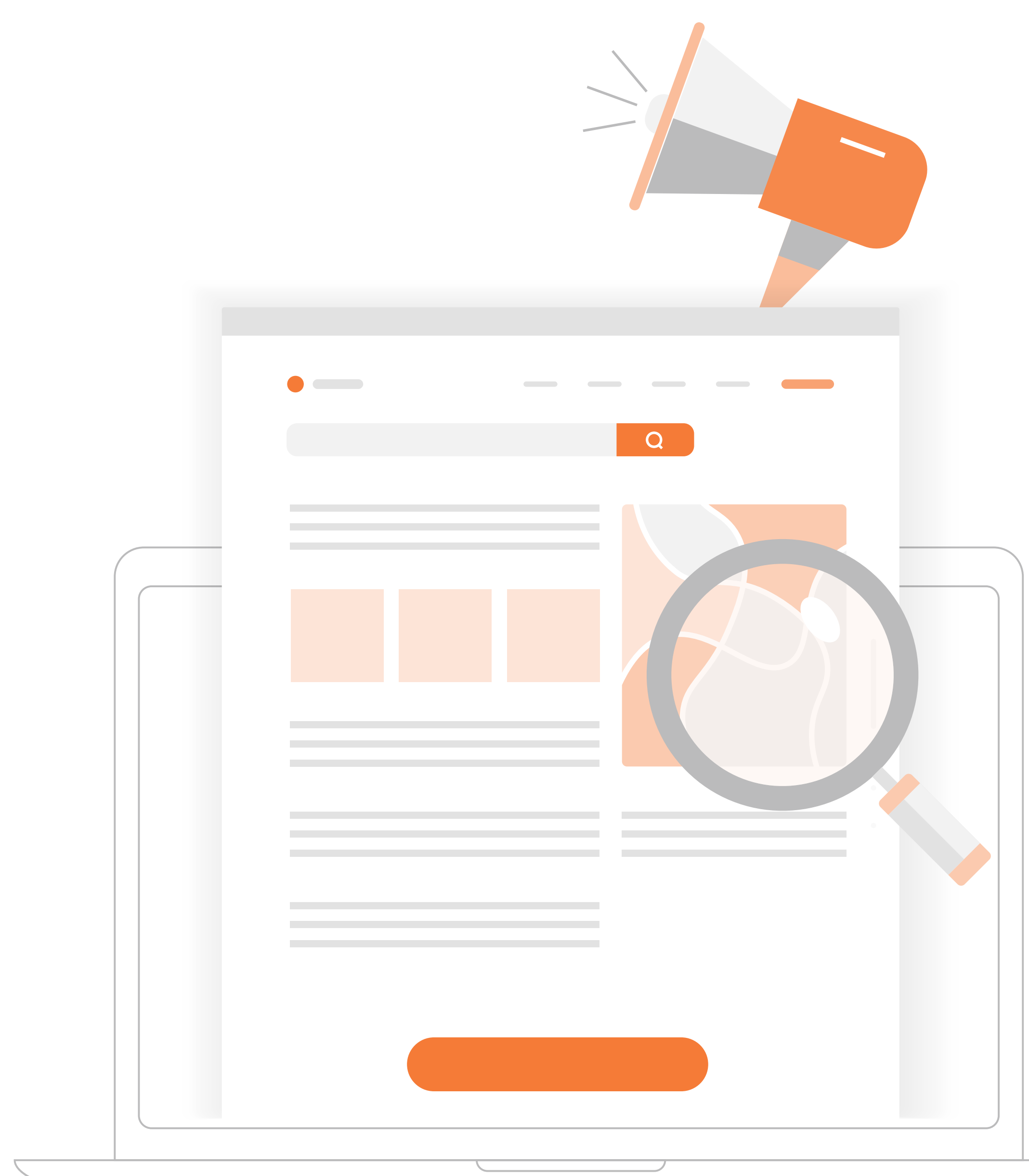
3. On your website & blog

There are also multiple ways to promote your Interactive Content directly on your website (and your blog). If you have lots of visitors to your website, this might be one of the smartest ways to go. Let's explore 3 options.

4. Banners

A great idea would be to create banners to be used on your website pages and blog posts. That way, you'd catch your audience's attention while they are browsing your website.

Some of our clients had even better results by creating Interactive Banners. For example, in the case of our Makeup Routine Matcher, the banner would show the first question of the Guided Selling experience. By answering the question, directly in the banner, participants would directly be redirected to the second question of the Makeup Matcher. Then, because they are already engaged, they will most likely continue and finish the experience.

Pro Tip: Test different banners and use A/B testing to compare their efficiency!

5. Pop-up

Another way to catch your audience's attention while they are browsing your website could be pop-ups. While pop-ups don't have the best reputation, they are still widely used because they work!

6. Directly embedded on a page

Finally, you could also promote your Interactive Experiences by embedding them directly on your web pages and on blog posts. For example, you could have your Makeup Matcher directly embedded in your blog post on skin care.

7. Online communities

Promoting your Interactive Content in online communities such as Quora, Reddit, Medium, and Growth Hackers can often be overseen by marketers. However, it can be a great idea to get free awareness.

To exemplify, if we continue with our example of the "Makeup Matcher" Interactive Experience. We could reply to posts regarding "Skin Care", "Makeup", "Skin Type", etc. on Quora and Reddit.

Paid Promotion

We can't talk about promoting your Interactive Experiences without mentioning Paid Advertising (also known as Paid Ads). There are many ways to dive into Paid Ads, such as Social Media ads, Video Ads, Display Ads, and referral programs. Depending on your budget and the goals of your Interactive Experiences, you might want to use Paid Ads to promote your experiences.

1. Social Media Ads

Social Media advertising can often be a great way to promote your Interactive Content. Depending on your industry, you might be highly interested in advertising on Facebook, Instagram, and TikTok. Other businesses might look more into Twitter or LinkedIn. But, no matter what you go for, don't forget to find an audience precise enough to reach your target audience efficiently but broad enough to have your Interactive Experience seen as much as possible.

2. Youtube Ads

Running YouTube Ads can be quite different than running Social Media ads. Nonetheless, it might be the best place to reach your target audience and promote your Interactive Content. Did you know that 70% of people have bought a product after seeing it in a YouTube Ad? That's a lot of people!

An idea here could be to create a very short video to capture the attention of viewers and get them to try your Makeup Routine Matcher!

3. Display Ads

Display ads are also a fantastic way to promote your Interactive Content. Display ads appear on Google Display Network, meaning lots of websites, and it's in the form of texts, images, and a URL. The great thing about Display Ads is that in reach tons of people in many different places across websites and apps.
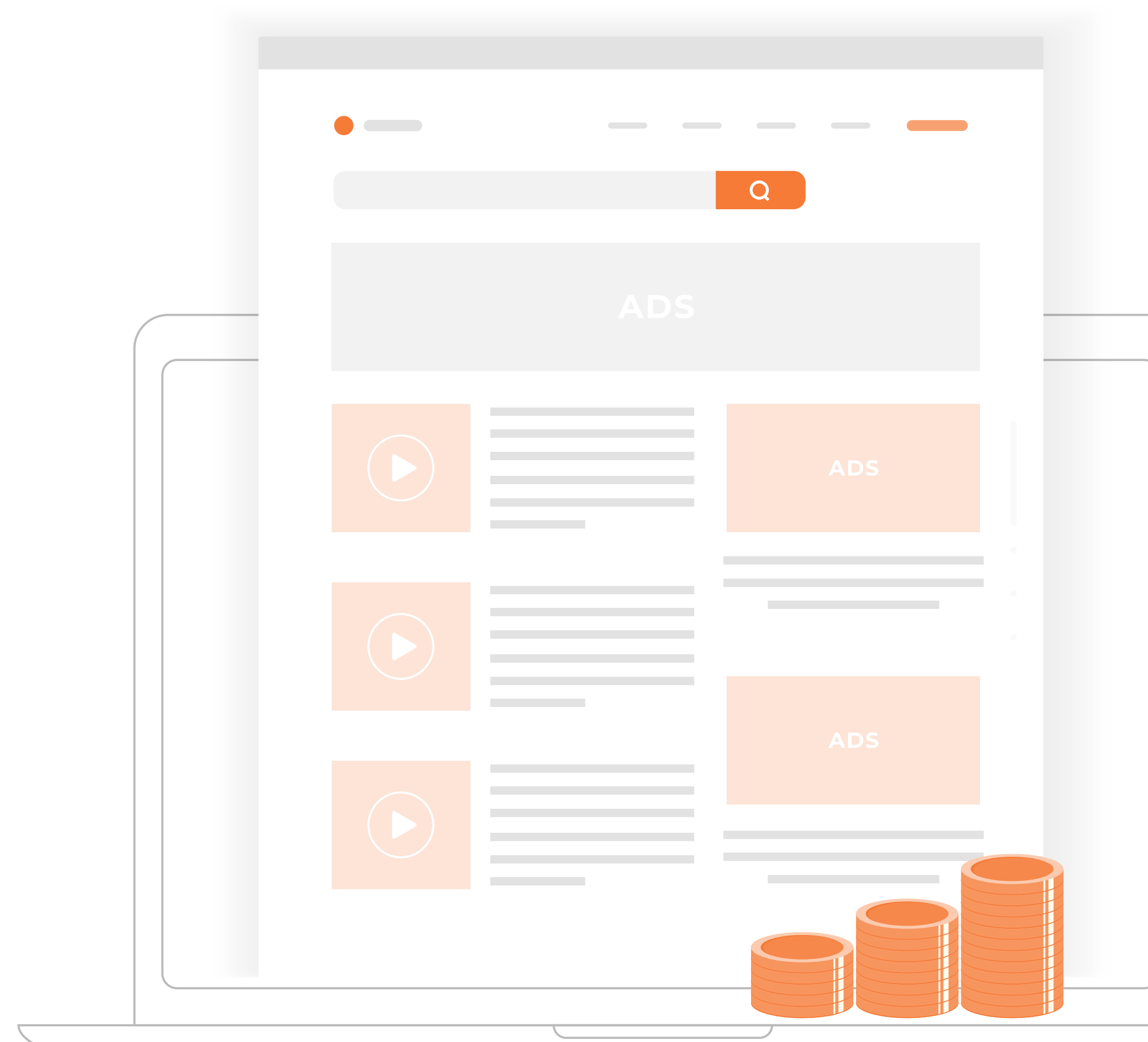
4. Search Ads

While not all Interactive Experiences should be promoted using Search Ads, sometimes it might be a good idea. For example, if your Interactive Experience is related to a known problem that people search answers for.

In this specific case, web users might google the best way to find their skin type. So, having Search Ads for keywords like "Skin type finders" and "Makeup finder" might be a good idea.

5. Referral programs

Finally, you can also pay partners and other businesses that have the same target group as you but aren't direct competitors to promote your Interactive Content on their websites and blogs.

For example, if you find an interesting article from an influencer blogger about makeup routine, you could pay that influencer to add your banner to their blog post.

Non-Digital Promotion

Finally, you can reach your target audience outside the digital world as well. An idea here could be to use QR codes to share your Interactive Experiences. You could share them on TV, on billboards, in your store, and so on.

For example, regarding our Makeup Routine Matcher, you could have a billboard with a QR Code that leads to the quiz.

How to measure the success of your Interactive Experiences?

While setting overall Interactive Content goals and KPIs is critical, you also want to make sure that each Interactive Experience is optimized. In the following section, we will review 10 important Interactive Content metrics you can monitor for each Interactive Experience. While you won't monitor these metrics as closely as your KPIs, they can be handy for learning more about what's going on.

1. Page Views

Page Views is the amount of time your Interactive Experience has been viewed. It is the sum of Visitors and Returning Visitors. You always want to make sure your Interactive Experiences are being viewed by the right audience. Therefore, if you look at this Interactive Content metric and you think your Interactive Experience has not been viewed enough, you should reflect on your promotion strategy. How can your audience find out about your Interactive Experience?

Another interesting idea would be to investigate where your views are coming from the most! Facebook? LinkedIn? Email Links? Google? Then, you can find out where you need to put more focus on and where you need to improve!

Pro Tip

Use UTM (Urchin Tracking Module) codes to track the performance of your Interactive Campaigns.

2. Visitors

This is the number of unique viewers that visited your Interactive Experience. It's also interesting to consider because that's one of the best measures to include as a KPI if your goal is generating awareness.
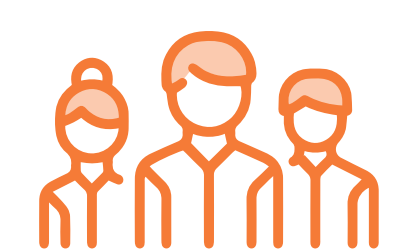
3. Returning Visitors

This is the number of visitors who have already tried your Interactive Experiences more than once before. This is a crucial Interactive Content metric to monitor if you have Interactive Experiences where you want daily visits, such as Interactive Advent Calendars, Hourly Surprises, etc. It is also often used to track engagement, loyalty, and the overall success of your Interactive Experiences.

4. Conversion Rate

The conversion rate is either based on leads or actual customers. Most often, for B2B companies with a long purchase journey, it's based on leads. While for B2C and, more precisely, eCommerce companies, it's based on customers/purchases. So, for example, if you have an Interactive Assessment with a lead form, it will be based on leads. But if you have a Product Recommender, it would definitely be based on purchases. The conversion rate is calculated like this:

*Conversion Rate = Total Conversions / Total Visitors * 100*

The conversion rate measures the effectiveness of your Interactive Experiences. Do your Interactive Experiences lead to results?

5. Bounces Rate

The Bounce Rate is also a fundamental Interactive Content metric to consider. It is the number of visitors that leave an Interactive Experience without taking any action. An action could be clicking on a link, participating in your Quiz, filling out a form, and so on. The Bounce Rate can be used to verify the User-Experience of your Interactive Experiences and the overall design and copy.

If you have a very high Bounce Rate, you might consider changing the CTA of your Interactive Experience. For example, if your CTA was "Participate in this game now", you could change it to "Participate and Win Prizes". The idea of having the chance to win prizes could incentivize participation.

6. Time on page

Time on Page is exactly what you think, the time a visitor spends on your Interactive Experiences. It is an incredible Interactive Content metric to measure engagement. Because, the more engaging your Interactive Experiences are, the more visitors will spend time on them.

7. Click-Through Rate (CTR)

The CTR is the number of clicks the link to your Interactive Experiences got compared to how many times it was shown. It can be different depending on the channel. For example, on Facebook, the CTR is the number of clicks compared to the number of impressions. If you advertise your Interactive Experiences on Google Ads, the CTR would be the number of clicks compared to the number of times your ad was shown.

The CTR is an essential metric if your goal is to generate awareness for your Interactive Experiences. It is also important to verify the effectiveness of your promotion tactics.

8. Social Shares

Social Shares are calculated by how many times a visitor shared your Interactive Experiences on their Social Media accounts. They are crucial when your goal is to generate Word-of-Mouth. They are also a must-follow when doing Social Interactive Content experiences.

9. Specific button clicks

You might also want to look within your Interactive Experiences to ensure that they are engaging and that users are interacting with them. One way to do so is by monitoring specific Button Clicks. For example, if you have a wheel-of-fortune within an Interactive Flipbook, you will want to know how many visitors have tried the wheel-of-fortune. A way to do that would be to track the button "Spin the Wheel". So, every time a visitor clicks on this specific button, it is added to the count.

10. Specific actions taken

Sometimes, you want to register specific actions rather than Button Clicks. For example, you'd like to know how many visitors watched more than 60 seconds of your Interactive Video or how many visitors went to a specific room in your Interactive Virtual Tour. Again, this can be very interesting to measure the interactivity of your Interactive Experiences.

On Dot.vu, you can also create conditional KPIs. A conditional KPI is a KPI that you track only if a specific action was taken first. For example, you have a Branching Video where, on the first question, viewers need to decide between A and B. You are interested in knowing how many viewers clicked on the button "Read More" at the end of the video, depending on which path they took first. To track this, you can set up a customized conditional KPI.

Get Started using Dot.vu
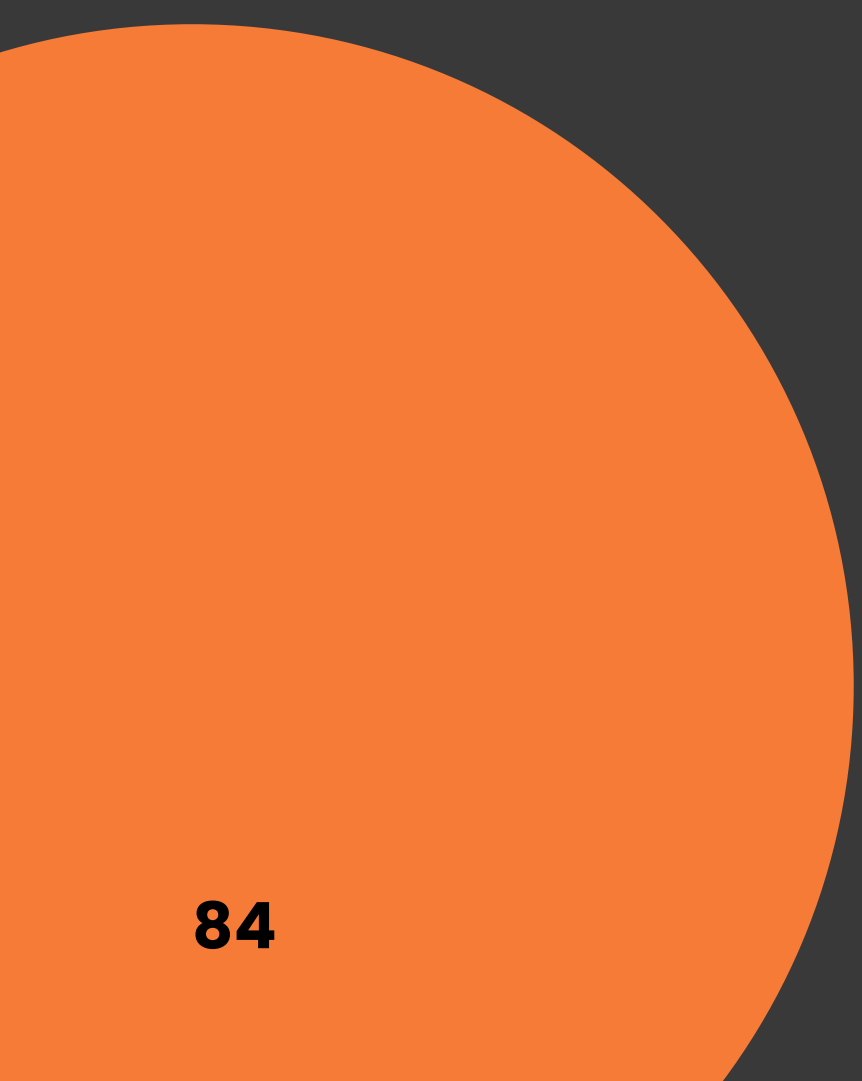
Examples of Interactive Content campaigns from real brands

Now that you are familiar with what Interactive Content is, you can find inspiration from 5 examples of Interactive Content campaigns that were very successful!

1. Johnson & Johnson

The Health Care Compliance Division at Johnson & Johnson worked together with Dot.vu on their own Interactive Year-End Countdown. The overall theme of the project was Ethical & Socially Responsible Enterprise Behavior. The Interactive Campaign was running for ten days in December 2020. During this period, participants could try a new Marketing Game every day and have the possibility to win an award.

> "The team at Dot.vu was super flexible, really responsive, and was with us the whole way, getting functioning and engaging things delivered. They really just pushed through. I can only say great things about the cooperation with Dot.vu, they did a phenomenal job, and they are a great partner."
>
> **Jenna Chrisman,**
> Communications & Innovation
> at Johnson & Johnson

2. Kruidvat

Kruidvat wanted to drive in-store visits and increase their numbers of membership accounts. They did this through a Scan & Sweep Interactive Experience that was only available for customers with membership accounts. The members would receive unique codes together with their receipts on every single purchase. The QR-Codes could be scanned online for a chance to win prizes. Participants would always win something, and some of the prizes were added directly to their membership cards.

3. Callebaut

Callebaut is continuously looking to inspire their customers by sharing new and innovative ways of using chocolate. The Chookie is a new concept developed by Callebaut, and they wanted to build awareness around it. Therefore, Callebaut created an Interactive Video on Dot.vu where customers could pick their favorite chocolate shell, filling and based to see a Callebaut Chef build their personalized Chookie. The video ended with the option to download the personalized recipe.

> **"This was a new and inspiring way of presenting a new concept to the market – we got a lot of positive feedback and awareness from customers finding this new way of interacting with us both inspiring and fun."**
>
> **Mina O. Semlali,**
> Marketing Manager Nordics & Baltics

4. The Perfume Shop

Before the royal wedding of Prince Harry and Meghan, The Perfume Shop created a Love Calculator to entertain their customers. Participants were invited to write their names and the name of their crush/partner to calculate their love score. Depending on the names, a percentage was given together with a personalized message and matching products. It was also possible to share the result with friends on Facebook.

> **"Dot.vu have been an excellent partner and advisor in helping us implement Interactive Content into our customer journey. Interactive content is a perfect way for us to engage with our customers and has helped us achieve great results"**
>
> **Hannah Walsh,**
> UX Design Manager, E-Commerce, The Perfume Shop

5. Pagely

Pagely created an Interactive Video in the form of an Interactive Sales Consultation. The Interactive Sales Consultation was based on a series of questions that would each branch out and provide personal messages based on the choices made throughout the video. Every interaction was tracked and connected with Active Campaign to apply different segment tags based on the answers given. The purpose behind this project was to lower the barrier of entry and create new sales-ready leads by offering a self-serve virtual consultation as an option.

"This Interactive Experience served to both get us some new leads we might not have acquired otherwise, as well as provide a mechanism to deepen the rapport and engagement in a way that scales and doesn't consume any overhead from the sales team. It's like having a custom-tailored sales conversation available 24x7 for the prospects who aren't necessarily ready to speak with a human"

Sean Tierney,
Director of Sales

6. Havi

HAVI was looking to replace traditional static forms of training (PowerPoint presentations, PDFs, Word Documents, live events) with gamified and interactive experiences that would keep employees engaged. Our platform's flexibility allowed HAVI to build an Interactive Inclusion Playbook that has everything from interactive elements to the ability to track repeat visits. HAVI got 10x more interactions with the learning material. In addition, the inclusion playbook receives many return visits from individuals who reread the content or play the monthly game for rewards.

"We received lots of positive feedback from our employees. The ones who played a game once, return to try their luck every month. The Interactive Experiences encourage return visits, just like we wanted"

Karl Stuart,
Global Director of Diversity Equity & Inclusion and Employee Engagement

Benefits of using an Dot.vu's Interactive Content platform

There are many benefits of using Dot.vu's Interactive Content platform to design Interactive Experiences. Let's discuss them below.

1. Flexibility

Dot.vu is without any doubt the most flexible Interactive Content platform out there. With Dot.vu, there are no limitations on what you can do. There are no other platforms where you have complete control, down to the pixels, of any design and layout while also being able to manage the logic of the content yourself. Whatever you have in mind, you can make it happen with Dot.vu. That's why we say that we are the leading Interactive Content platform – and we will continue to expand on that.

2. Inspiration & Creativity Source

Dot.vu's Interactive Content platform is also the most diverse platform you can find. On our Marketplace, you can find over +200 templates – and we keep adding new ones – for many different types of concepts, industries, and strategies.

3. Short Time to Market

Our templates are also there so you can pick one, customize it, and launch it in no time. This helps our customers create Interactive Content at scale and shorten their creation process. Moreover, when using Dot.vu, you can create Interactive Experiences from scratch in no time using the many already developed features and components. So, no need to ask your IT crew to spend hours of development time. Actually, no coding is needed at all, which makes the whole process effortless.
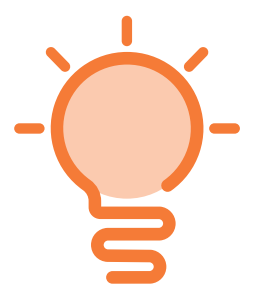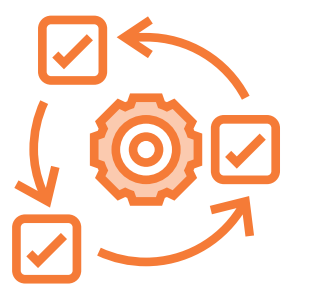
4. Data Collection

With an Interactive Content platform, such as Dot.vu, you can organize and manage all the data you collected throughout all your Interactive Experiences in a single place. You can apply custom filters and conditions and export your data at any time. Thus, you can finally master your data set and really benefit from it across the Buyer's Journey.

5. Already Set-up Integrations

Another fantastic benefit is that you can integrate Dot.vu with your favorite online tools, such as your CRM systems, Automation Platforms, e-Commerce software, etc. You can also integrate with your email providers to easily grow your email lists and improve your Marketing Automation Strategy. In other words, Dot.vu was developed to ensure a flawless 360° strategy across all your platforms and channels.

6. Personalization

Customers do not just want personalized experiences - they expect them. With Dot.vu, you can easily translate customer data into highly personalized experiences that adapt to everyone's characteristics in real time.

7. Analytics & Testing

Our Interactive Content platform allows you to track any interaction that is important for your business. For example, if a specific button in your Interactive Flipbook was clicked. Set up KPIs and goals, track your conversion rates, traffic, drop rates, and interactions, and easily improve your future campaigns with these insights.
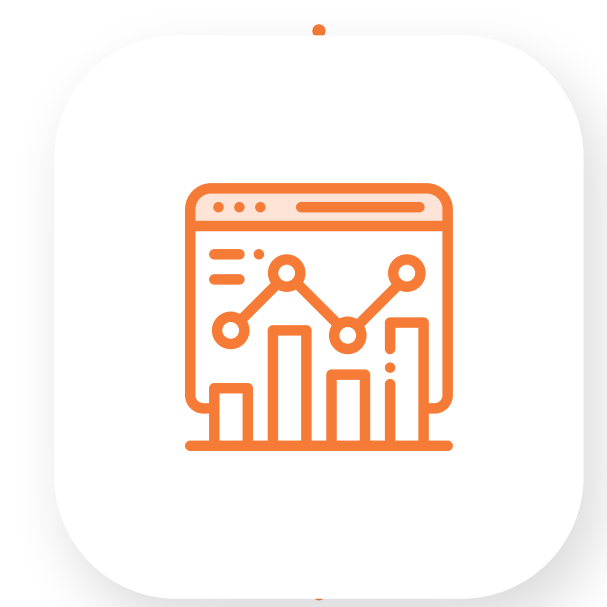
8. Collaboration Across the Enterprise

On Dot.vu, you can share your best campaigns across multiple accounts to consolidate efforts and promote collaboration. You can get an overview of what has been done across your entire enterprise and see the projects of other brands, business units, or countries. You can create your own Enterprise Marketplace, where you can find templates created from within your enterprise.
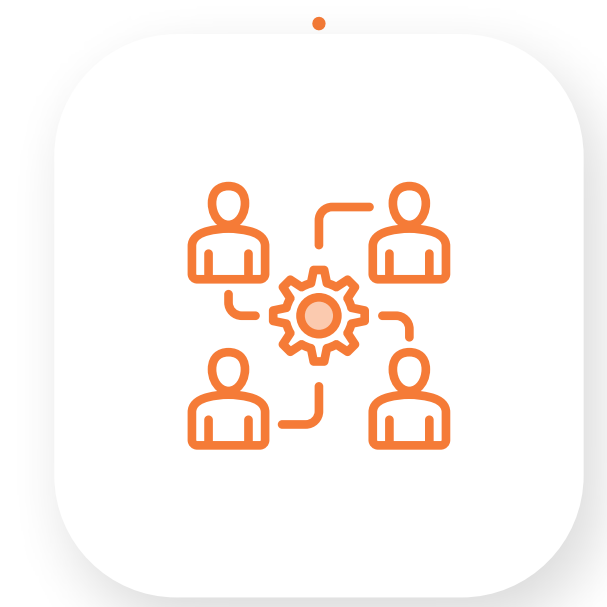
9. Help Center

Moreover, at Dot.vu, we are experts in Interactive Content, and we are always happy to help our clients. For every project you start, you can reach out to your Customer Success Manager. They will help you get started and give you valuable insights on how to transform your idea into a well-thought Interactive Experience. We also offer onboarding sessions, training, and ongoing support. In other words, we are here to help our clients in their Interactive Content journey every step of the way.

10. Agency Services

You want to create a Christmas Campaign, but it's already November, and your designers are on other projects? No problem, at Dot.vu, we offer outstanding Agency Services to create the best Interactive Experiences for you because we know marketers and other professionals are often busy and constrained with time.
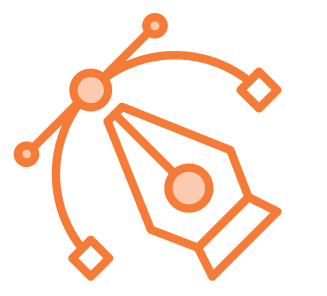
Dot.vu is the Leading Interactive Content Platform

If you are interested in diving into the fantastic possibilities that Interactive Content can offer, then Dot.vu is for you! Dot.vu is the best Interactive Content platform in terms of flexibility, personalization, and adaptivity. Plus, we are thrust by World's biggest brands and agencies, and we offer incredible customer support. So, what are you waiting for?

CREATE AN ACCOUNT

BOOK A MEETING

dot.vu

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