

Truly personalized video experience

motionlab



PERSONALIZARD

powered by Motionlab

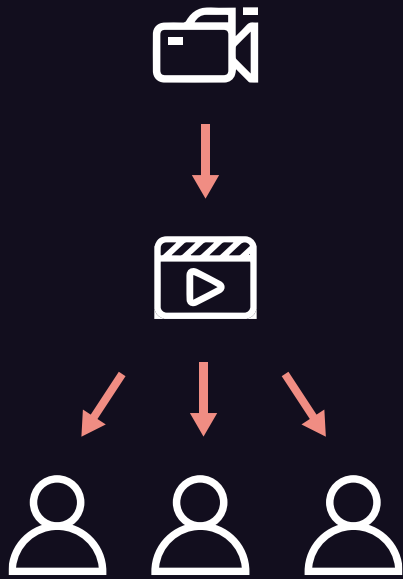


ONDŘEJ
AUST

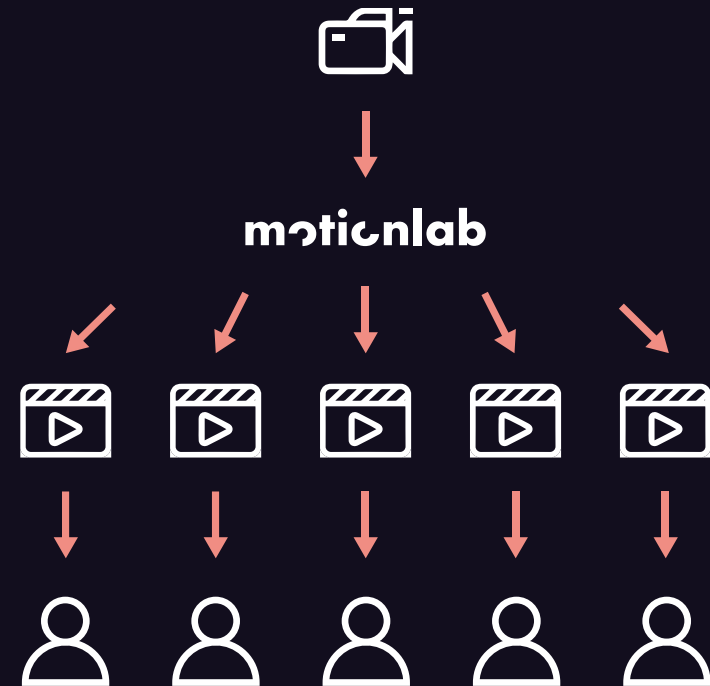
WE.RETAIL

[Explainer video](#)

Traditional video ads



Personalized video ads



Motionlab

Motionlab is a robust and scalable SaaS solution for agencies, video productions or enterprises that enables truly personalized video experience.

We help our clients to drive revenue and save costs through a video personalization.

motionlab

Reference clients:



Dentsu isobar



**HOME
CREDIT**



Achievements



- The best startup in V4 region
- TOP40 WW



- The best participating startup



- WSA nominee 2019



- 1st place for „Use of AI, ML or automation.“
- 2nd place for „B2B services“

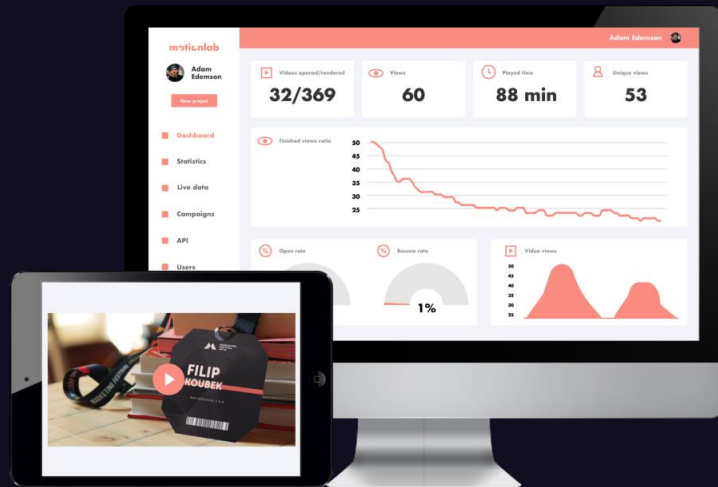


- 1st place for „The best video use“



- 1st place for „The best email marketing campaign in 2019“
- Special prize for „The best digital agency in 2019“

Why Motionlab



- We help to drive revenue and cost savings but also increase marketing metrics and brand image
- Scalable cloud-based technologies able to provide deep dynamic personalization
- Focus on execution of highly creative design
- Advanced analytics and insights
- One-stop-shop for agencies and video productions
- GDPR compliant & enterprise ready solution

Results from executed campaigns

800%

sales boost

17%

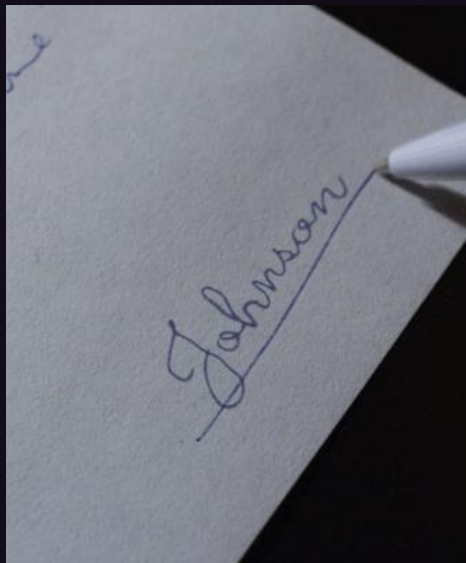
videos shared
on soc. networks

86%

videos watched
until the end

Personalized elements

Dynamic text



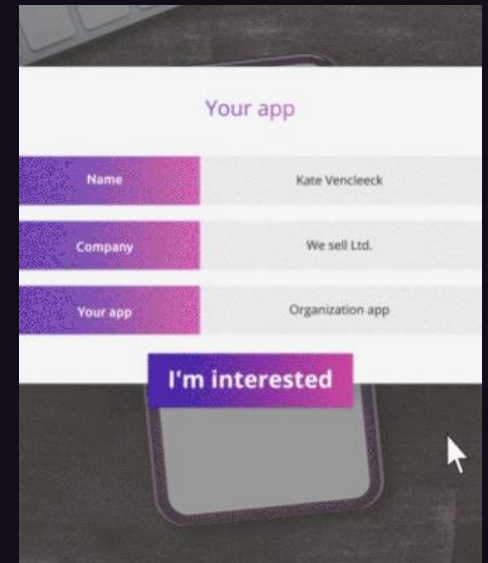
Dynamic location
& images



Animated
or featured videos

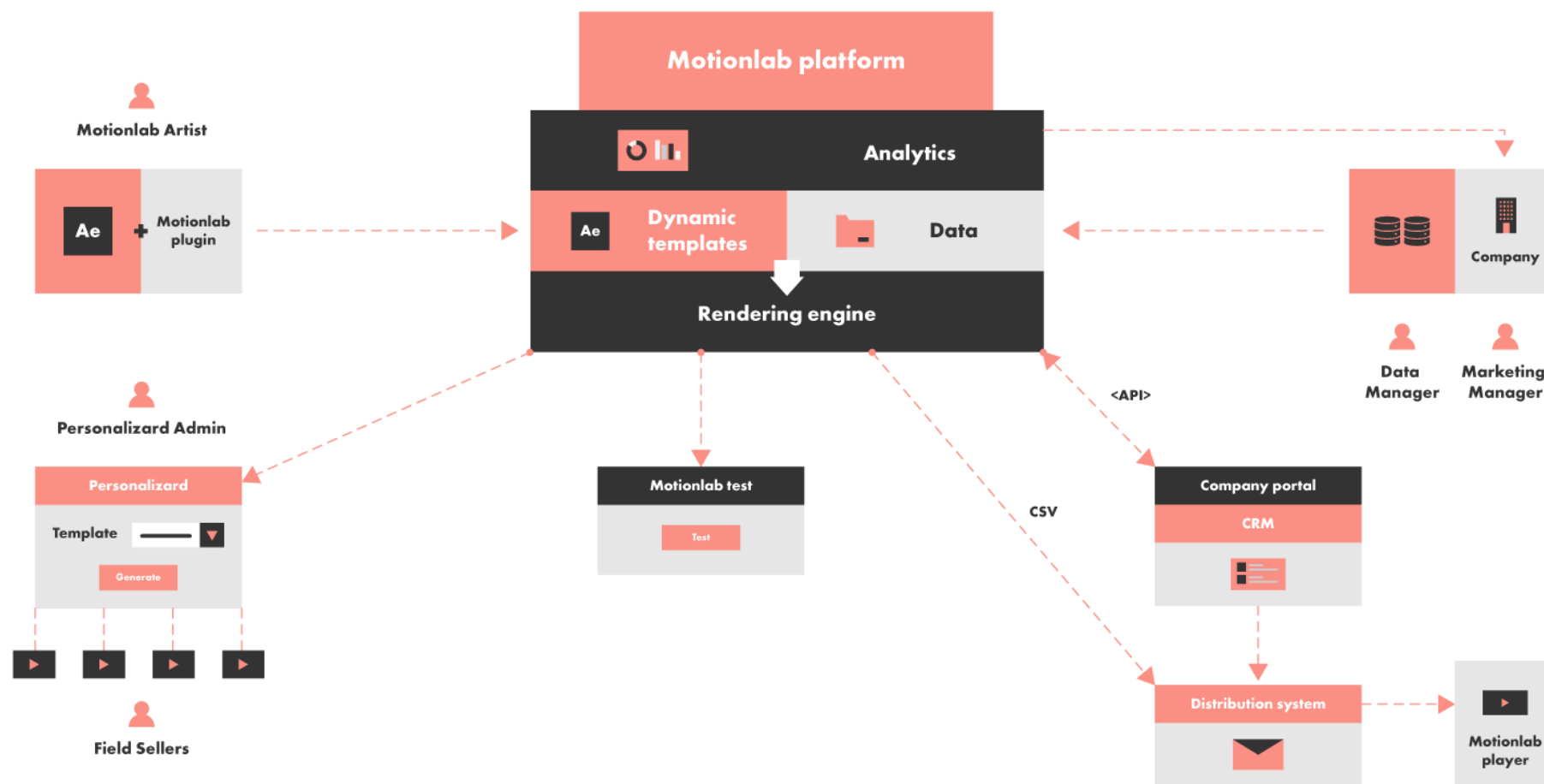


Interactive buttons

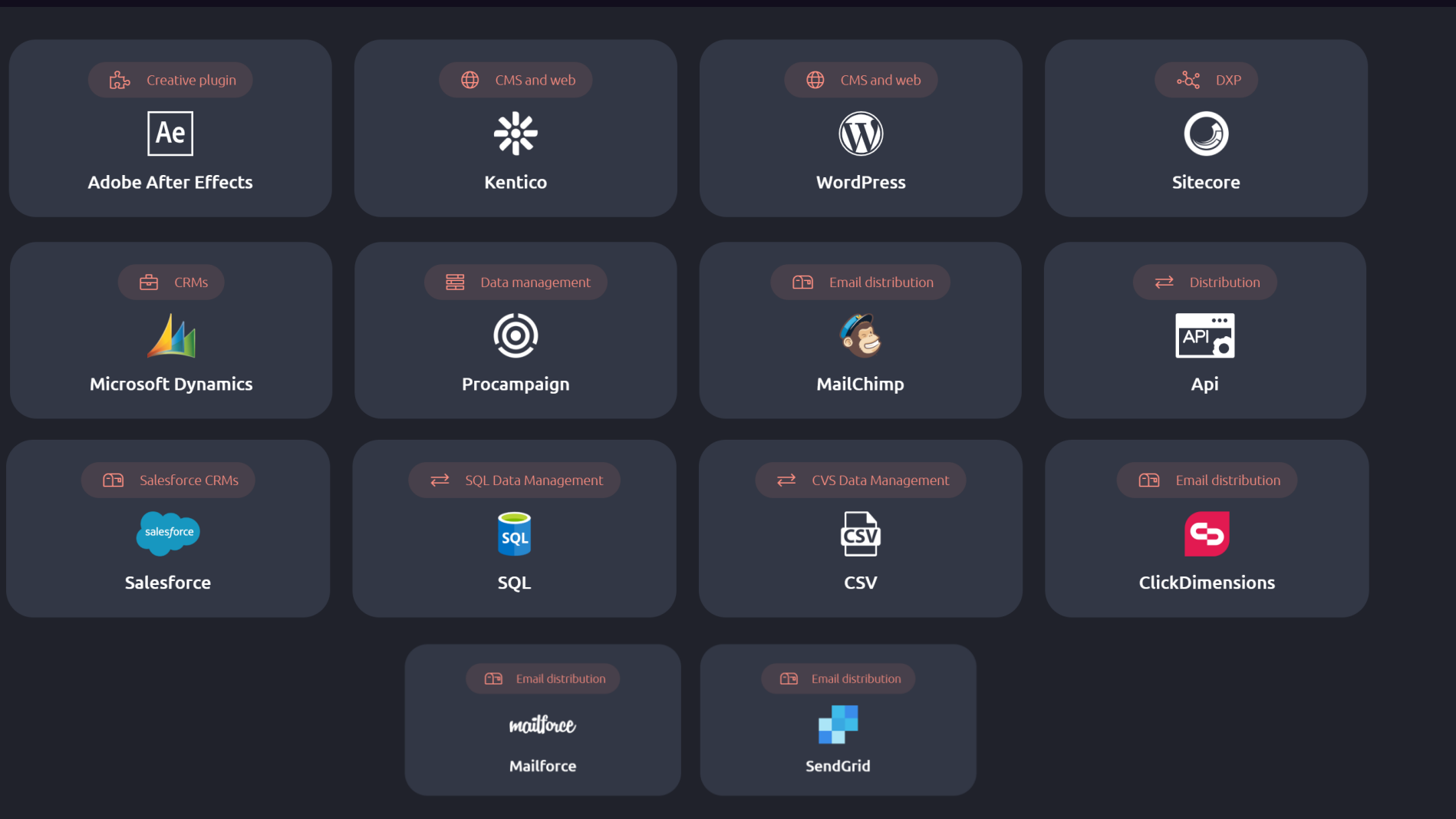


& more...

Platform architecture



Motionlab integrations



Main Industries & Verticals



**Retail
& E-commerce**



**Banking
& Insurance**



**Telco
& Media**



**Conferences
& Events**



**Energy
& Utilities**



Life insurance

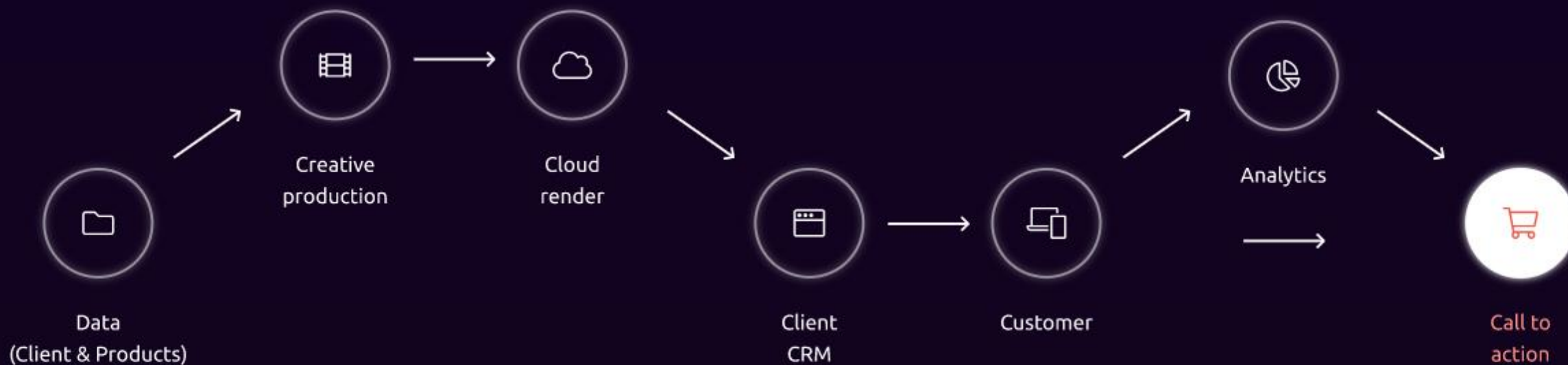


photo
distance can
to galore
helena
undelivered

Bapel

[Reference video](#)

How it works



Pricing

Pricing varies according to different parameters. Cost estimate is prepared based on your specific needs, your **client database** and **distribution channels**.

Video production costs + video personalization

Your or Motionlab's
partner production

The logo for Motionlab, featuring the word "motionlab" in a lowercase, sans-serif font. The "o" is stylized with a white dot and a horizontal line through it, and the "i" has a white dot. The "n" and "l" are connected, and the "a" is a simple lowercase letter. The "b" is a simple lowercase letter.

Business Models

Motionlab platform is a **strategic, long-term and powerful tool** from which enterprises and video production agencies can benefit in the same way.



**High volume
batch rendering**



**On-demand
back-end rendering**

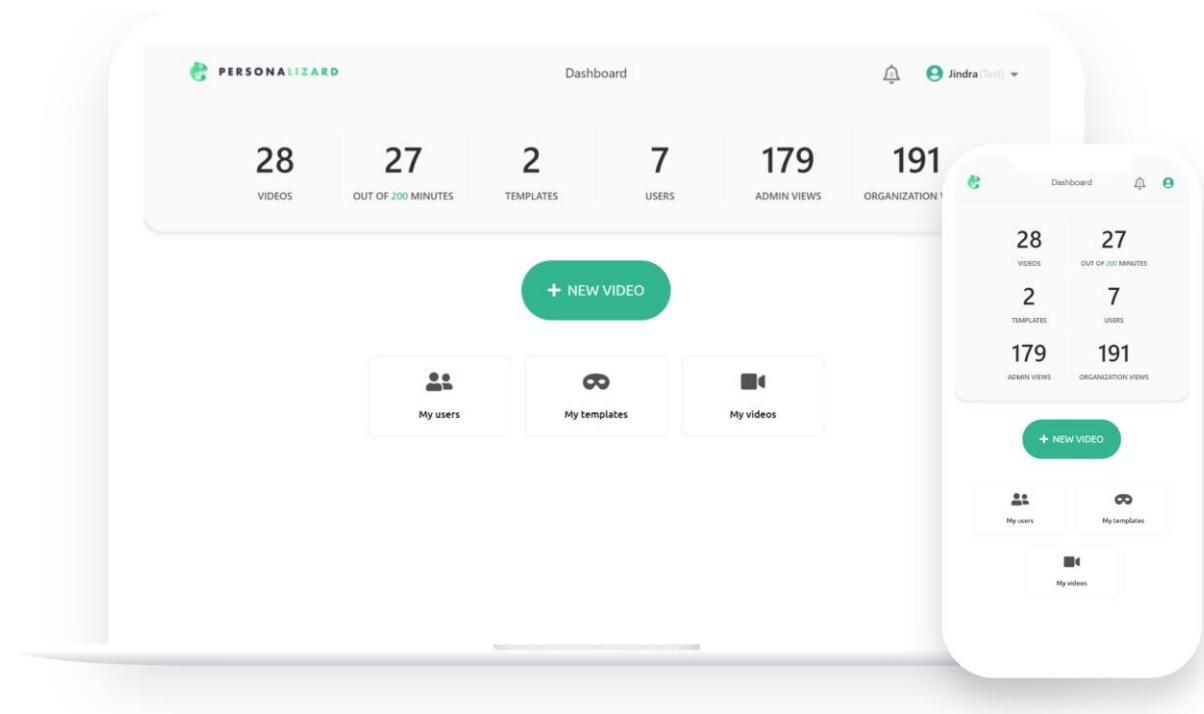


PERSONALIZARD

**Easy-to-use tool
for field-sellers**



PERSONALIZARD



Close more deals



Shorten your sales cycle

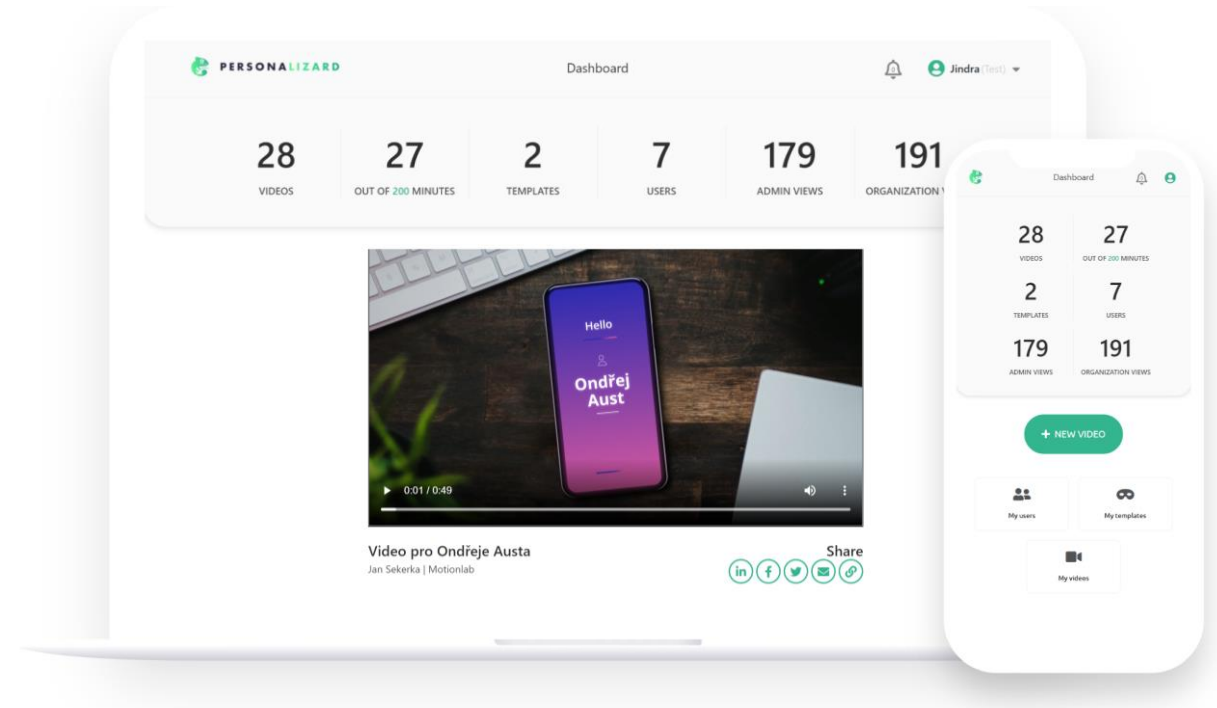


Strengthen relationships



Microsoft

Power Platform





Hello

Ondřej
Aust

[Reference video](#)

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www.motionlab.io
www.personalizard.com