GLX Video Content Operations Cloud

AI-Personalized Video Engagement, Retention, and Acquisition

Video Content Delivery Pipeline

Inefficiencies at every point

Percent of marketing leaders with challenges in digital marketing

49% Inconsistent pre- and post-sale content experiences

44% Inefficient authoring tools

64% Inability to scale content development

52% Lack of integrated content analytics

Forrester and Adobe 2021 Study

MediaMobz

Video Narrative Creation

Needs by all

- **Create or** repurpose video, create shorts **adapted and personalized** to events, team enablement, internal communication, or social channels

- Edit, clip, and create **video, audio, image, and text overlay mixes**

- **Obtain** transcripts, AI-generated highlights and keywords

- **Get feedback** and collaborate on **brand and message-compliant** content

- **Build an enterprise knowledge network**

Content Marketing, Sales, Marcomm, Internal and Corporate Communications, Event Marketing, Culture, Sustainability, HR

MediaMobz

...But

Today's video content reality

- Content creation using **manual, ad hoc, poorly defined processes**
- Limited access to fresh content creation talent and bid-based fees
- **Lack of data and insights** to improve content quality

Simple projects unnecessarily outsourced incurring delays and additional costs

Ideate

Plan

Analyze

Manual, ad hoc and poorly defined processes

Budget

Distribute

Create

MediaMobz
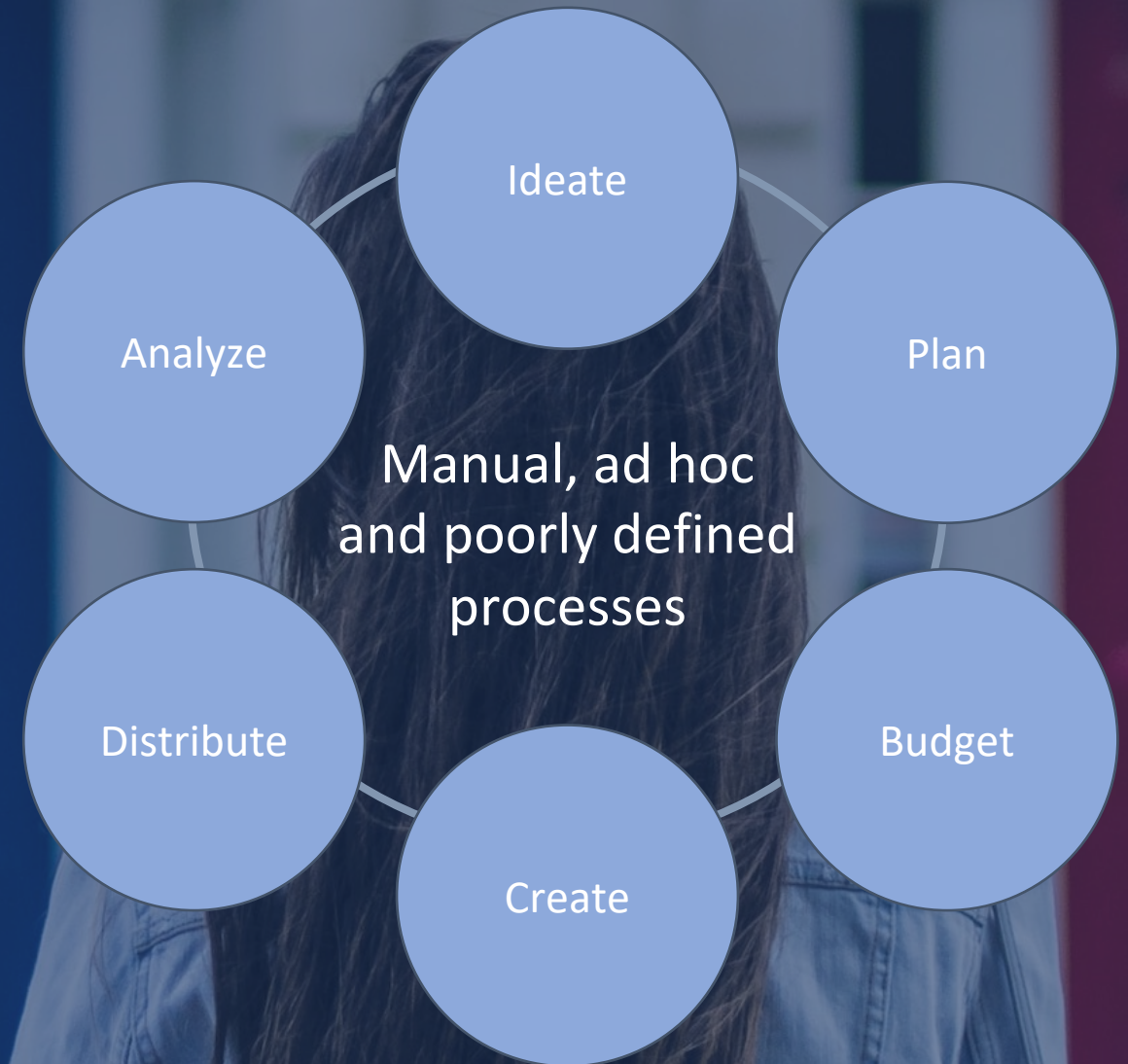
GLX Video Content Operations Cloud
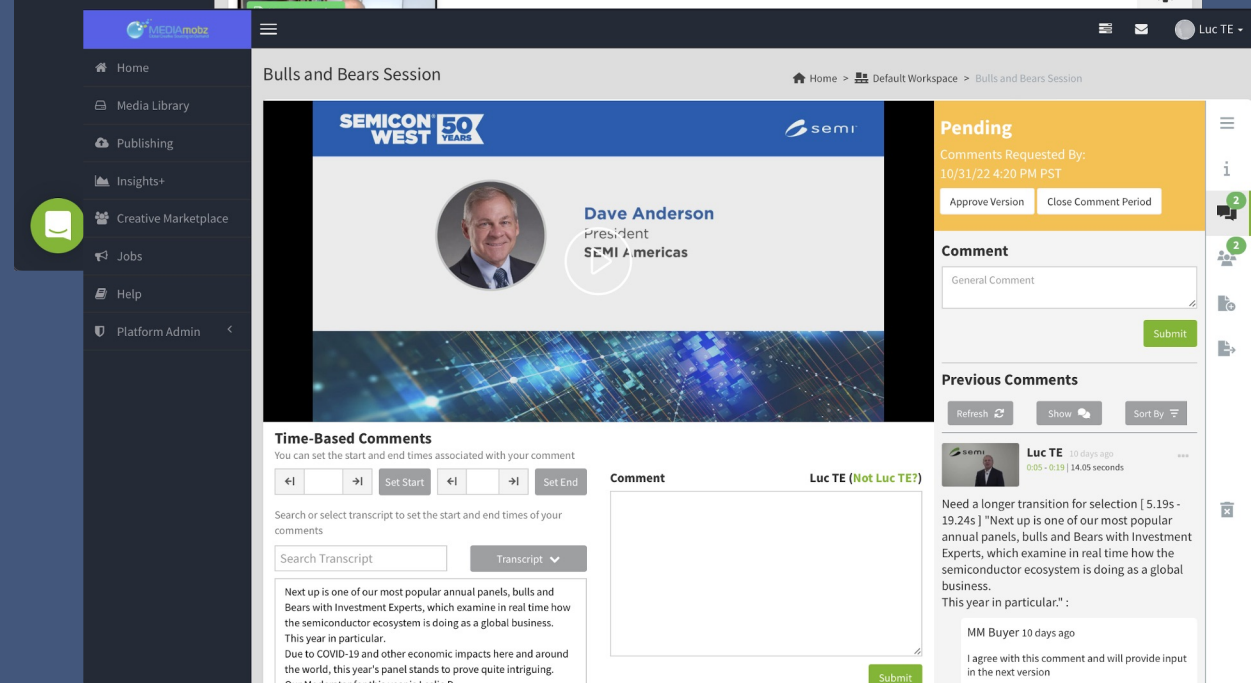
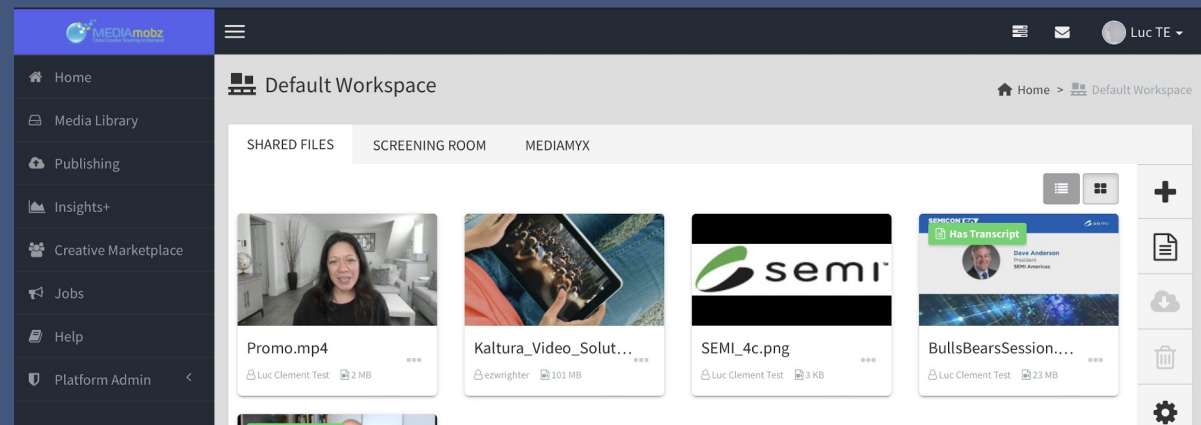Automated video content strategies

People
- Empowered creators
- Collaborative reviews and feedback
- Marketplace of talent

Process
- Enabled strategies
- Automated workflows
- Quality and compliance

Technology
- Video content registry
- AI / NLP content generation
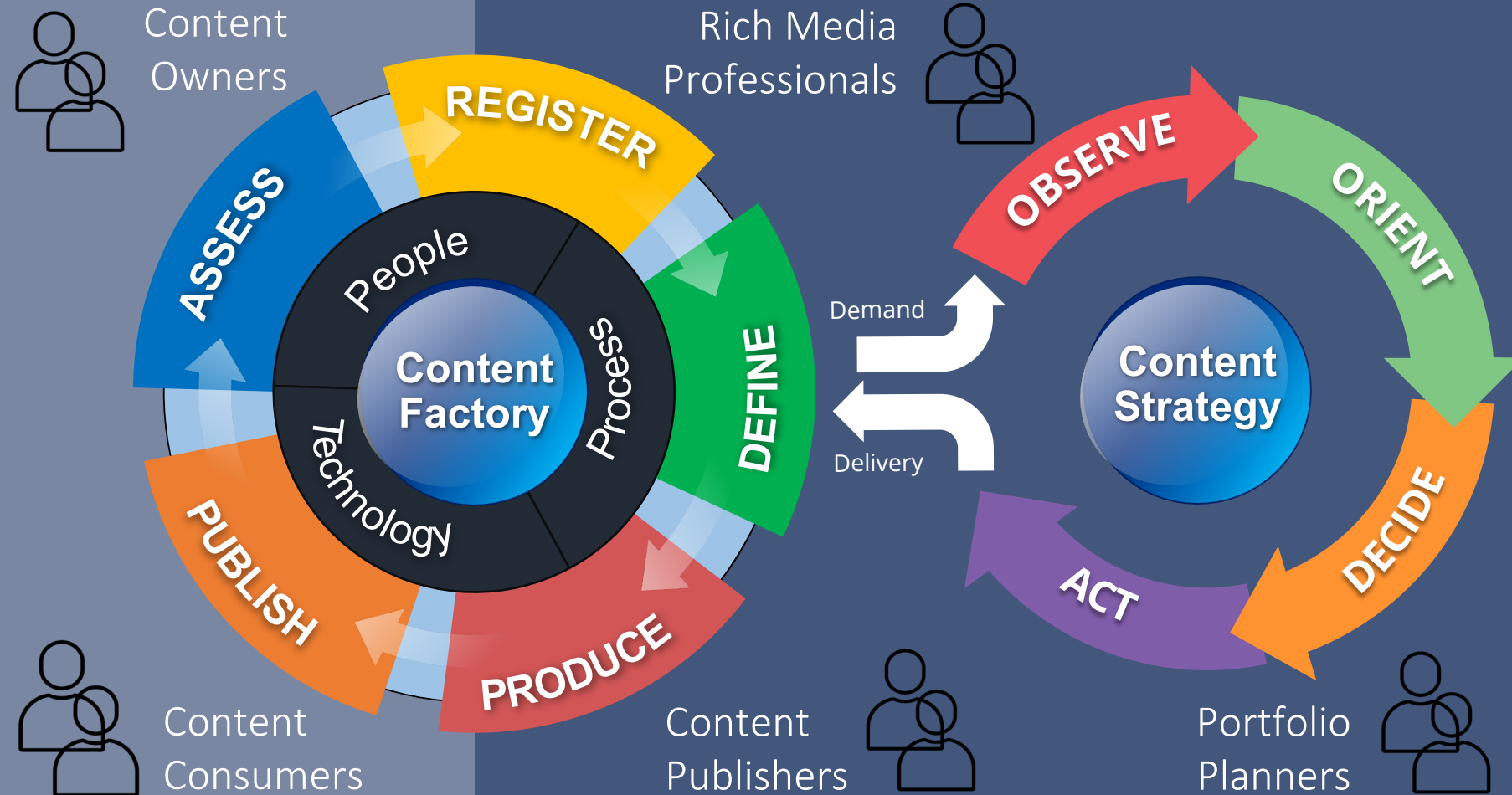- Measurement and analytics

MediaMobz

GLX Video Content Operations Lifecycle

Participation by all

Many stakeholders across the video content supply line

Simplicity, automation, and collaboration

Content Owners

Rich Media Professionals

REGISTER

ASSESS

People

Content Factory

Process

DEFINE

Technology

PUBLISH

PRODUCE

Content Consumers

Content Publishers

Demand

Delivery

OBSERVE

ORIENT

Content Strategy

DECIDE

ACT

Portfolio Planners

MediaMobz

GLX Video Content Operations Cloud

AI-Personalized Video Engagement, Retention, and Acquisition

- Increase open rates, retention and social sharing of **visual content that is 40X more likely to be shared**

- Simplify the ability to create, repurpose, and publish targeted and personalized video across channels

- Provide AI-augmented and generated content

- Transition from ad hoc to repeatable workflows

- Increase collaboration with inside and outside contributors

- Expand capacity with a creative marketplace

Start your team's journey today

MediaMobz

Video Content Operations for AI-Personalized Digital Engagement

Increase customer and employee engagement by extending the reach of your existing and fresh video content with workflows and AI that saves budget and drives outcomes.

GLX, a Cloud-native, Video Content Operations Platform

Try For Free
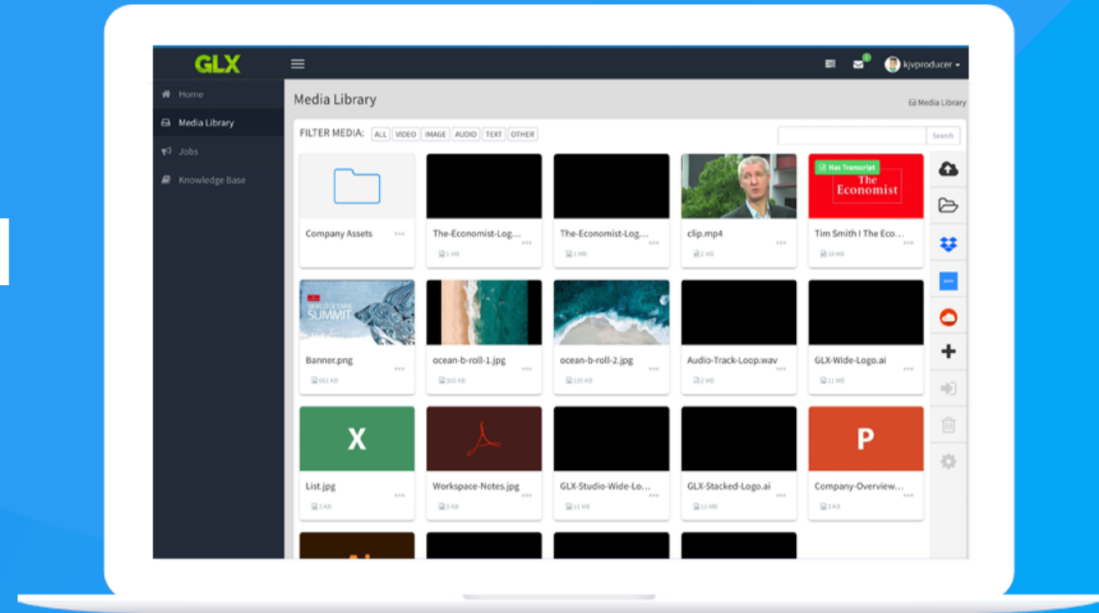
Engage your customers and employees with personalized and targeted video content. GLX automates workflows and helps teams deliver tailored and repurposed video communications for your target personas. Simple and accessible personalization with AI-augmented video content for all.