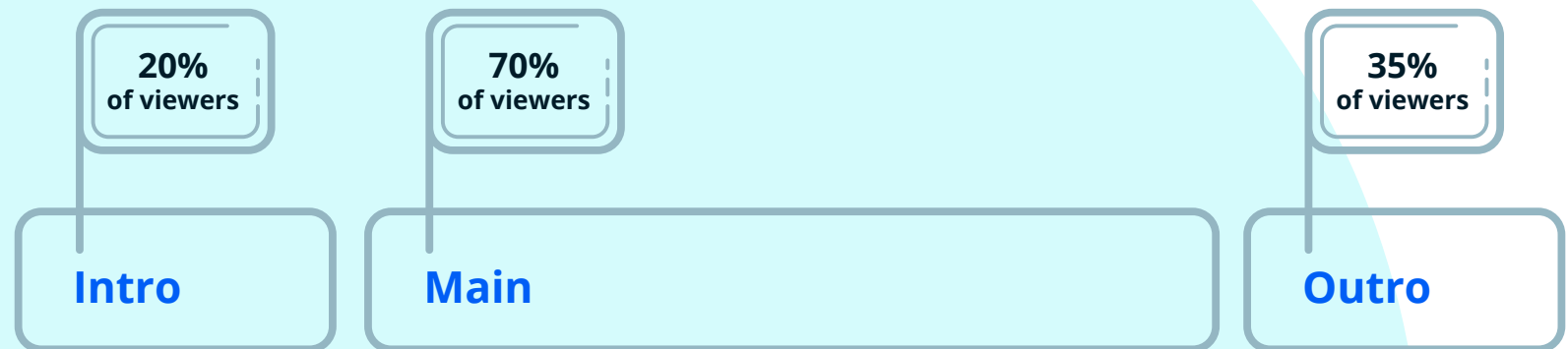


HOW TO STRUCTURE PERSONALIZED VIDEO CONTENT

This content structure is what leads ***the most successful personalized videos***.

The video appeals to various viewers with its different segments.

Make sure dynamic content adapts to the viewer's context to increase engagement.



AVERAGE AUDIENCE

• ***"Mr. Informed"***

- "What's this about?"
- "Got it. What's next?"

• ***"Mr. Tell Me How"***

- "I need details"
- "How can I do this right now?"

• ***"Mr. Explorer"***

- "I love it and need more"
- "Let's do this"

RECOMMENDATIONS

- Grab attention
- Show what and/or why
- Summarize next steps

- Raise interest
- Explain how
- **Show clickable CTA**

- Raise desire
- Reinforce CTA
- **Show clickable CTA**

AIDA FRAMEWORK (Attention, interest, desire, action)

- Attention
- Interest

- Interest
- Desire
- Action

- Desire
- Action

Not sure where to start?

No worries. We'll walk with you to help you succeed with your video personalization program.

[Pirsonal.com](https://pirsonal.com)

Why Pirsonal?

Pirsonal is **the only hands-on, ISO 27001-certified personalized video software that adapts** to your team's expertise, audience, and workflow so that you increase engagement with data-driven videos at scale.

Pirsonal