vidyard + Appcues

Vidyard uses Appcues to optimize new user activation and time-to-value

ABOUT VIDYARD

Thousands of businesses - from startups to the Fortune 50 - use Vidyard's online video platform to transform communications and drive more revenue.

> "I'm loving Appcues, it's really empowering me as a designer. The onboarding flow that increased activation by 55% took a day to build and required no developers."

Chase Denomme, Product Designer

USE CASES

User onboarding

Product launches

Review prompts

SUMMARY

Vidyard uses Appcues to onboard tens of thousands of new users each month, with the goal of increasing video creation and sharing. After implementing Appcues, Vidyard saw a 61% lift in video creation rates and a 55% lift in activated users. These users were also activated faster than users in the control group.
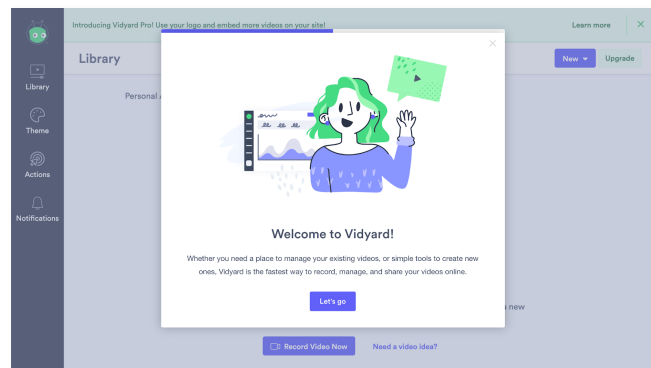
✨ RESULTS ✨

55% increase in activation

61% lift in video creation

Reduced time-to-value