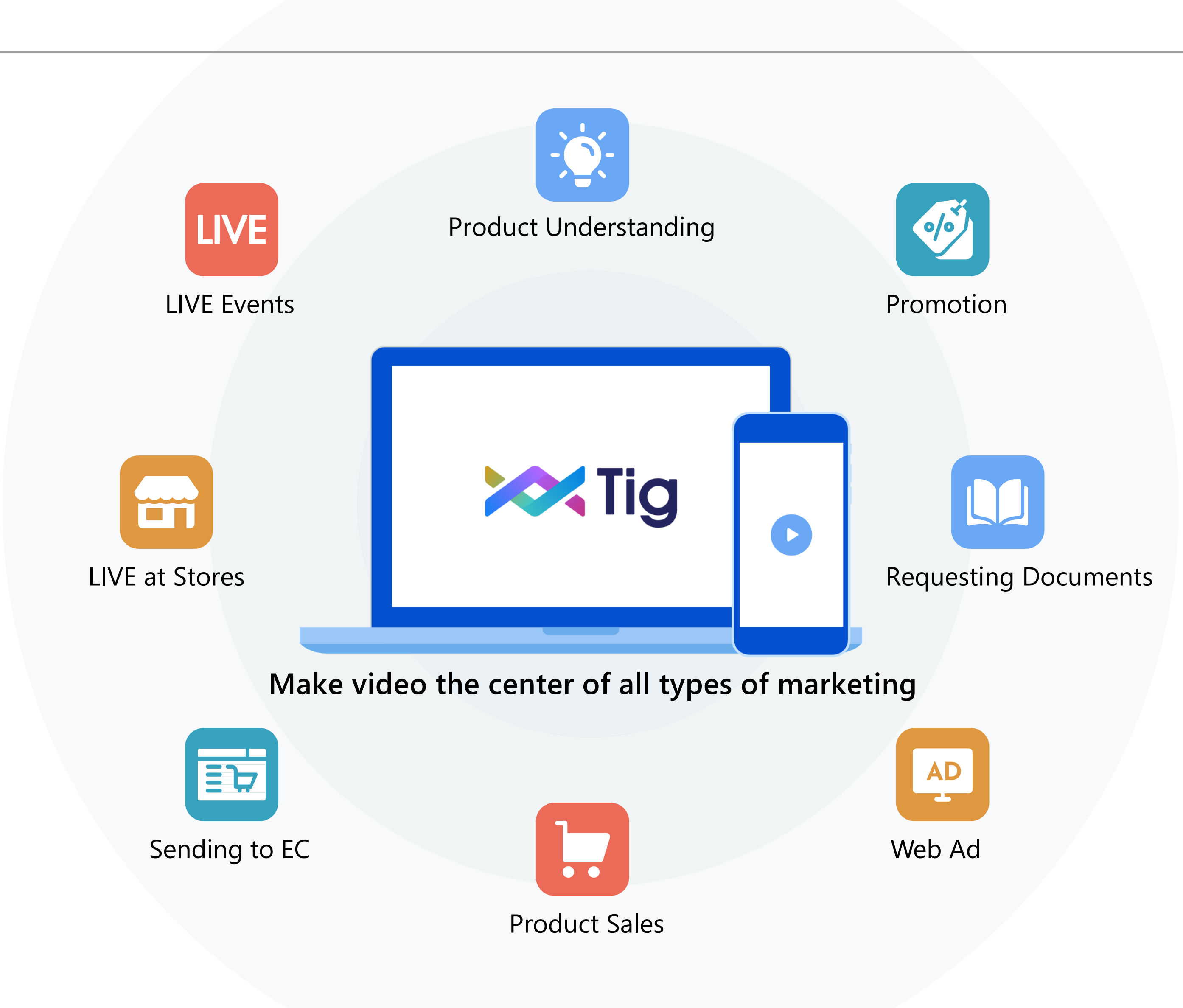




Overview

2021.09

P A R O N Y M



Make video the center of all types of marketing

Tig Video

Service Overview

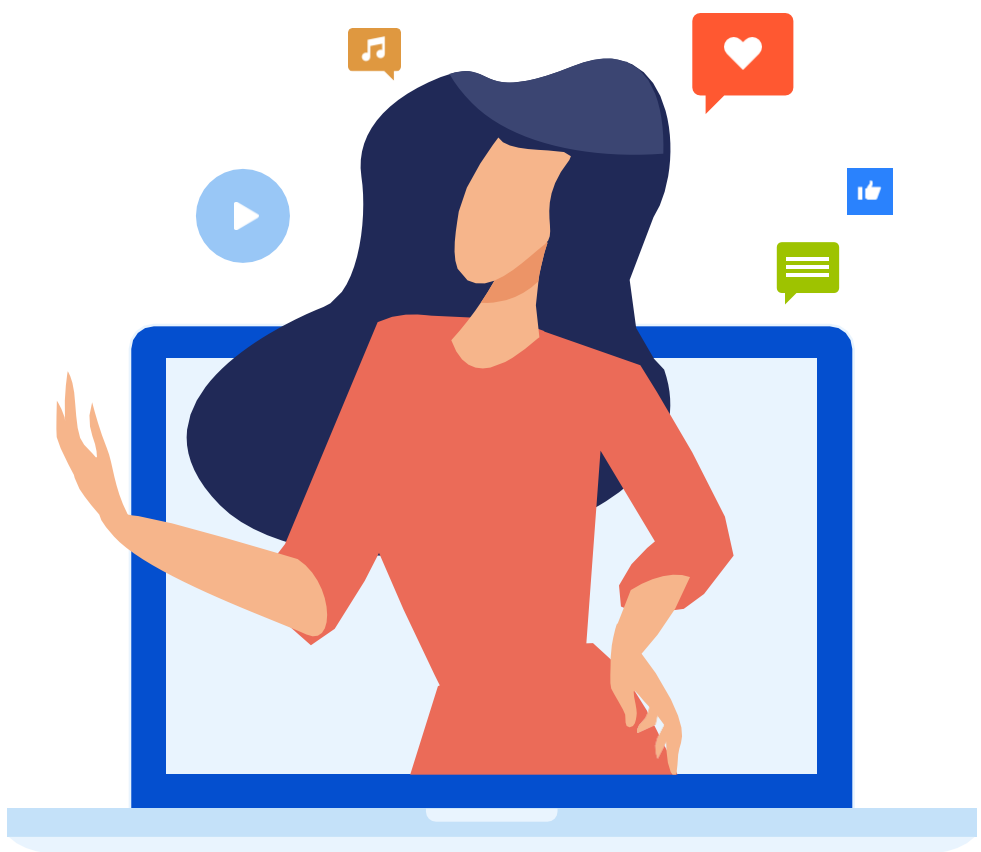
The richness of content is one of the strengths of video



Gets across a lot of information

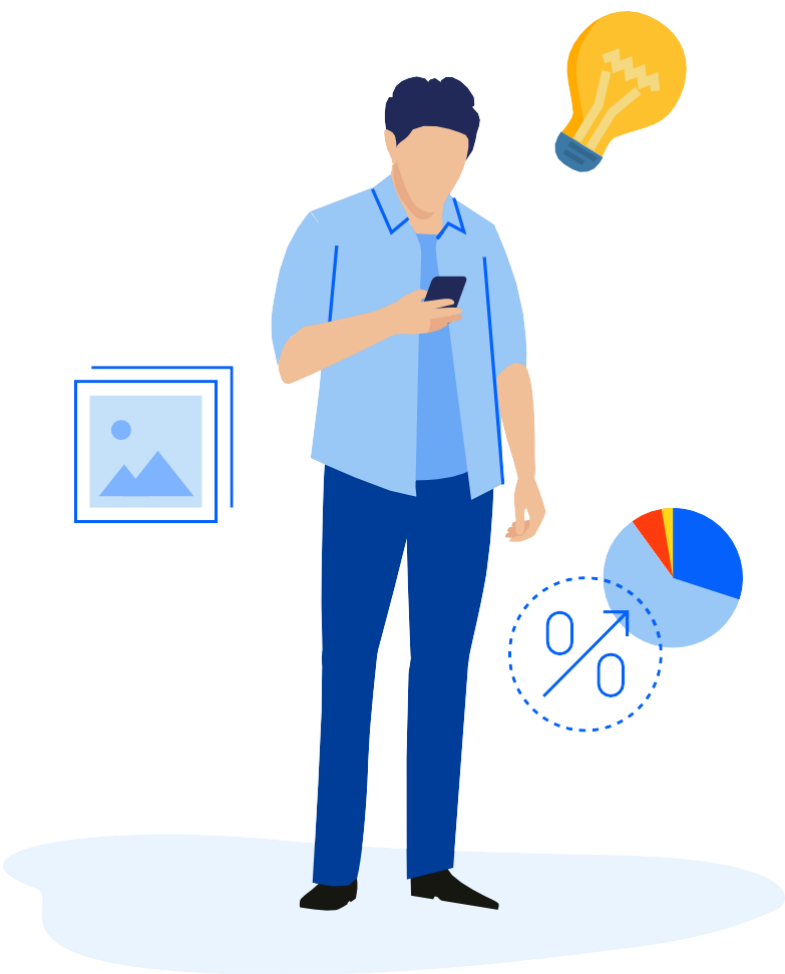
A one-minute video has the amount of information equivalent to 1.8 million words

※ According to research by James McQuivey, Ph.D., Forrester Research



Highly expressive





Video and audio can convey even the atmosphere and nuances



Easy to convey attraction

Makes an impression on the viewer by appealing to sight

Characteristics of Tig


-  Thoroughly **satisfying** experience & operation
-  **Convenience** after watching video
-  **Does not interfere** with the content being shown
-  **Does not ruin** the video's worldview or storyline




Please read the QR code to watch the Tig Videos

From “Searching” to “Touching”
Information You Want to Know More About



 User

Can get desired information just by tapping object

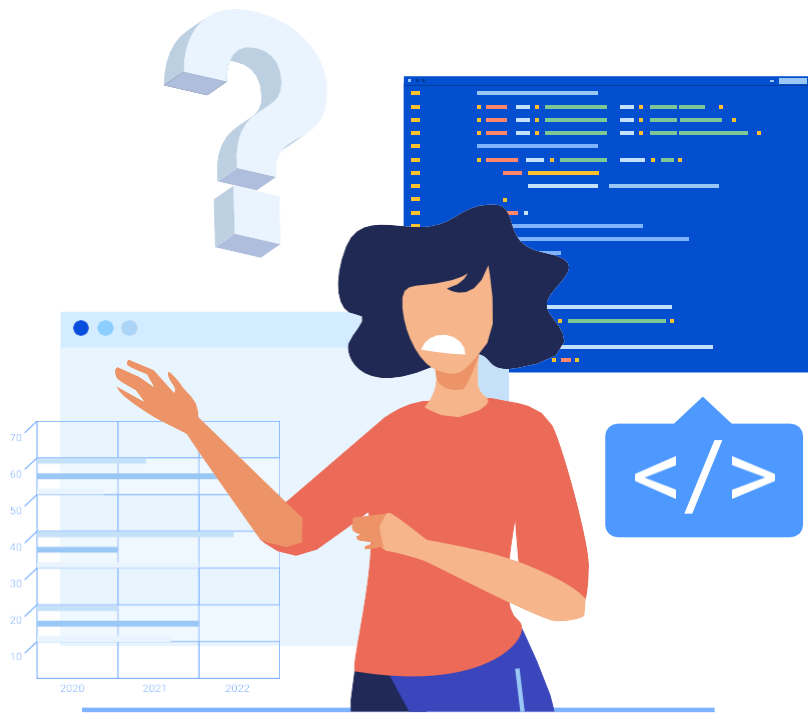
 Business

Highly detailed analysis is possible from users' tap points

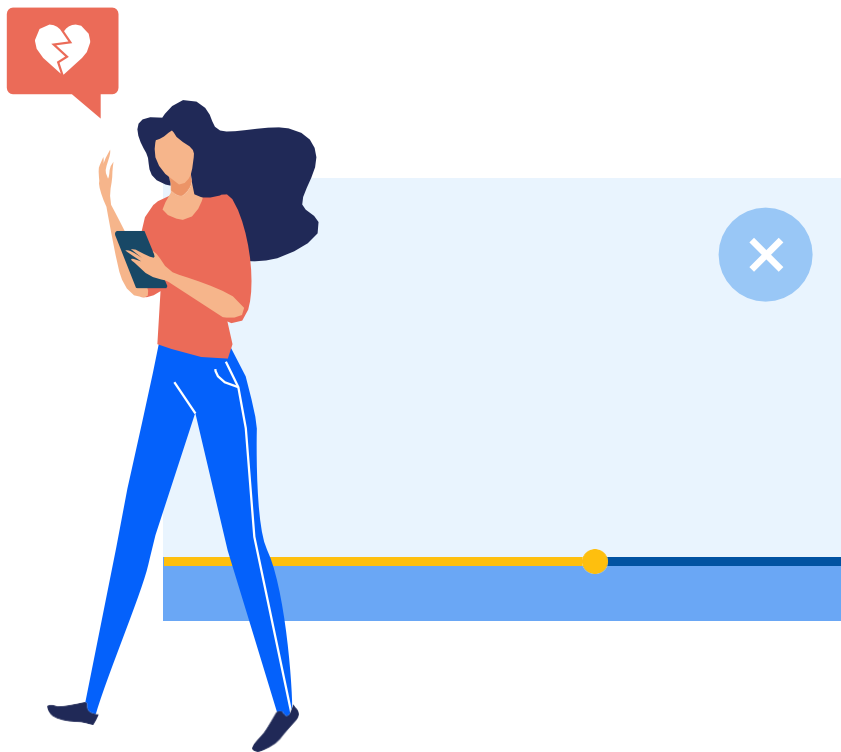
The challenges of marketing using videos



Single-use material
Cannot use video in different ways



Difficult to analyze data
Difficult to look back

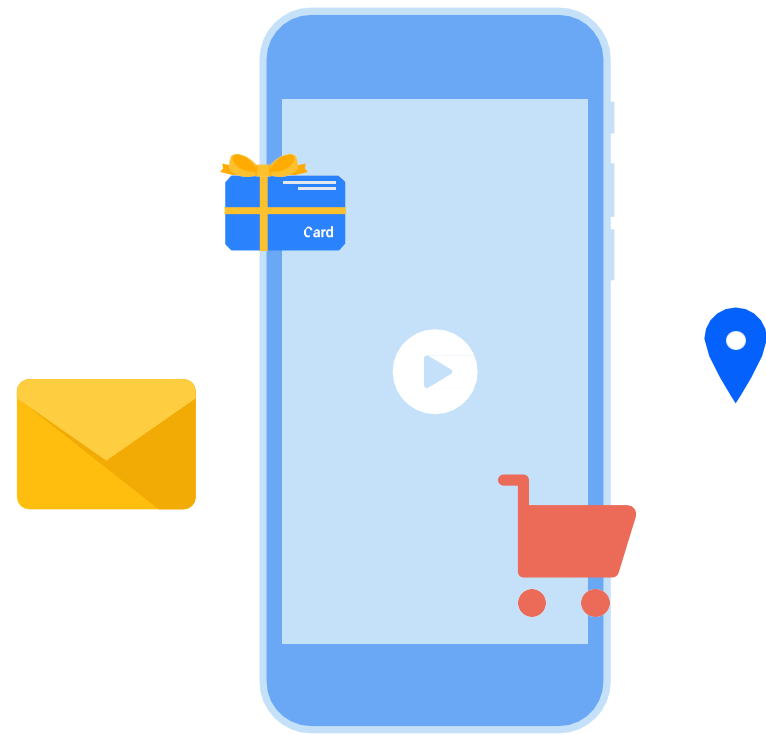


Doesn't get watched till the end
Doesn't reach the audience

As a result, in marketing

Videos are often not used strategically

Features of video marketing utilizing Tig Video



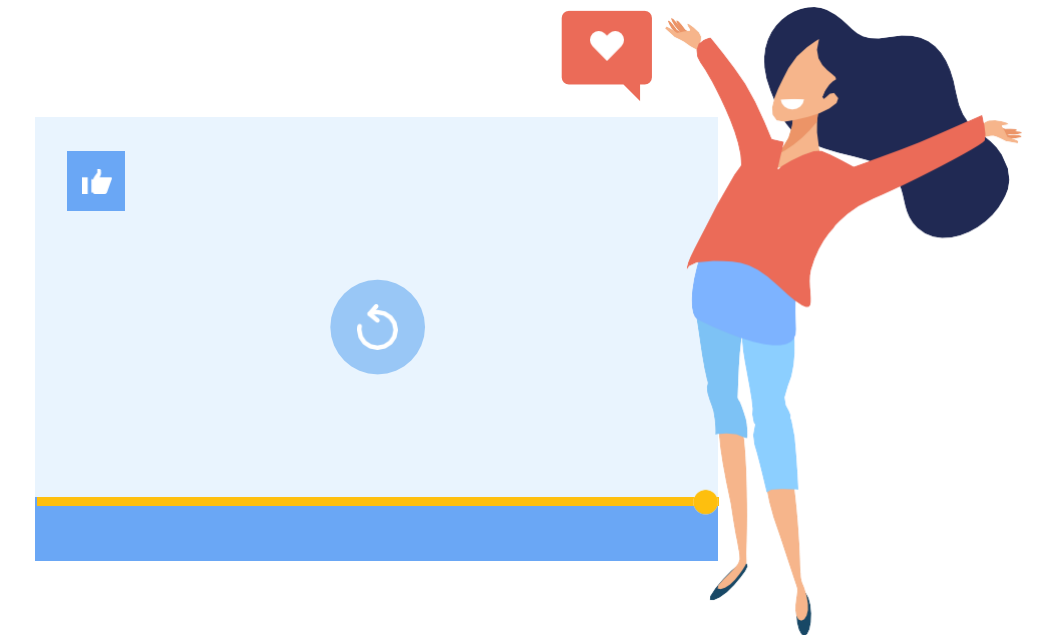
Can be used for a wide variety of purposes

Wide range of use e.g., purchase, directing customers, membership registration



Acquires more than 50 types of viewing logs

Possible to quantitatively evaluate video strategies



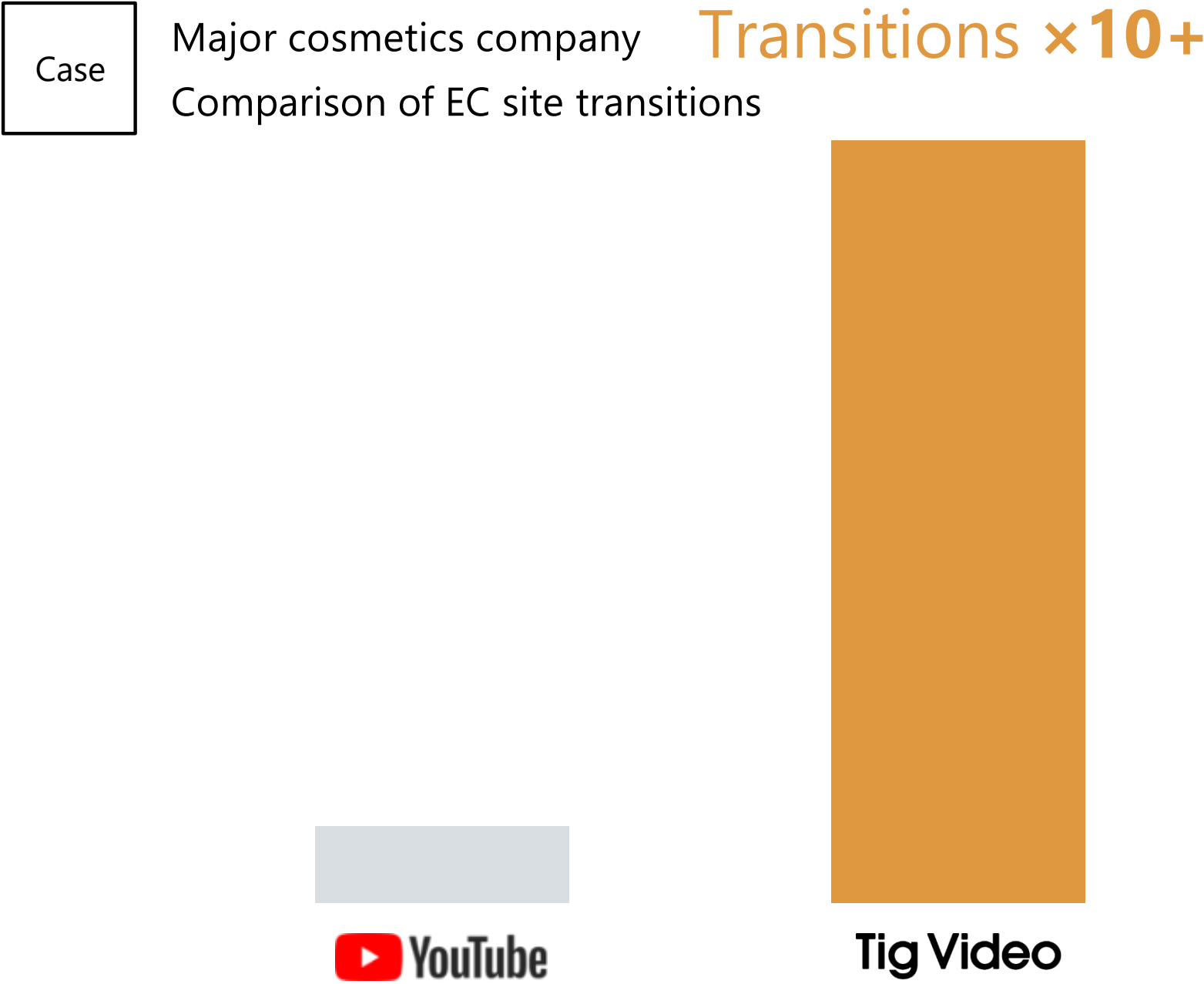
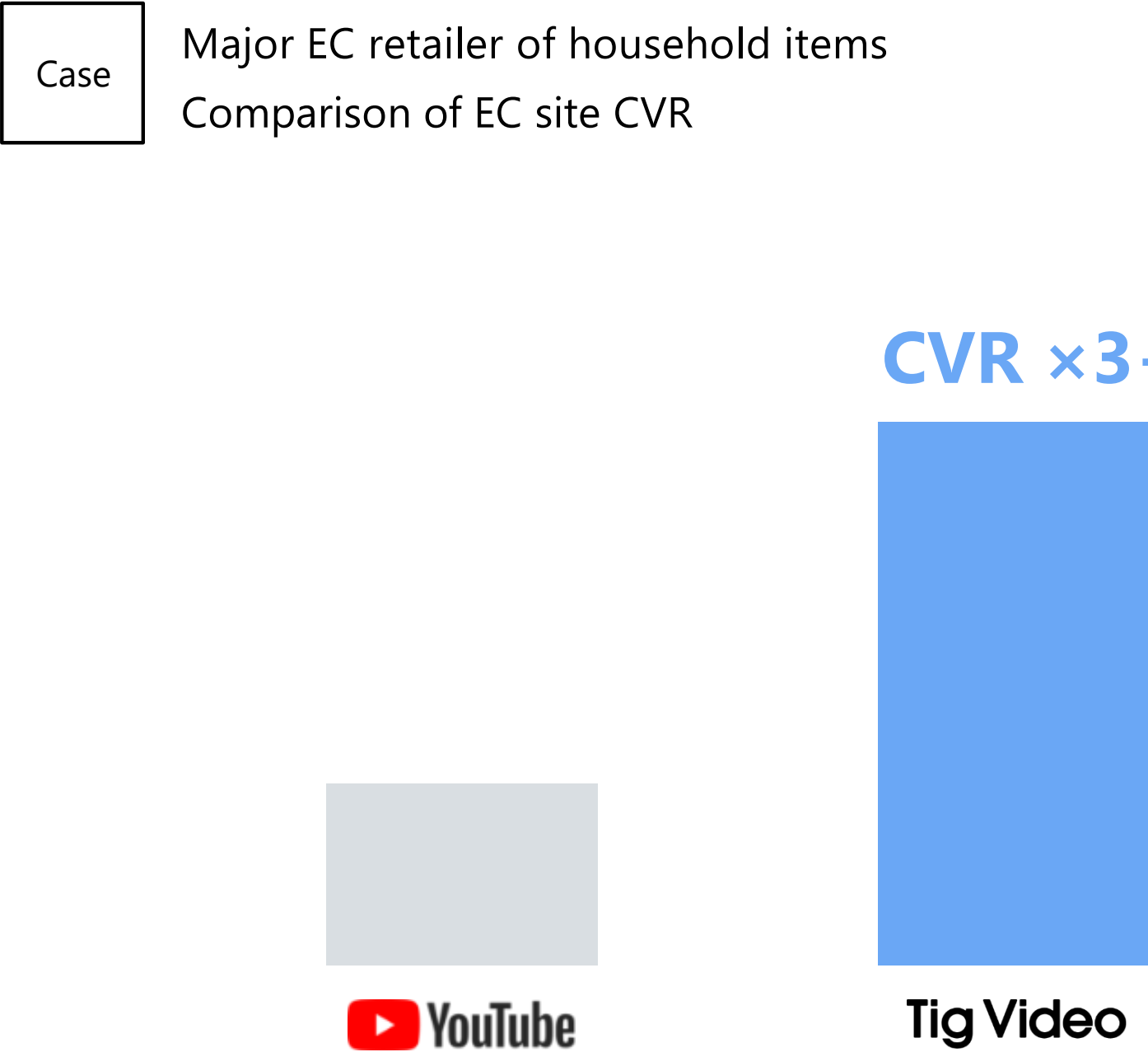
High video completion rate

Viewers will watch till the end

With the use of Tig Video

It is possible to realize more effective and wide-ranging video strategies






Comparison Between Regular Video and Tig Video




It is a waste to just upload the video to YouTube as it is.
Even with the same video,

By designing a path to the link destination in the video, its effects will be enhanced

Tig Use Cases

Measure	Supplements video	Posted on	<div><div></div></div>	
Purpose	Enter giveaway		Organic	AD
Details	A giveaway that makes secondary use of materials from a commercial. When three products in the video are tapped, an “apply” button appears, and the viewer can enter the giveaway.			

Outline of Measure



Tig Video

Giveaway Landing Page

Results

Despite the high hurdle, many viewers transitioned to the application page






Video completion rate

96.05%


Transition rate to application page

75.2%

Realizes an effective promotion by reusing existing digital assets

Measure	Product demonstration/home shopping video	Posted on	<div><div></div></div>	
Purpose	Promote understanding of product Purchase of product		Organic	AD
Details	Product demonstration and TV shopping style videos (23 in total) were produced, and Tig Videos were published on a website. Guided viewers from the video to the product purchase page.			

Outline of Measure



Results

Product purchase rate from Tig Video

Direct CVR Max






5.0%

Assist CVR Average


135.2%

Direct Conversion = Number of direct purchases made, originating from Tig
(Direct CVR = URL Transitions ÷ Direct Conversions)
Assist Conversion = Number of purchases made after spending time on the website after viewing Tig Video
(Assist CVR = Number of Views ÷ Assist Conversions)

Contributes to user engagement with its high video completion rate and URL transition rate

Measure	Promotion of total repair franchise membership	Posted on	<div><div></div></div>	
Purpose	Request documents		Organic	AD
Details	A company that provides franchise opportunities for automotive repair. Instagram ads were distributed for the purpose of promoting request for documents.			

Outline of Measure



Advertisement

Tig Video

Results

Distributed Tig Video through Instagram Ad

Regular Landing Page CVR






0.61%

Tig Video CVR


20.0%

Also, CPA was 1/2

Compared to when transitioning to a regular LP, the unit price for downloaded documents was reduced to 1/2

Measure	Video introducing outfits that match eyewear	Posted on	<div><div></div></div>	
Purpose	Purchase of product		Organic	AD
Details	Produced a promotional video featuring influencers. Performed AB test comparing regular Instagram ad (transition to LP) and Tig Ad (transitions to Tig Video).			

Outline of Measure



Results

Distributed Tig Video through Instagram Ad

Regular Landing Page CVR

0.93%

Tig Video CVR

1.43%

Also, CPA was 1/2

By changing the transition destination of the ad from a regular LP to a Tig Video, the effectivity of the ad dramatically improved

Tig LIVE

Service Overview

Background

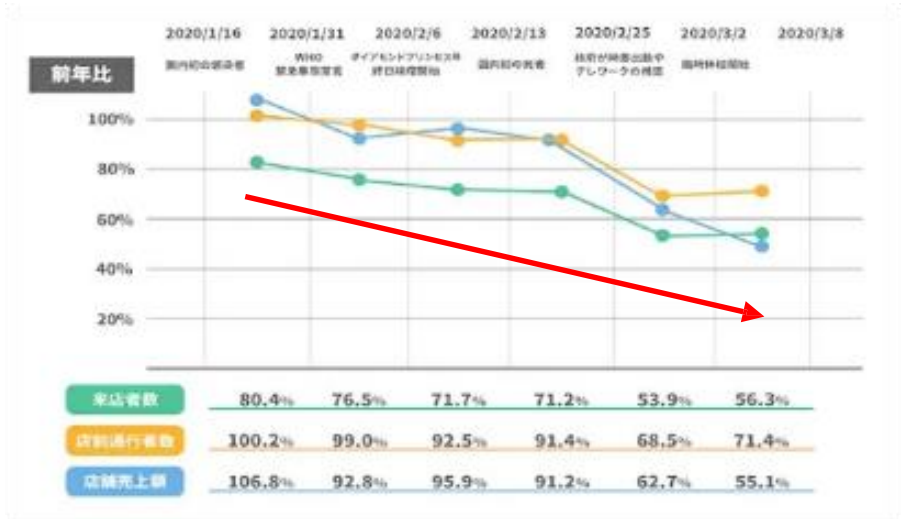
- △ With influences from the COVID-19 pandemic, the user's **means of gathering information is rapidly shifting to digital**.
- △ In particular, **the number of people watching live streams** by friends and celebrities is **rapidly increasing**.
- △ On the other hand, **the number of store visitors is decreasing**, and it is an issue for companies to **effectively utilize real store assets**.

Features

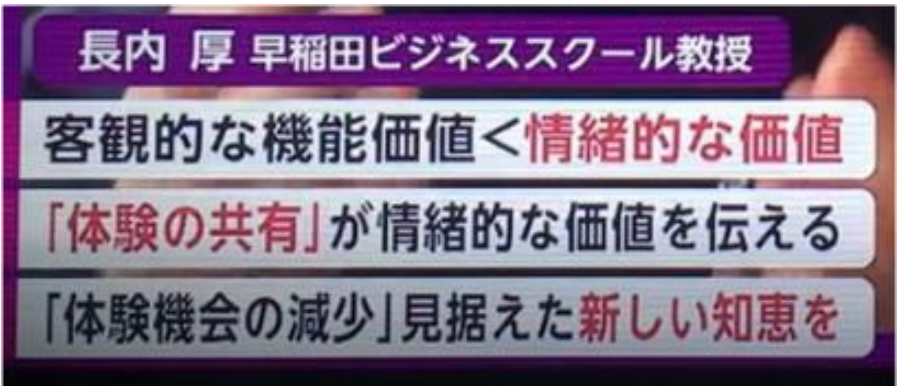
- ✓ LIVE allows **experiences to be shared** through communications that can go both ways.
- ✓ It is possible to convey **emotional value** that cannot be conveyed with still images and texts on the Web.



(Reference: Dentsu Digital Inc.)
<https://www.dentsudigital.co.jp/release/2020/0928-000626/>



(Reference: ABEJA, Inc.)
<https://abejainc.com/ja/news/article/20200325-2681>



(Reference: Fuji Television "Live News α")

The challenges of live streaming



Don't know what to start from

Lack of person who has knowledge of streaming



Does not lead to sales

Loss of potential sales opportunities



Cannot introduce products
that meet user's needs

Becomes a one-sided distribution of information

For businesses and users

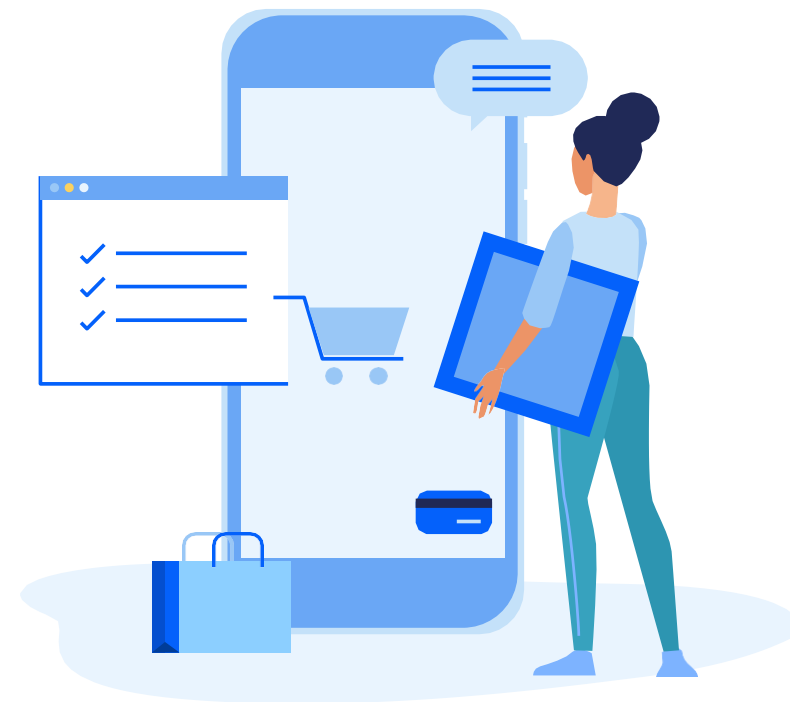
It is difficult to easily stream an effective live stream

Solving issues through the use of Tig LIVE



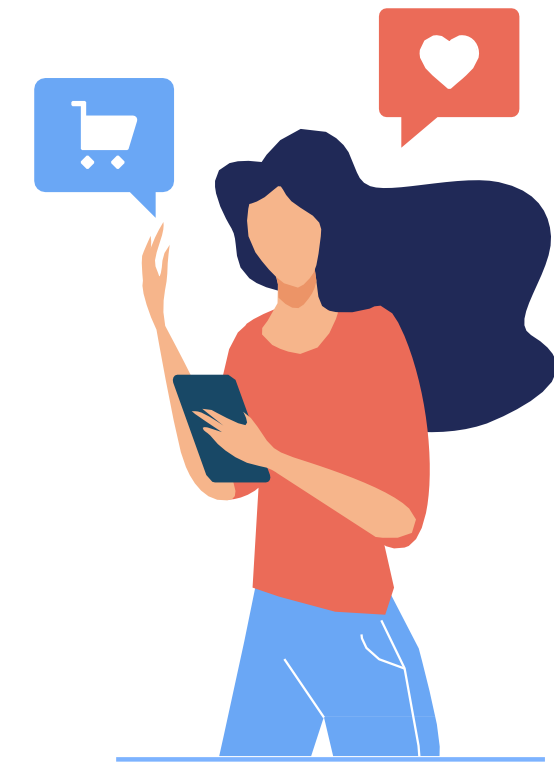
Easy to manage & broad support

Stream from anywhere with one smartphone
Human resources support also available
Free support for first month



Various ways to promote purchase

Freely set paths that can lead to purchase
e.g. EC site, coupon, etc.



Stream according to user's interests

Information can be delivered
by simply scanning a barcode

While having fun with the audience,

Easily realizes live streaming that does not miss a purchasing opportunity

Tig LIVE Streaming Method

Until 3 days before stream

On the day of stream

Client

Product Management System

Register product data
API integration or manual upload

Paronym Content Management System (CMS)

Spread until just before stream

WebURL
iframe
https://tigmedia.jp/wat/07198955&autoplay=f

アイテム編集

吹き出し表示が切れる可能性があります。

タイトル ①

エスポア リアルウッドパレット

タイプ アイテムID

名前 19750

URL ②

https://hands.net/search?item_group_id=0084485&original_item_code=880950392

商品バーコード

1 234567 890128

Retail Salesperson or Influencer

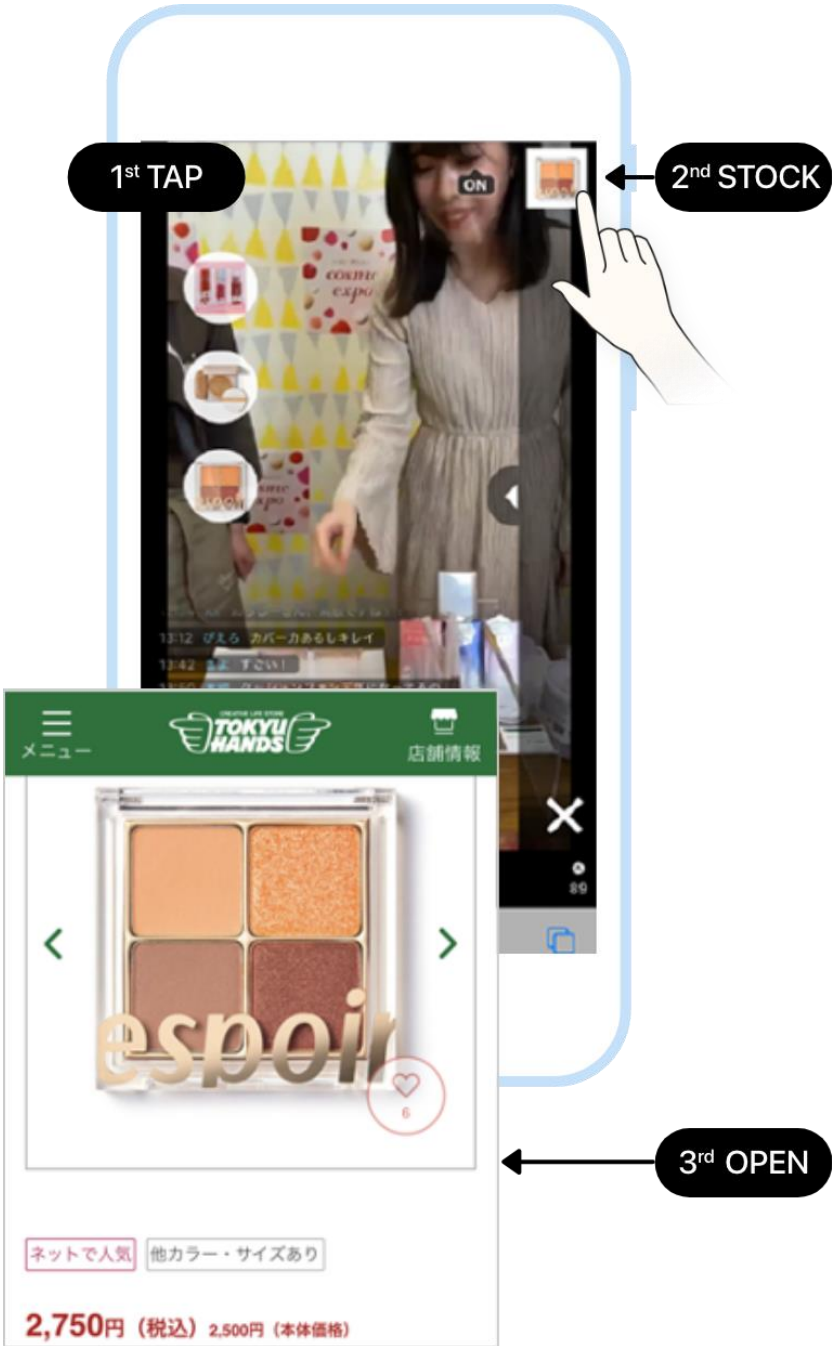


The streamer only has to
read the price tag with a barcode reader






User

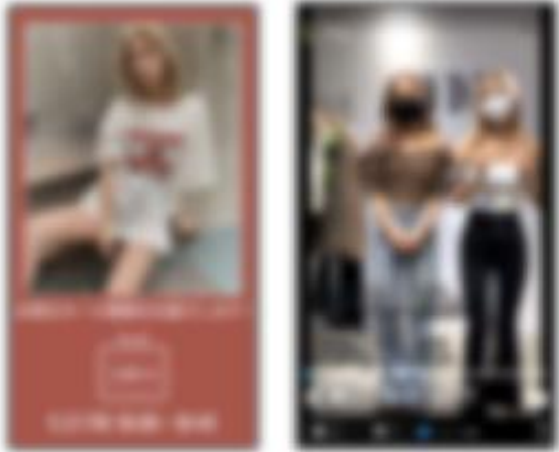
Tap the item icon in the LIVE to stock information



Tig LIVE Use Cases

Measure	Major apparel brand Introducing web reservation items	Posted on	Staff's SNS (Instagram)	  
Purpose	Purchase of product		Brand's official SNS (Instagram /Twitter/LINE)	
Details	Every Friday, the company's staff introduces web reservation items. Outfit ideas are proposed according to the viewers' comments.			



Outline of Measure




Points

- ✓ The number of core fans (regular viewers) increased by streaming Tig LIVE regularly each week
- ✓ The URL transition rate exceeded 90%, guiding many viewers to the product reservation page
- ✓ Outfits can be proposed according to the user's reaction, realizing a realistic EX

By streaming regularly, sales increased steadily, and sales more than 200% of the sales target was achieved

Measure	Major sportswear brand/shoe shop EC Purchase promotion	Posted on	Cast's SNS (Instagram)	 
Purpose	Purchase of product		Shoe shop's official SNS (Instagram /Twitter)	
Details	Two influence who are influential among the young generation introduced products of a major sportswear brand. Live streamed while walking around inside a shoe shop.			



Outline of Measure




Points

- ✓ Introduced 36 of the 150 registered products in the 35-minute Tig LIVE stream
- ✓ The 1-day EC sales doubled compared to a normal day
- ✓ Achieved a URL transition rate of over 90%

Contributed to improving EC sales and fan engagement

Measure	Introducing an area in a shopping mall	Posted on	Shopping mall EC site Shopping mall SNS (Instagram Stories)	 
Purpose	Introduction of space/purchase of product		Cast's SNS (Instagram Stories) SNS Ad (Instagram) etc.	
Details	A popular stylist introduced fashion items while walking around and introducing the facility. Outfit ideas were proposed based on the viewers' comments.			

Outline of Measure



Points

- ✓ Easily stream by effectively utilizing store assets
- ✓ Could introduce any product during the live (products did not have to be decided beforehand)
- ✓ Various ways of promoting action such as purchasing and visiting the store based on users' needs

Since you can promote actions besides purchasing, you can expect added effects from the attractions of a physical store

& more

Company Name	Paronym Inc.
Address	Shinagawa East One Tower 7F, 2-16-1 Konan, Minato-ku, Tokyo 108-0075
Representative	Michio Kobayashi
Established	November 28, 2016
Capital	463,846,409 yen (includes legal capital surplus)
Business Details	Developing and providing new technology in the video market Video distribution business Planning and production business of videos, etc.



Contact Us

contact@paronym.jp