

WHY VIDEO + STATUS STRENGTHENS THE PLATFORM

Turning attention into business discovery, trust, and qualified commercial interest.

This feature combines media reach, status engagement, and platform pathways so content does more than get viewed — it drives discovery inside the ecosystem.



Attention → Understanding → Action

WHY THIS FEATURE MATTERS ON THE PLATFORM

- Captures attention faster**
Video-led statuses get noticed more quickly than static content.
- Improves message retention**
Users remember the company, offering, and ecosystem role more clearly.
- Moves users from content to context**
One status can lead to projects, capabilities, solutions, and company context.
- Keeps users inside the platform**
Discovery continues in-platform instead of leaking to Google, LinkedIn, or external sites.
- Connects storytelling to lead generation**
Content creates interest, status keeps engagement, and pathways guide action.



PLATFORM-LEVEL ADVANTAGES

- Social feel, commercial purpose**
Familiar status-style interaction, built for business discovery rather than entertainment.
- Better trust and understanding**
Proof, pathways, and ecosystem placement help users evaluate companies more deeply.
- Shorter path to understanding**
Users move faster from curiosity to clarity about what a company does.
- Higher-quality inbound interest**
Users arrive more informed and commercially ready.
- Content keeps working**
Articles and videos continue driving discovery long after publication.

THE VIDEO ADVANTAGE — WHEN BUILT INTO THE PLATFORM

1,200%
more shares
vs text and images

95%
message retention
vs 10% from text

84%
influenced to buy
by brand video

+19%
email open rate
when "video" is referenced

+65%
click-through rate
when video is included

These numbers matter most when the platform turns attention into discovery, not just views.

More visibility

Longer engagement

WHAT THE PLATFORM GAINS
 Better understanding

Stronger trust

Qualified business interest



NOT JUST VIEWS. REAL BUSINESS DISCOVERY.

Media reaches. Status engages. Pathways convert. The feature turns content consumption into commercial discovery.

