

Alcon Novartis proves video ROI with uStudio



Alcon is the world's leading eye health care provider, with the mission of saving and enhancing eyesight.

Challenge

Alcon saw video as a key component of the digital transformation of today's healthcare industry and started using video to support a wide variety of use cases ranging from explaining surgical procedures to doctors, to helping patients understand the procedures they were considering, to helping sales reps show doctors how their products work.

Alcon hosted these videos on a handful of separately managed YouTube channels and published them to over 400 websites. As their video library grew, this fragmented video management strategy became problematic for a number of reasons:

1. Video governance, a key requirement in Alcon's highly regulated field, was nearly impossible given the proliferation of video across so many hosting and publishing environments.
2. The analytics on video performance were so scattered that the Global Digital Marketing Team had great difficulty proving the ROI of their video programs to key executives.
3. The workflows around publishing video to Alcon's more than 400 sites from multiple sources became overly cumbersome and complex.

Solution

Alcon decided to invest in a centralized video repository and reached out to parent company Novartis who recommended their existing solution, Brightcove. Alcon could have signed a brief addendum to Novartis' existing contract, but they decided to perform their own evaluation and choose a solution that met their specific needs - uStudio.

Centralizing video asset management inside the uStudio platform gave Alcon significantly more visibility and control over how video was being used across the business. uStudio's patented hub and spoke video distribution model, in particular, allowed Alcon to treat a single video that was published to a number of different sites and social channels as one asset.

Solution (cont)

This simplifies reporting by providing aggregate performance data for particular videos in addition to measuring each video's performance on individual publishing destinations.

This model also greatly simplifies video management and governance; when video metadata is updated (or even if the video itself is replaced or removed), those changes now automatically propagate to all of the destinations where that video is published.

Results

After migrating to uStudio's video platform, Alcon has control and insight like never before. They can now measure engagement with their video assets, no matter where they are displayed, making it easy to report successes back to the business. Additionally, they can maintain absolute control over all content.

"The analytics in uStudio has helped me forward the strategy for digital overall. We now have video data that we can report back on. That's something we never had before." - Colleen Battle, Global Digital Marketing.

Today, the flexible, API-first nature of the uStudio platform gives Alcon the confidence to continuously pursue new, innovative video strategies knowing that uStudio will scale to support them.

*If you're interested in learning more about how we help customers like Alcon Novartis do more with video, contact us to **request a demo with a video strategist.***