

Flimp Case Study: Employee Communications

Video Postcard Email Communications Campaign

Client: Citrix Systems, Inc.



About Citrix

Citrix Systems, Inc. is a leading provider of virtualization, networking and software-as-a-service (SaaS) technologies for more than 230,000 organizations worldwide. Citrix customers include 99 percent of Fortune 500 enterprises and thousands of small to mid-sized businesses worldwide. When Citrix needed to introduce a new online learning system to its global employees they chose Flimp® video postcards.

Marketing Objective

To facilitate the rollout of a new Learning Management System (LMS) internally named MyLearning, the Learning and Performance Solutions Department at Citrix wanted to create an integrated communications campaign for employees across the world. A Citrix employee recommended using video postcard to create, distribute and track this campaign. "We wanted to use audiovisual content – to do something different to complement our offline messaging," said Jonathan Gibbs, Training Manager, Learning and Performance Solutions.

The Video Postcard Campaign

Preceded by a teaser campaign, video communications introducing MyLearning were launched by geographic location along with nearly simultaneous "lunch and learn" sessions and webinars facilitated by the company's own GoTo Webinar product. Citrix sent the MyLearning video postcard campaign to its domestic and international offices in Europe, the Middle East, Africa, Hong Kong, Singapore, China, Japan and Australia. For the Pacific region, Flimp

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Media transcribed videos with both Chinese and Japanese subtitles. A member of the Citrix Executive Management Committee - David Friedman - general counsel and SVP of Human Resources, served as the talent for an employee centric video. Using a senior staff member to create a personal message lent a certain gravitas to the campaign, especially for global employees.

Citrix extensively pre-tested the video postcardsto make sure that they would work on different internal server structures. "We were able to hand off communication for each campaign to our local IT employees in each geographic region," Gibbs said. "We appreciated the Flimp team's ability to deal directly with the technical elements."

Citrix's Campaign Results

The video postcard campaign enabled Citrix to attract the attention of their employees and get them interested in the MyLearning system. "There was some inherent, intrinsic interest in the video postcards because they were different," Gibbs said. "They weren't just a poster or a standard corporate Power Point. The audiovisual content grabbed attention and the tracking features gave us insight into each video postcard's performance.

It wasn't just a 'spray and pray' program – we knew that we reached employees."

As a result of the six separate video postcard campaigns, Citrix employees spent over 143 total hours engaged with the MyLearning message, with an average employee viewing time of 4.1 minutes. Response links integrated into the MyLearning flimps generated an average viewer click through rate of 65.38%.

"Flimp helped us make MyLearning a one-stop shop at Citrix," Gibbs said. "Our video postcards exposed employees to MyLearning and made them interested enough to make it a daily part of their Citrix experience."



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Citrix Video Postcard Campaign Results

1. MyLearning

Target Audience Actions	# of Viewers	Viewer Response Rate
Total video postcard views	1055	100.00% email click throughs
Successful video plays (video starts)	1029	97.54% of video postcard views
Watched to completion (watched entire video)	370	35.07% of video postcard views
Response links clicked (viewer response rate)	696	65.97% of video postcard views
Video Duration	Total Viewing Time	Average Viewing Time 2.1
136 seconds	2,223.80 minutes	minutes

2. EMEA MyLearning

Target Audience Actions	# of Viewers	Viewer Response Rate
Total video postcard views	440	100.00% email click throughs
Successful video plays (video starts)	436	99.09% of video postcard views
Watched to completion (watched entire video)	69	15.68% of video postcard views
Response links clicked (viewer response rate)	246	55.91% of video postcard views
Video Duration	Total Viewing Time	Average Viewing Time 7.8
136 seconds	3,424.20 minutes	minutes

3. MyLearning West Coast

Target Audience Actions	# of Viewers	Viewer Response Rate
Total video postcard views	114	100.00% email click throughs
Successful video plays (video starts)	77	67.54% of video postcard views
Watched to completion (watched entire video)	27	23.68% of video postcard views
Response links clicked (viewer response rate)	69	60.53% of video postcard views
Video Duration	Total Viewing Time	Average Viewing Time 1.7
136 seconds	189.30 minutes	minutes

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Using FLIMP, a video postcard email marketing campaign was created, launched and tracked by viewer email address to introduce MyLearning to Citrix employees. The video postcard was distributed to Citrix offices in Europe, Africa, Asia, and across the United States.

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4. Pacific English

Target Audience Actions	# of Viewers	Viewer Response Rate
Total video postcard views	304	100.00% email click throughs
Successful video plays (video starts)	299	98.36% of video postcard views
Watched to completion (watched entire video)	130	42.76% of video postcard views
Response links clicked (viewer response rate)	195	64.14% of video postcard views
Video Duration	Total Viewing Time	Average Viewing Time
136 seconds	2,153.30 minutes	7.1 minutes

5. Pacific Japanese

Target Audience Actions	# of Viewers	Viewer Response Rate 100.00%
Total video postcard views	130	100% email click throughs
Successful video plays (video starts)	129	99.23% of video postcard views
Watched to completion (watched entire video)	34	26.15% of video views
Response links clicked (viewer response rate)	109	83.85% of video postcard
Video Duration	Total Viewing Time	view average Viewing Time
136 seconds	550.30 minutes	4.2 minutes

6. Pacific Chinese

Target Audience Actions	# of Viewers	Viewer Response Rate
Total video postcard views	21	100.00% email click throughs
Successful video plays (video starts)	21	100% of video postcard views
Watched to completion (watched entire video)	11	52.38% of video postcard views
Response links clicked (viewer response rate)	13	61.90% of video postcard views
Video Duration	Total Viewing Time	Average Viewing Time
136 seconds	67.10 minutes	3.2 minutes

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