

VIDEO MARKETING WEBROI • FOR AGENCIES AND ISVs

Prove What Your Video Marketing Is Worth

Show brands the value of every video program in their own measures, before the campaign and at renewal.

The Challenge

Video is reported in views, not in value.

Your clients don't buy views. Each of them has to answer a different value question:



Brands

Did video lift sales, retention and average spend?



Digital media companies

Did video grow engaged audiences and subscription revenue?



Gaming companies

Did video bring players back and lift in-game spend?



Financial services companies

Did video move applications, retention and cross-sell?

How the Industry Solves It

Views and completion rates

Platform dashboards count plays, opens and clicks.

Another client's case study

Results from a different brand, in different measures.

Campaign recap decks

The quarterly review shows activity, not value.

The brand's CFO asks what the video spend returned, and the answer is a views report.

Why the Current Approach Fails



The issue is not proving the outcome; it is valuing the outcomes.

A view is a proxy. It isn't tied to the brand's sales, retention or spend, so it can't defend the budget against channels that claim ROI.

Price the proxy, and you commoditize it. Prove the value, and you differentiate.

The Impact of Leaving It Unresolved

“If the brand can't see the value, the budget moves to the channel that claims it.”

	Seller (agency or ISV)	Buyer (brand, media, gaming or financial services company)
Commoditization	Video is priced on production cost and media volume, and margins shrink.	Pays for views and plays, not for the sales, retention or spend they drive.
Lost differentiation	Better creative and better targeting can't command a premium.	Can't tell which video program will move the business, so picks on price.
Budget share	Competes for the marketing budget against channels that report ROI.	Moves budget to the channel that claims value, proven or not.
At renewal	The retainer is renegotiated on cost, and churn risk rises.	Can't prove to the CFO what the video spend returned, so it gets cut.

Commoditization, lost differentiation and lost budget share hurt both sides of the deal.

A New Way of Thinking About the Problem Was Needed

Reported in views

you compete on production price.

Proven in the brand's own measures

you keep the budget.

How We Address It

Agree the value before the campaign. Prove it at renewal.



BEFORE THE PITCH

Quantify the value

The brand sees a WebROI business case in its own measures.



AT KICKOFF

Agree the goal measures

BAU and Goal measures agreed with the brand's stakeholders.



AT RENEWAL

Report the value delivered

A renewal value report in the brand's own numbers.

Value to You

Win more pitches, keep the retainer, and raise your price point.



Win more pitches



Keep the retainer



Raise your price point

Eight Reasons to Sell Video with a WebROI



1

Get past mistaken assumptions



2

Quantify the value before the campaign



3

Every ROI number explains itself



4

Guided, one-click selling in Salesforce



5

Trained renewal reps



6

Renewal value report



7

Get found: ROI minisite and customer-centric AdWords



8

Continuous proof

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About ValueLogics

\$3.2M

Metrix earned value over
36 months

1,000%+

Metrix ROI

90

days to close at
InfoGenesis

22+

years of ROI methodology

- Built on the proposed AAEL specification (v1.2), so the approach is not limited to the calculations of a single vendor.
- The ROI Framework quantifies the value of any solution in any vertical market.
- Author once. Generate anywhere. Prove it paid off.

REASON 1 OF 8

Get past mistaken assumptions

Find what each client actually values before you pitch the video program.

Why This Is Important to You



Your clients don't see the value of video because nobody took the time to understand what they value.

Why Us



Get past mistaken assumptions and quantify the value of addressing the client's real business requirements.

One proposition

One value proposition that works for every stakeholder at the brand: marketing, sales, finance and the executive sponsor.

The ROI Framework

It quantifies the value of any solution in any vertical market, video marketing included.

How We Do It

1

Find the real business problems

Build 3–5 Problem Pyramids for each client (Robin Goldsmith's method).

2

Map the value chain

Brand, audience, channels and the stakeholders who approve the budget.

3

Write one value proposition

One proposition for the whole video program, in the client's measures.

Ask about the client's sales, retention and spend, not about views.

ROI Success Story

Video email platform (martech SaaS)

Its Salesforce landing page, built on the Level 5 customer value proposition, performed exceptionally.

Anco Environmental

Level 5 customer value proposition landing pages, with a testimonial from Mark Annis, CEO.

REASON 2 OF 8

Quantify the value before the campaign

The brand sees what the video program is worth in its own measures.

Why This Is Important to You



It is not the views they cannot count; it is the value of the views.

Without a business case in the brand's own measures, the video program is compared on price, and the budget goes to the channel that claims ROI.

Why Us

The brand answers questions about its own business, and the WebROI shows BAU ➤ Goal ➤ Business Impact.

Sales. Traffic and conversions attributable to the video campaign, valued in revenue.

Retention. Customers kept and seasonal drop-off reduced, valued in recurring revenue.

Spend. Average spend and upsells after video nurture.

Cost. The full cost of the program, including video production and distribution.

How We Do It

- New pitches: Value Quest → ROI microtraining → WebROI
- The WebROI is generated from the client's approved value map
- The business case is in the brand's measures before the first campaign
- Each vertical gets its own measures: brands, digital media, gaming and financial services

ROI Success Story: Metrix

1,000%+

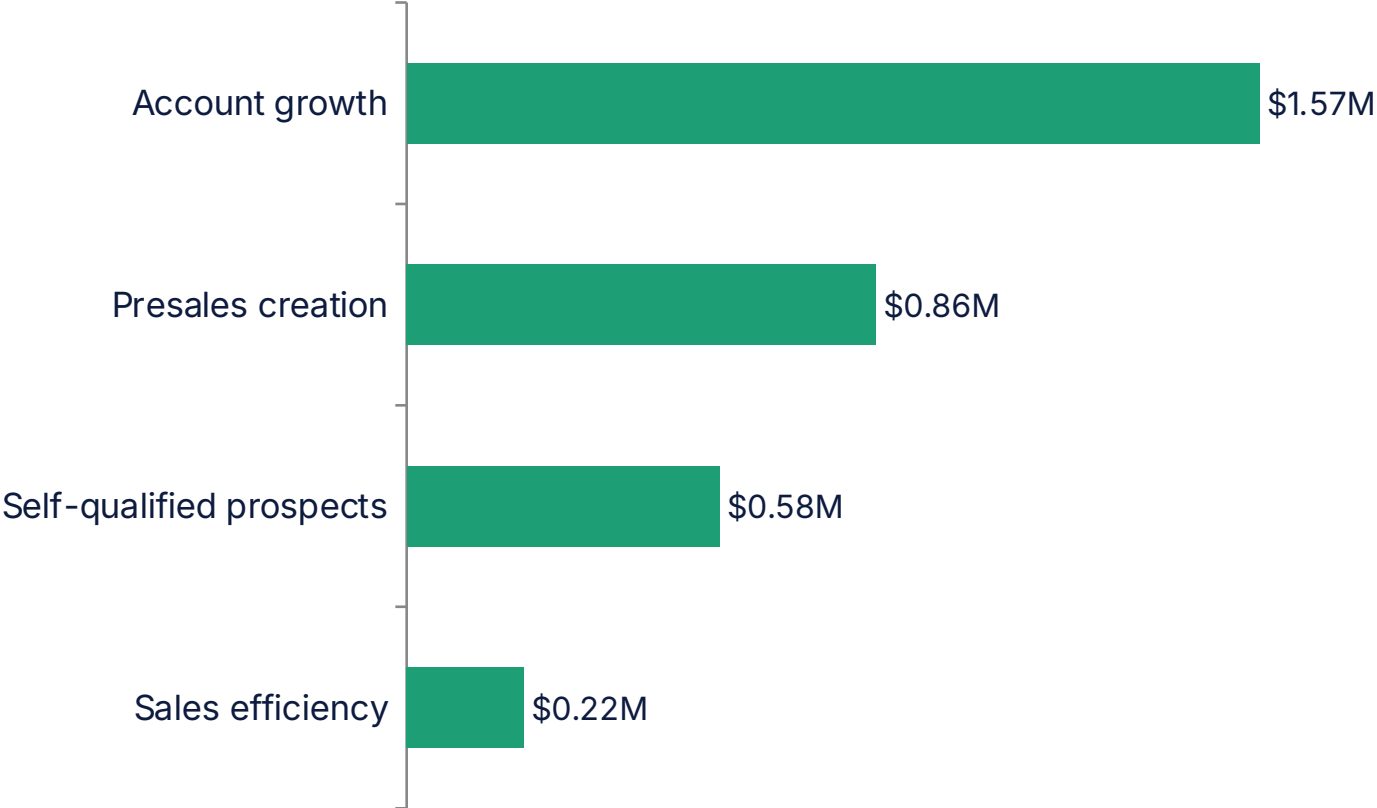
ROI

\$3.2M

earned value over 36 months

Reference: Harvey Shovers, VP Sales, Metrix Inc.

Where the \$3.2M came from (\$M)



REASON 3 OF 8

Every ROI number explains itself

From the source to the result, so the CFO can follow it.

Why This Is Important to You

A video program serves many parties: the brand's marketing team, sales, finance and your own account team. Each keeps its own spreadsheet.

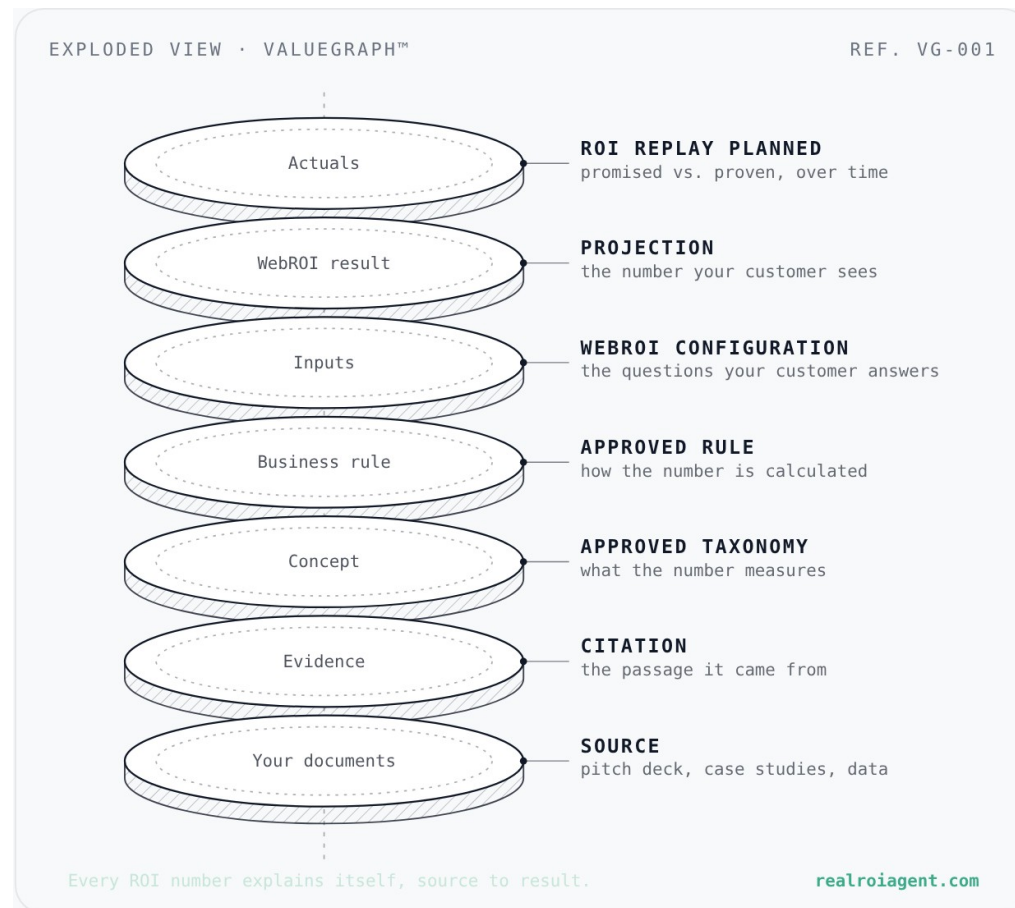
The numbers never match, so nobody trusts the ROI, and the CFO asks questions nobody can answer.

Why Us



*Every ROI number can explain itself,
from the source to the result.*

Each number traces back through the approved rule and the citation to the source.



How We Do It

Multi-party, one truth. Each party sees its own view, and every view rolls up to one report.

Self-reconciling. Reports tie back to the approved business case by period, party and contract version.

Ask any question. Anyone can ask, "Where did this number come from?" and get the answer.

Auditable. What was promised, and the inputs, assumptions and calculations behind it.

ROI Success Story: InfoGenesis

A business case the CFOs could follow. A point-of-sale vendor closed a multi-million-dollar sale in 90 days by selling to the stakeholders who approved the purchase.

5 CFOs

on a major casino operator's
buying committee

90 days

to close a multi-million-dollar
sale

Chosen over

a lower-cost upgrade of the
operator's existing system

REASON 4 OF 8

Guided, one-click selling in Salesforce

No data entry, no training.

Why This Is Important to You

Account teams won't use a value tool that adds data entry.

If it isn't where they already work, it doesn't get used.

Why Us

No data entry

The baseline comes from your Salesforce data.

No training

Reps know what to say.

One click

From the Contact or the Opportunity.

How We Do It

1

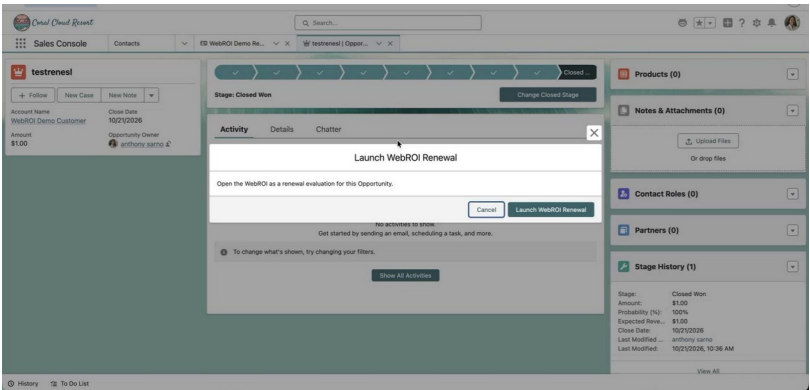
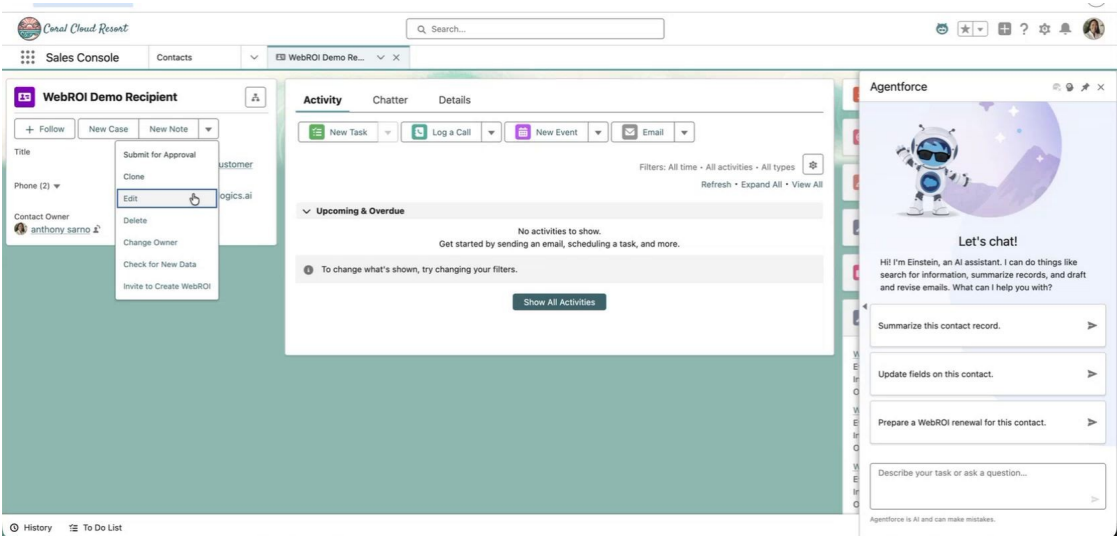
Invite to Create WebROI

On the Contact page: the prospect builds the business case in its own measures.

2

Launch WebROI Renewal

On the Opportunity page: the renewal case starts from your Salesforce data.



ROI Success Story

Video email platform (martech SaaS)

Salesforce partner marketing and a Salesforce landing page built on the Level 5 customer value proposition.

Same method, same software

The renewal process behind the Metrix result, one click from Salesforce.

REASON 5 OF 8

Trained renewal reps

They help the brand see how value was generated.

Why This Is Important to You

The brand's CFO audits every renewal.

Retainers can't be renewed on views and deliverables alone. CFOs and procurement cut spend that can't show financial impact.

A campaign recap deck won't save the account.

Why Us



We teach your account team to build the vision and the value with the brand, while transferring ownership of the results to the brand.

How We Do It

Value phone script



Reps gather the brand's metrics from its stakeholders, with questions tied to the agreed business case.

Personalized renewal microtraining

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Built from the brand's own renewal case: agreed goals, what changed and next steps.

ROI Success Story: InfoGenesis

Vision and value sold to the people who decide. A point-of-sale vendor closed a multi-million-dollar sale in 90 days by selling to the stakeholders who approved the purchase.

5 CFOs

on a major casino operator's
buying committee

90 days

to close a multi-million-dollar
sale

Chosen over

a lower-cost upgrade of the
operator's existing system

REASON 6 OF 8

Renewal value report

The value the brand received, measured with its own metrics.

Why This Is Important to You

Platform-reported views are proxies.

The brand's own metrics are proof.

Why Us



A renewal value report shows the brand the value it actually got from the video program during the term, using its own metrics.

How We Do It

1

Launch WebROI Renewal

The renewal case starts from the agreed business case.

2

Enter the brand's metrics

Reps enter what they gathered on the value phone call.

3

Send the renewal value report

The value delivered, in the brand's own numbers, showing inputs, assumptions and calculations.

ROI Success Story: Metrix

1,000%+

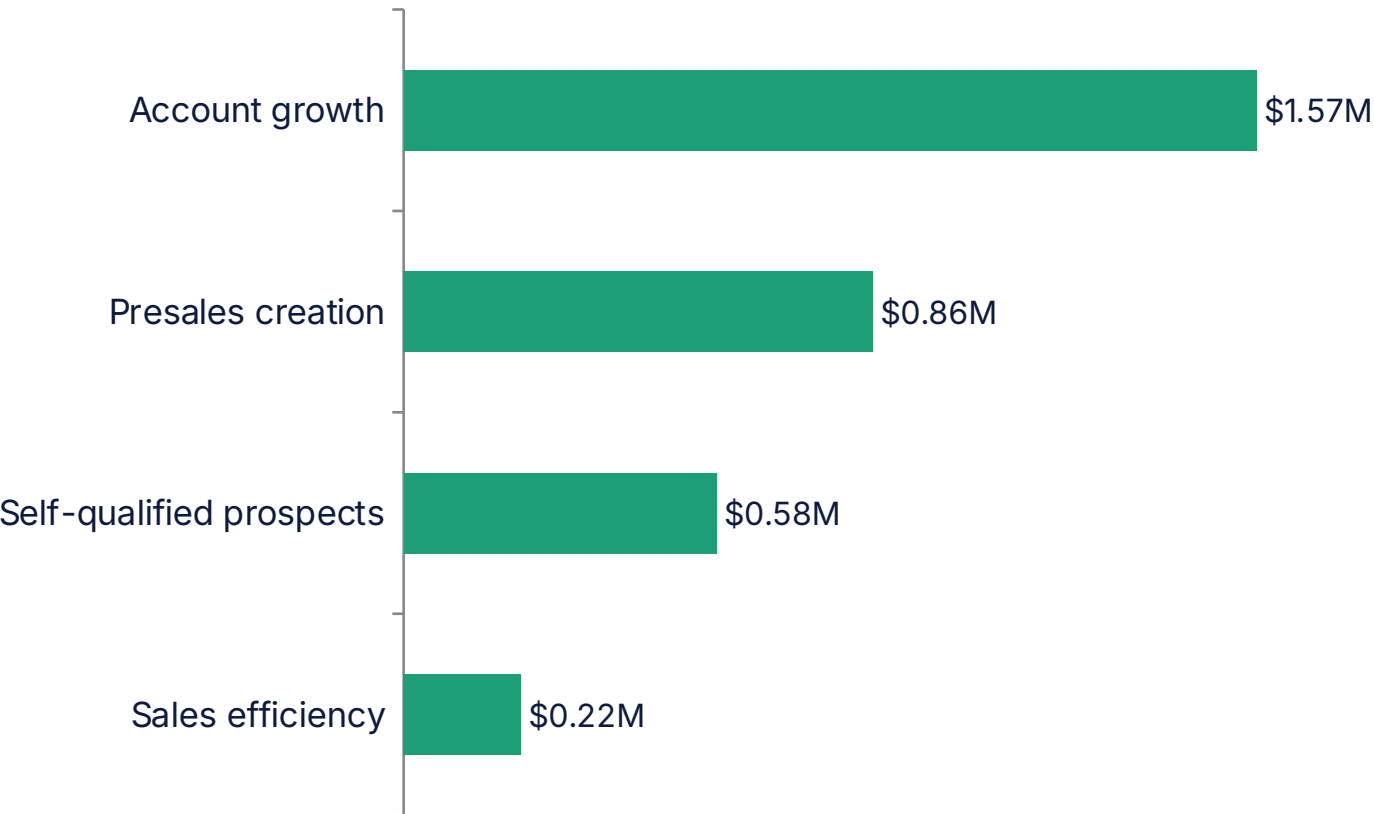
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REASON 7 OF 8

Get found: ROI minisite and customer-centric AdWords

Be discoverable by AI search and by brands researching their problems.

Why This Is Important to You

Brands research their problems with AI search before they talk to an agency.

If your value isn't structured for AI answers, you're not in the conversation.

Why Us

Built from the same value map

The minisite, the WebROI and the ads all say the same thing.

Proven in the market

Level 5 customer value proposition copy has performed well in the market.

Ads about the buyer's problem

Ads about the brand's problem and the value you provide attract qualified buyers.

How We Do It

VIDEO MARKETING ROI MINISITE



Answer structuring for AI search



Semantic knowledge graph and entity relationships



JSON-LD schema



One page per client problem



Interactive value assessments

CUSTOMER-CENTRIC ADWORDS



Google Ads campaigns and GA4 events generated from the value map



Video engagement tracked in GA4



Qualified demand fed into the WebROI



A Looker Studio dashboard shared with you

ROI Success Story

Anco Environmental

Silo-architecture websites, retargeting and Google Ads management, with a testimonial from Mark Annis, CEO.

Video email platform (martech SaaS)

AdWords management and a Level 5 customer value proposition landing page that performed exceptionally.

REASON 8 OF 8

Continuous proof

Not yet available. Value tracked all term, not only at the end.

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Why This Is Important to You

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Brands should see value during the campaign, not only at renewal, so they can adjust while there's still time to hit the ROI.

Why Us

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Same value contract

It warns against the same business case the program was sold on.

Collaborative selling

The brand and your account team watch the same numbers.

How We Do It

PLANNED



ROI Early Warning

Drift flagged while there's still time to hit the ROI.



ROI Replay

Promised versus proven, replayed period by period.

Add-On Services: Measurement and Analytics

Add these to any client's video program. Each one reports in the client's own measures.



GA4 video customer experience

Video start, progress and completion tracked on the client's pages, with a tagged link per video, so you see which videos earn attention.

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Closed-loop BigQuery

Daily GA4 export to BigQuery shows which videos and pages lead to opt-ins, WebROI runs and sales, and that feeds the next campaign.

AVAILABLE



Causality analysis (professional service)

Show clients what their video investment contributed to sales, accounting for geography, economic conditions and market trends. When the client has enough suitable data, we assess it and choose the method; interrupted time series is a candidate. Tensor signals (geolocation, macroeconomic indicators and Kalshi trends) are candidate controls, not automatic proof. Results may show evidence of impact or be inconclusive.

AVAILABLE



Dynamic value segmentation

Customers grouped by value state: high value but drifting, high potential but low adoption, renewal risk, ready to expand.

AVAILABLE

Add-On Services: Distribution and AI

Extend the program beyond the brand's own site, and support it with AI.

	Video email marketing In the brand's email. The WebROI owner chooses its video provider.	AVAILABLE
	Video syndication Distribute the brand's videos to reach new audiences.	AVAILABLE
	Connected TV retargeting Reach the brand's visitors again on connected TV.	AVAILABLE
	Reverse video syndication Reuse the best social videos in the brand's own email.	AVAILABLE
	AI support and lead-conversion agent Answers ROI questions and converts site visitors.	AVAILABLE
	Partner integrations Braze, Emarsys and Listrak, in addition to Salesforce.	AVAILABLE
	AI Agent Assurance Fix your own AI agent without hiring more developers.	AVAILABLE

HOW IT REACHES THE CLIENT

ValueLogics

↓

Video provider

↓

Agency

↓

Client

Video providers offer this platform to their agencies. Agencies use it for client business cases, campaign analysis, renewals and expansion.

Sponsored cohort. A video provider can sponsor an agency-focused AI ROI Class cohort that works on the agencies' own client campaigns. No Salesforce prerequisite.

NEXT STEP

Stop reporting views. Start proving value.

*Win more pitches, keep the retainer and raise your price point.
Book your strategy call at realroiagent.com*

About the Author



Anthony Sarno

FOUNDER & CEO, VALUELOGICS

Anthony Sarno is founder and CEO of ValueLogics.ai and has worked on ROI methodology for more than 22 years. He created the ROI Framework and co-authored the Value Selling Maturity Model. He launched Ithena, a Business Objects division and the first customer value analytics application, and was lead author of Edison Group's Intel Xeon virtualization TCO study. He is the author of the proposed AAEl specification (v1.2) for AI accountability evidence.

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