2020 Interactive Video Platform
BUYER'S GUIDE

We scoured the web, talked to buyers, researched the global leaders in interactive video software. The result is this guide which details the top free and premium interactive video tools available.

ABOUT THE GUIDE

Interactive video has been proven to increase conversion by 10x and engagement by 63%. This guide is designed for the modern video marketer looking to increase engagement with video.

- ✓ 22 solutions represented
- ✓ 10 Free solutions
- ✓ Solutions for marketing & education

Detailed profiles of all companies and solutions represented are available at 50wheel.com/interactivity.

About 50Wheel
50Wheel is the world's leading website for video strategy and marketing technologies. Browse hundreds of software tools, guides and get strategy advice.

WIREWAX
WIREWAX is an interactive video platform, empowering users to add clickable hotspots, or 'tags', to any moving person or object in video. With up to 9x conversion in-video than onsite, these tags encourage viewers to explore extra content, opportunities to buy or help create immersive experiences.

Adways
Adways is an easy-to-use cloud-based platform to create HTML5 interactive videos. The tool gives you the power to add interactive elements to videos and dynamically publish them in a few clicks.
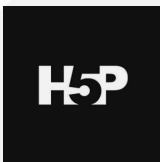
DialogR
DilogR is a video marketing solution complete with a video hosting platform with detailed analytics along with a powerful interactivity toolset to make videos engaging and interactive.

Exaltive
Exaltive is a powerful interactive video platform with tools to make the video actionable and merge personalized or data driven content from a web application into an online video.

H5P
H5P is an open source tool that makes it easy to create, share and reuse HTML5 content and applications. H5P enables marketers to create rich, interactive web experiences efficiently.

HapYak
HapYak is setting the standard for interactive video by empowering people to experience videos on the web more like they do together in person: with remarks, insights, opinions and personality.

Klynt

Klynt is a powerful platform for building and designing interactive video content. Editing & publishing application is tailored to interactive storytellers and learning developers.

Metta

Metta provides a video lesson software that enables teachers & trainers to create interactive video lessons easily and share them with groups of students. The toolset makes it easy to pull pictures, videos, sound and text off the web and create quick videos with embed polls and quizzes for measuring the progress.

Playposit

PlayPosit is an online learning environment to create and share interactive video lessons. Begin with any online video and transform what is traditionally passive content into an active experience for students, with time-embedded activities. PlayPosit is designed for K-corporate, flipped, and blended environments.
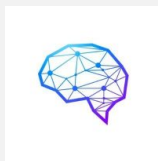
Cinema8

Cinema8 makes it easy to create interactive videos solving all the video personalization, editing, storytelling needs of corporations and individuals in one software platform.

Smartzer

Smartzer is an interactive video platform for the web and mobile that allows video viewers to make purchases by clicking on interactive items in the videos. Smartzer's video player adds clickable hotspots to videos. Viewers can click rich elements in the video to see more information or a link to purchase an item.

Mindstamp

Mindstamp provides software that helps engage audiences by enriching any video with interactive comments, questions, actions, and more. No heavy editing software required.

Tagazu
Tagazu is an interactive and taggable video platform. The software makes it really easy for marketers to create interactive videos with movable hotspots that contain info about people and objects appearing in the content.
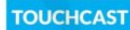
ThingLink
Thinglink is a video engagement tool that makes it easy to add clickable tags to any video on the web and share the tagged videos on social networks.

Tivi
Tivi provides solution for true high quality interactive video making it simple to deliver compelling live, interactive experiences and enhance existing video content with actionable layers.

TouchCast
TouchCast is an integrated video platform for the creation and playback of interactive videos. TouchCast's Authoring Suite is a real-time compositing engine that allows creators to embed interactive elements - web pages, documents, videos, pictures - into the video image content itself.

Usreen
Uscreen is a simple yet powerful video hosting platform that makes it easy to get video up on a website. Whether you want to distribute and sell videos, podcasts, offer quizzes & certifications, Uscreen protects your content and gives you the tools you need to build a powerful members base of paying customers with integrated billing and payment systems.

Videopath
Videopath provides interactive video solutions that work seamlessly with YouTube, Vimeo, and Wistia. Videopath makes it easy to sync a video, add an interactive layer, customize a player skin and publish to the web.

Vidora

Vidora enables marketers, commerce companies, and media companies to optimize clicks and engagement on their websites and mobile applications via video. The Vidora platform provides powerful machine learning algorithms and a simple WYSIWYG interface which requires no development work to implement.

Vidzor

Vidzor provides a full-service platform to create and distribute interactive videos that engage and convert target audiences across all online channels. Easily create interactive experiences with a self-authoring editor and toolset.

Wootag

Wootag provides a easy-to-use interactive video authoring and publishing platform. The drag and drop studio makes it simple to execute on rich in-video ideas instantly without any barriers. Wootag videos playback across most social media platforms, including Facebook, websites and smartTVs.

Multipop

Multipop provides an interactive video platform that makes it easy for anyone to add engaging commerce, content extensions and new advertising opportunities to any video in minutes -- driving deeper engagement and monetization opportunities around existing or new digital video content..