



Changing the way companies educate and inspire

Improve employee engagement and affect behavior
with **interactive video experiences**

What we do

Rapt Media offers a compelling alternative to traditional video to engage and educate—one that speaks to your employees' behaviors and performance. Our cloud-based interactive video platform provides a suite of authoring, hosting, and analytics tools that enable businesses to transform video content into user-controlled, response-provoking, and behavior-changing experiences.

Why use interactive video?

Companies need to win over talent in an increasingly competitive, digital world. HR tech that offers users control is now a necessity in supporting today's always-online, information-driven staff—especially with millennials.

By adding choices and interactivity to your video, you invite your employees to lean forward and participate. The act of participation deepens engagement, enhances learning, and increases internal brand loyalty. Interactive video also generates data. With every click of a button, you gain useful insights about your employees.

Why Rapt Media?

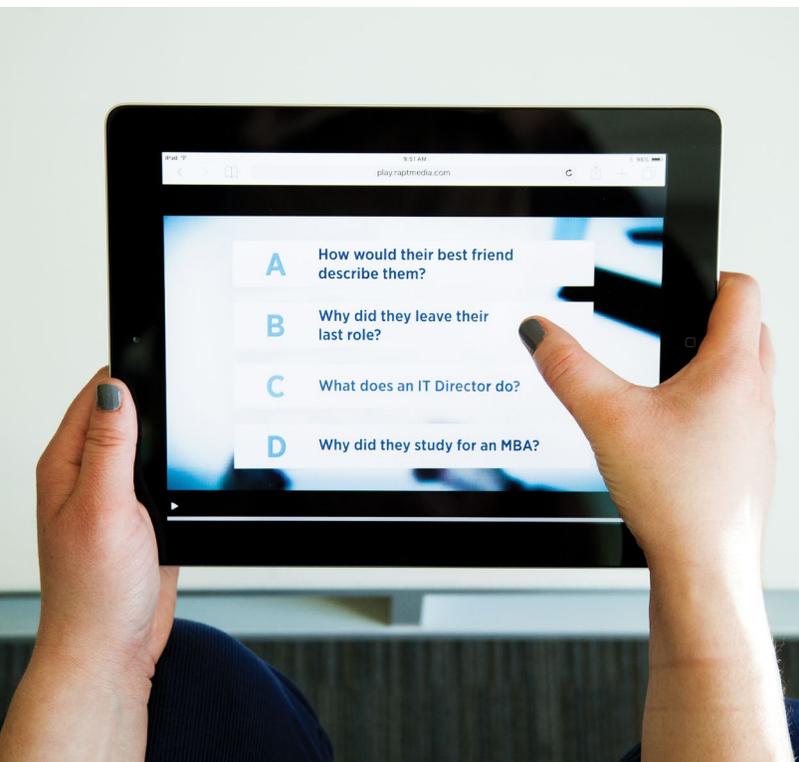
Whether you're trying to **attract top recruits**, **accelerate productivity during onboarding**, **improve employee benefits enrollment**, or **succeed in completing ethics and compliance training**, Rapt Media can help. The Rapt Media platform enables businesses to transform video content into navigable, response-provoking experiences.

Giving users the power to control and consume only the information that's relevant to them drives deeper engagement and accelerates the learning cycle. Present your content in more compelling, learner-friendly ways to boost efficiency and retention while improving user satisfaction for significant returns on your investment.

Ways to use the **Rapt Media** interactive video platform at your organization:

- Employee training
- Internal communications
- New hire onboarding
- Recruitment & selection
- Leadership principles & values
- Benefits enrollment
- 401(k) administration
- Ethics & compliance learning
- Safety procedures
- Sales & product learning

With **Rapt Media** technology, you will benefit from:



Deeper engagement

- Longer viewing times
- Behavior change
- Knowledge retention
- Company loyalty

Behavioral insights

- Video choices
- Calls to action
- Audience behavior
- Analytics data

Business value

- Accelerated learning cycles
- Increased productivity & revenue
- Less employee turnover
- Higher NPS score

Let's do this

Visit our website for a **free trial** or contact sales@raptmedia.com for more information.

Companies that have had success with **Rapt Media**:

