USE CASES

Agencies and companies leverage Dataclay's technology to create the following.

Personalized content for high-volume video campaigns

Targeted video for audience messaging in specific markets

Localization of video marketing assets

On demand video content for digital signage

Customized virtual reality and 360 video content

Personalized animations for email campaigns

Broadcast-quality promo and interstitial video content

Automated workflows in demanding post-production environments

CUSTOMERS

VIACOM

NETFLIX   Google

Disney   Lyft   Publicis

Bloomberg   SAATCHI & SAATCHI   BBC

NBCUniversal   FOX   SXSW   YAHOO!   VICE

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THE DATACLAY STORY

Dataclay was founded in 2014 with a simple but important mission: to free video content creators from the inefficiencies of menial data entry, empowering them to develop greater quantities of higher quality content in less time, and with less cost.

Since then, our mission has broadened to enable new modes of video communication. We want to improve the way video is created and consumed. We believe in the power of customized video to forge strong connections between video creators and their audiences. These connections facilitate better customer experiences and can enrich the lives of viewers.

Our Templater software isn't just about making video post-production workflows faster and easier— it's about empowering our users to make better videos with richer content experiences. To that end, we offer phenomenal support and a suite of design, production, technical and consulting services to set you up for success.

We are a proud Adobe Technology Partner.

TECHNOLOGY PARTNER

CONTACT US

4131 Spicewood Springs Road, Suite C4 | info@dataclay.com
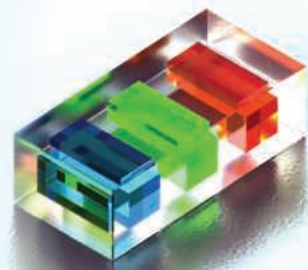1-512-382-0998 | www.dataclay.com

VIDEO PRODUCTION. AUTOMATED.

Dataclay

PERSONALIZED VIDEO AT SCALE

Discover a strategy for delivering personal and engaging customer experiences through customized video. Personalization strengthens the relationship between customers and brands, which leads to customer acquisition and retention. That's why leading global advertising and marketing agencies use Templater by Dataclay to tailor video messages for their clients' customers.

Dataclay's offerings enable you to quickly and economically produce video content at massive scale. Join the agencies and companies that reach their customers with experiences that differentiate and connect.

TEMPLATER SOFTWARE

Our flagship product, Templater, is an Adobe After Effects plugin that simplifies and accelerates the process of creating customized videos. Simply mark layers in your After Effects project as dynamic, map data fields to those layers, and then sit back and let Templater do the heavy lifting. Templater is ideal for individuals or organizations that regularly create a large volume of videos. It simplifies and accelerates the process of integrating customized content, without imposing constraints on your producers' craft.

EDITIONS FOR ANY BUSINESS SIZE

RIG - Rig gives you the tools to prepare an After Effects project for dynamic content. Map data to your composition layers and preview how those dynamic layers alter your composition as data is inserted.

PRO - Pro includes all of the functionality of Rig and adds workstation automation features that allow you to batch render or batch replicate re-versioned compositions using your data source.

BOT- Bot is an enterprise solution for producing customized videos on demand. Bot can either actively monitor for new data and render customized videos automatically, or use Bot's command line interface to more precisely manage the video production process.

"SIMPLIFIES AND ACCELERATES THE PROCESS OF INTEGRATING CUSTOMIZED CONTENT"

"AUGMENT YOUR TEAM'S CREATIVE FORCES"

SERVICES

Dataclay meets you at your point of need. Our suite of design, production, technical and consulting services can augment your team's creative forces and help you extend the capabilities of Templater.

1 CONSULTING SERVICES

Dataclay offers consulting services for studios, agencies, broadcast networks, live event producers, or any company that needs to produce customized video content from AE templates.

2 SYSTEMS INTEGRATION SERVICES

Dataclay can help you extend Templater's technical capabilities with data integration, event script authoring, and front-end application development.

3 DESIGN AND PRODUCTION SERVICES

Creating impactful dynamic videos requires more than software tools like Templater. If you need design and production resources, we are ready to support you with a network of expert creative talent.