Keynote Presentation | [Video-Driven Content] Surviving the GTM Crisis: Leveraging Video and AI for Customer Loyalty

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NOHAR ZMORA
Senior Vice President, Head of Marketing
Kaltura

Surviving the GTM crisis:

Leveraging video and AI for customer loyalty

Nohar Zmora

April 2025

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Thank you for joining me!

Nohar Zmora

SVP Head of Marketing, Kaltura

<u>Fun facts:</u>
-Lives with my partner Yair and our 4 kids
-Loves skiing in winter and scuba diving in summer
-Crazy about internet memes :)

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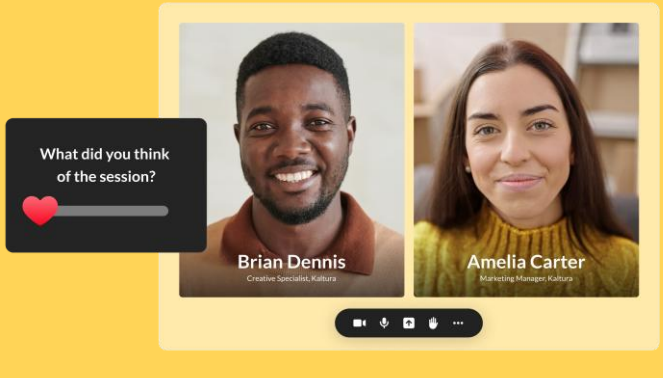
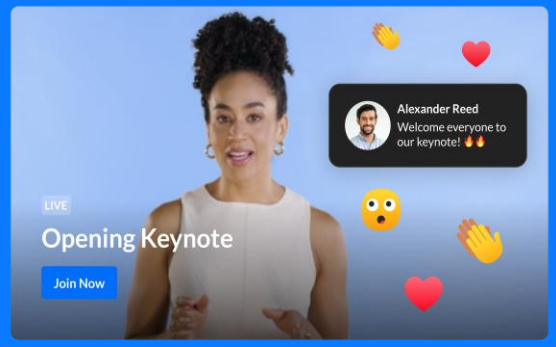
AI-powered video marketing flywheel to boost your reach, engagement, first-party data, and pipeline

Webinars

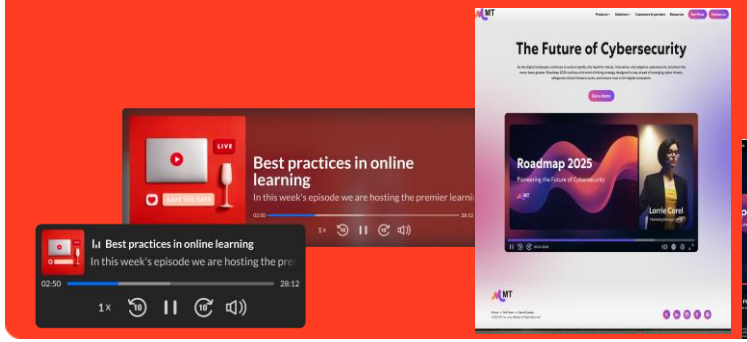


Virtual & hybrid events

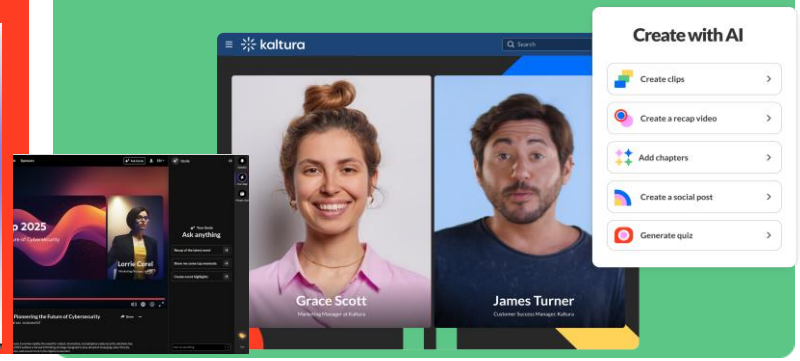


Community hubs & customer academies

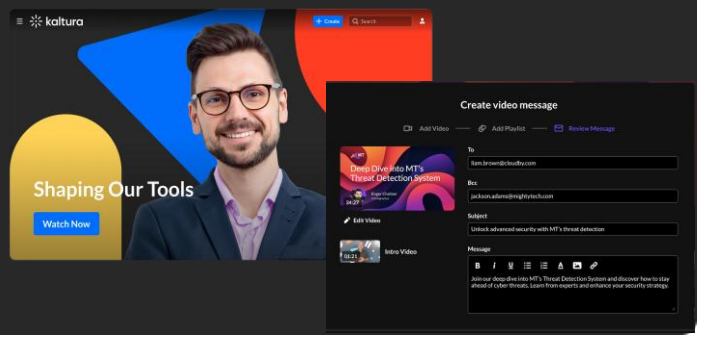
Podcasts & video web experiences & Brand TV streaming



Content intelligence & repurposing & personalized content discovery paths



Sales prospecting studio



Thousands of teams from top organizations trust Kaltura

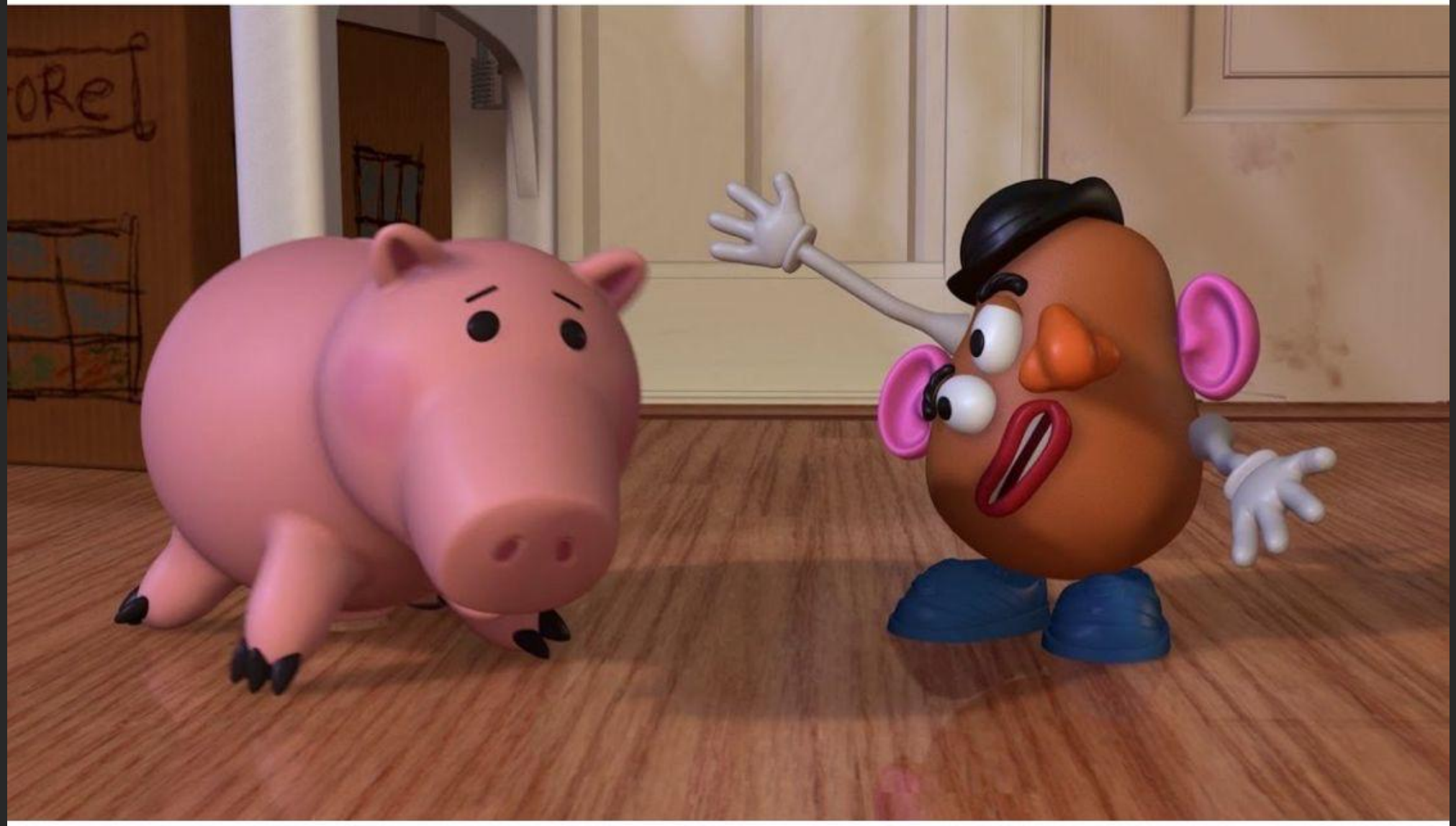
THOMSON REUTERS · citi · NOVARTIS · aws · Bloomberg · Adobe · salesforce · NETFLIX · MAYO CLINIC · INTUIT · BOSCH

Game on!

Marketing
Plan
0953
ETOPS
The budget

Deal closed
Sales person
48 marketing touches, social, word-of-mouth

When everyone gives their opinion on a marketing campaign:



When the webinar is a sales pitch...

There's a serious GTM crisis

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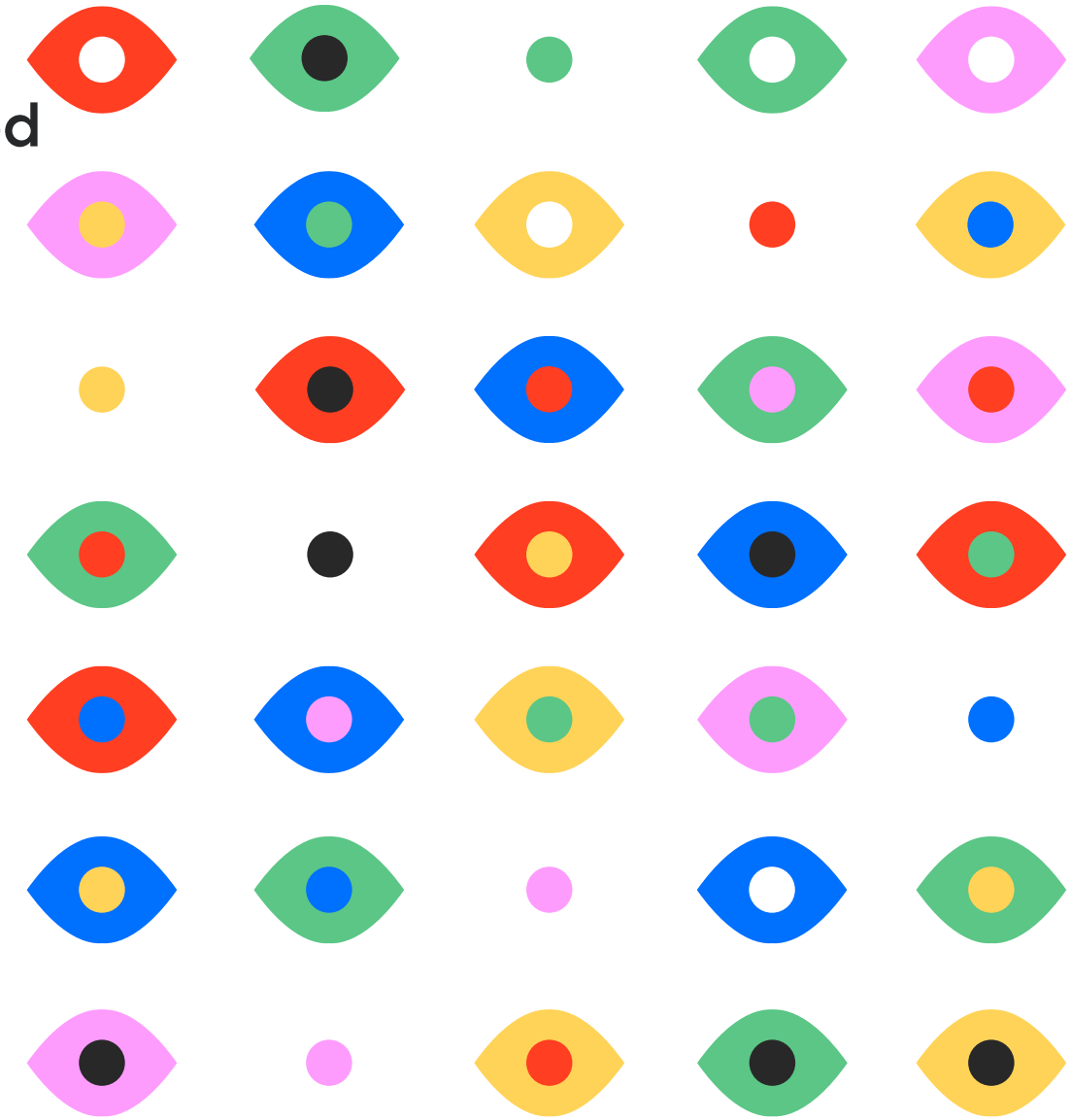
- **Pipeline** generation dropped by 47%
- A shortfall of 51% in **pipeline** generated from organic and paid channels
- **Win rates** have dropped from 30% to less than 20%
- The number of **stakeholders** within a deal's buying committee increased from 5-6 to 10
- **Sales cycles** lengthened by 32%
- Only 29% of **salespeople** meet their quota
- Cold outreach is a fraction as effective as it was before. 10/8/6/4/2 **response rates** are now 5/4/3/2/1
- 30% **search traffic** decline



The B2B marketing playbook is broken

- CAC is skyrocketing
- Email deliverability is crashing
- SDR prospecting and email nurturing audience fatigue
- Audiences are bombarded with mediocre, 'cookie-cutter' content; gating content is loosing effectiveness
- The new buyer journey (anonymous self-served research + free trial – want to try the product and not start by talking to a sales person)
- Attribution is failing – inaccurate findings + undermines the alignment and collaboration needed between sales and marketing

There's a GTM crisis

it's time to shift focus

- **Retention and expansion** are the new priority
- **Customer marketing and enablement** is the current imperative

The highest growth companie right now are investing in curating customer engagement and transforming it into first party data and pipeline conversion through sintelligent marketing flywheel

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Mastering the Video-first AI-enabled Marketing Flywheel

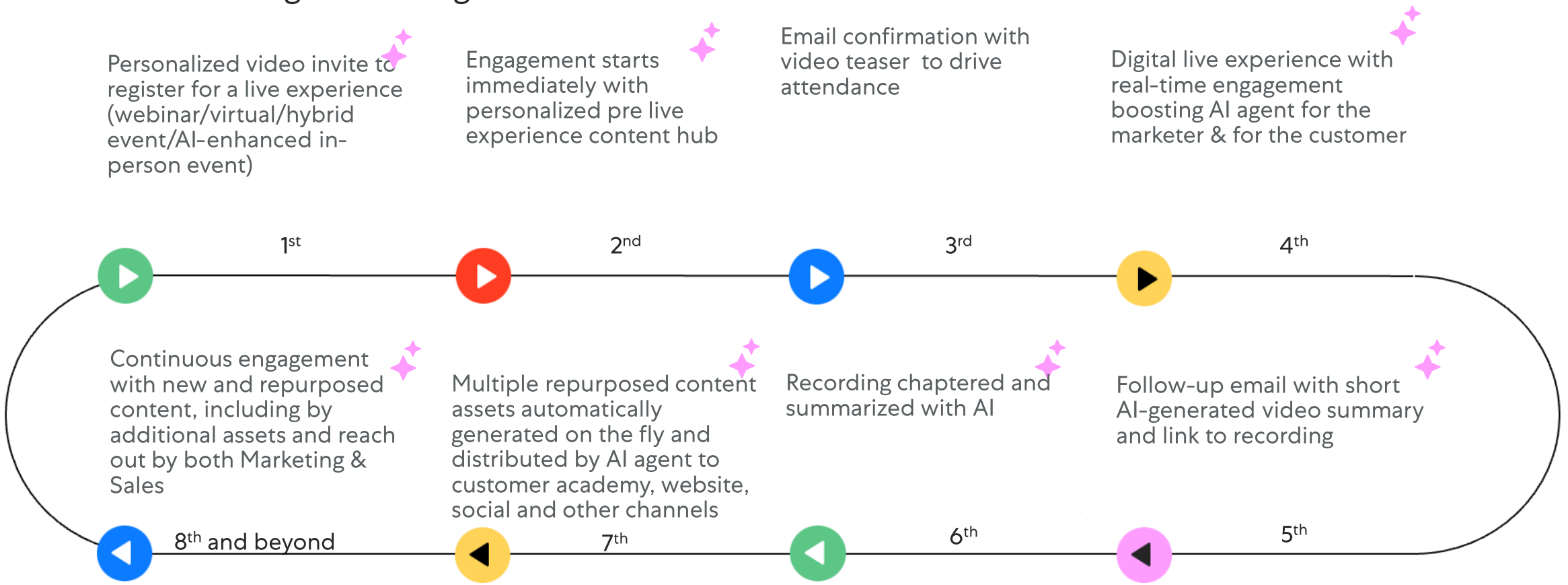
B2B buyers engage with **13** pieces of content before making a buying decision

&

CMOs chose video marketing as their highest ranked channel, delivering more value and impact across all customer journey stages

Rethinking video as a retention tool

Create better, more personalized video experiences at scale to drive lasting customer growth



All supported by powerful AI Content intelligence & Repurposing lab and a ecosystem of AI agents

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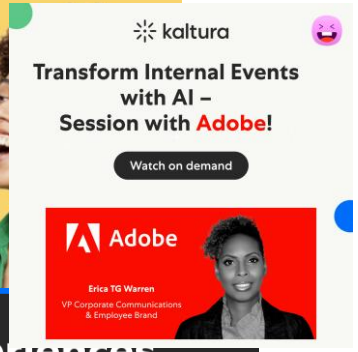
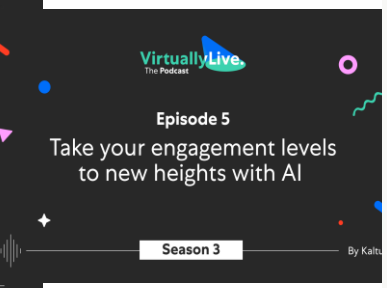
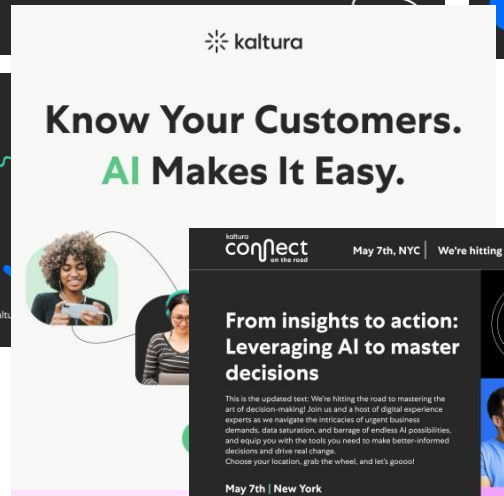
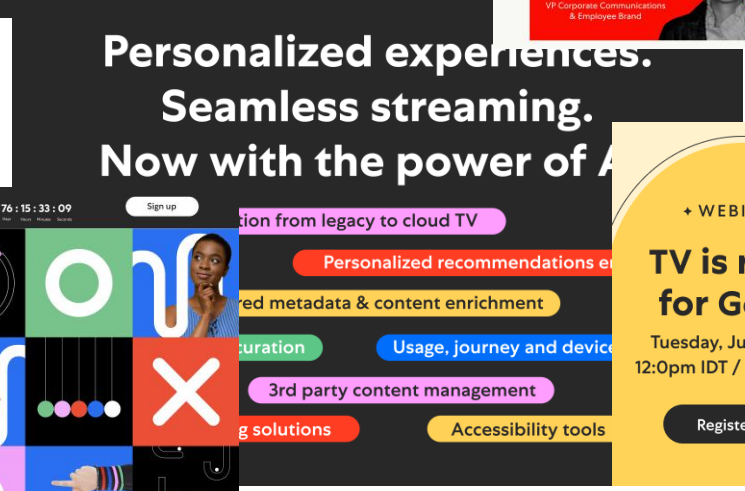
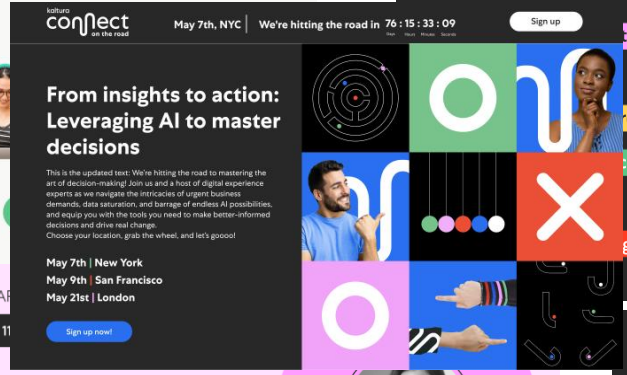
At Kaltura, we practice what we preach

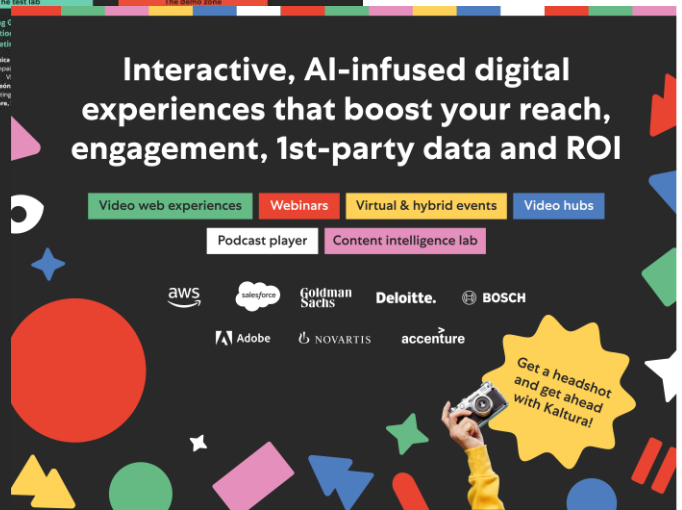


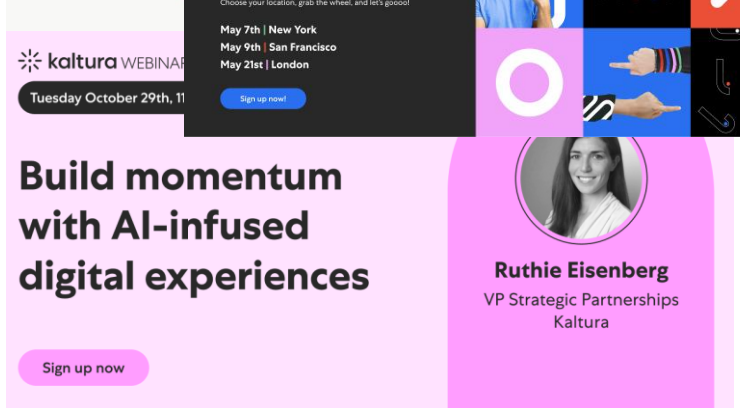


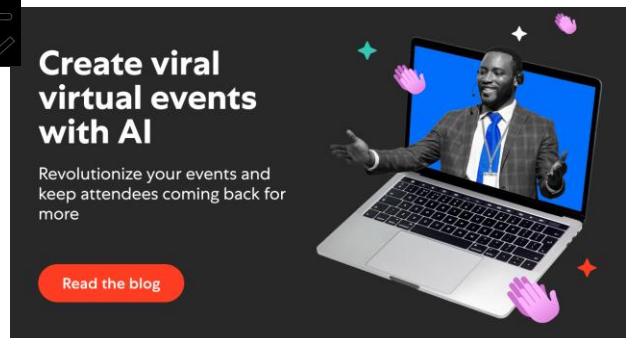




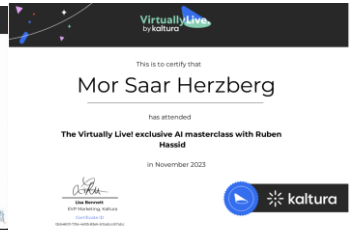








"Software that can think and learn will do more and more of the work that people now do. . . . This technological revolution is unstoppable. And a recursive loop of innovation, as these smart machines themselves help us make smarter machines, will accelerate the revolution's pace.
"The coming change will center around the most impressive of our capabilities: the phenomenal ability to think, create, understand, and reason. To the three great technological revolutions-the agricultural, the industrial, and the computational-we will add a fourth: the AI revolution."
— Sam Altman, CEO, OpenAI


VirtuallyLive by kaltura
This is to certify that
Mor Saar Herzberg
has attended
The Virtually Live! exclusive AI masterclass with Ruben Hassid
in November 2023
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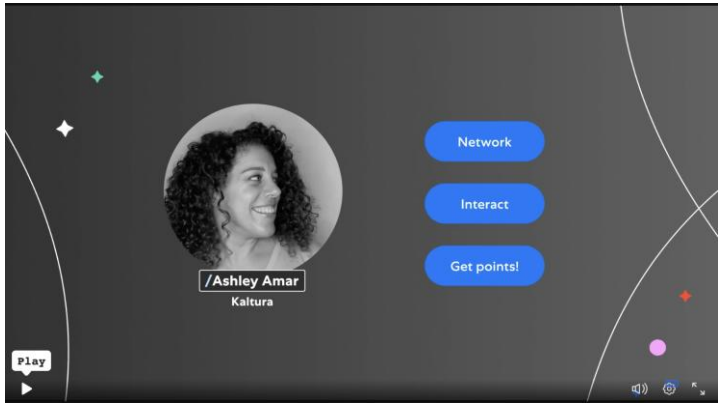
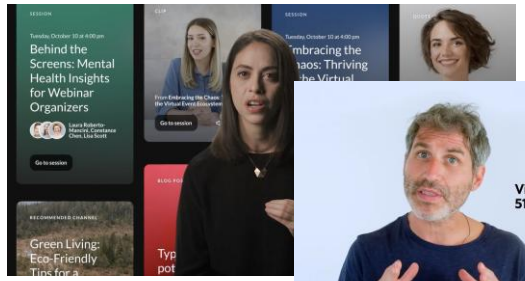

Network
Interact
Get points!
/Ashley Amar
Kaltura
Play

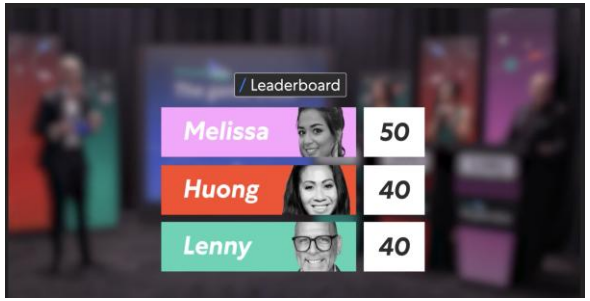
VirtuallyLive by kaltura

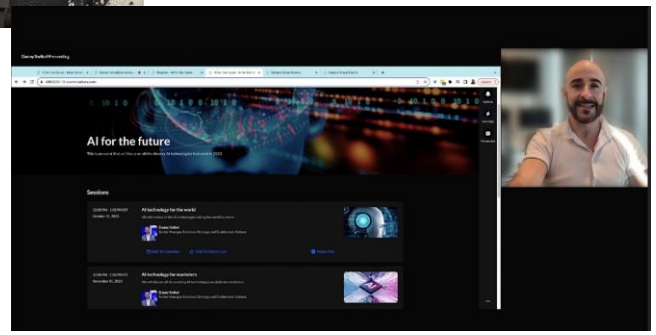
VirtuallyLive by kaltura

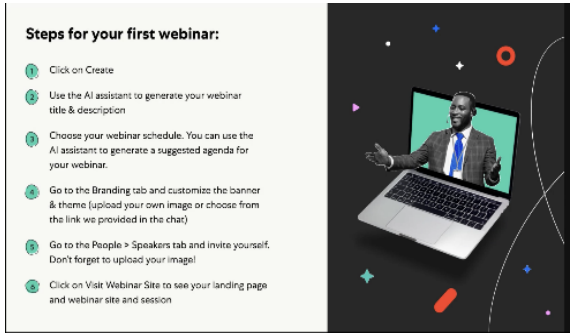
VirtuallyLive by kaltura

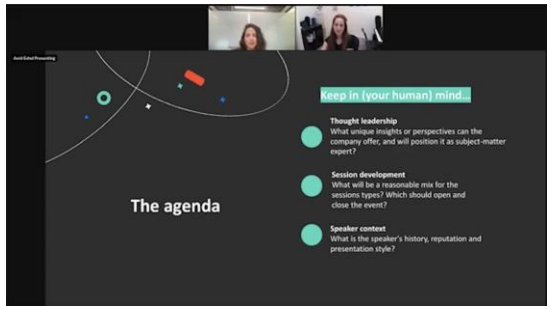

Behind the Screens: Mental Health Insights for Webinar Organizers
Green Living: Eco-Friendly

In-person 32%
Virtual 51%
Hybrid 17%


/ Leaderboard
Melissa 50
Huong 40
Lenny 40


AI for the future


Steps for your first webinar:
1 Click on Create
2 Use the AI assistant to generate your webinar title & description
3 Choose your webinar schedule. You can use the AI assistant to generate a suggested agenda for your webinar.
4 Go to the Branding tab and customize the banner & theme (upload your own image or choose from the link we provided in the chat)
5 Go to the People > Speakers tab and invite yourself. Don't forget to upload your image!
6 Click on Visit Webinar Site to see your landing page and webinar site and session


Keep in (your human) mind...
The agenda
Thought leadership
What unique insights or perspectives can the company offer, and will position it as subject-matter expert?
Session development
What will be a reasonable mix for the sessions types? Which should open and close the event?
Speaker context
What is the speaker's history, reputation and presentation style?

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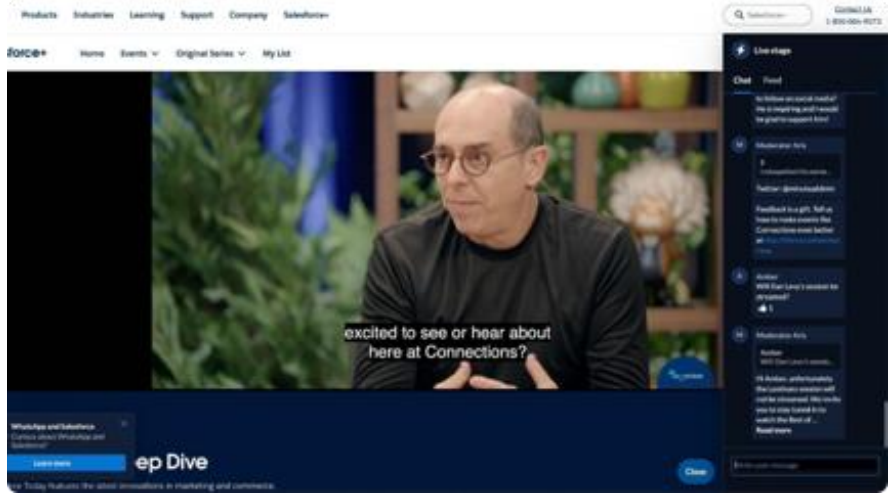
Community building = Real business impact

Salesforce boosted engagement by 536% leveraging the right technology in their flagship events and online streaming platform.

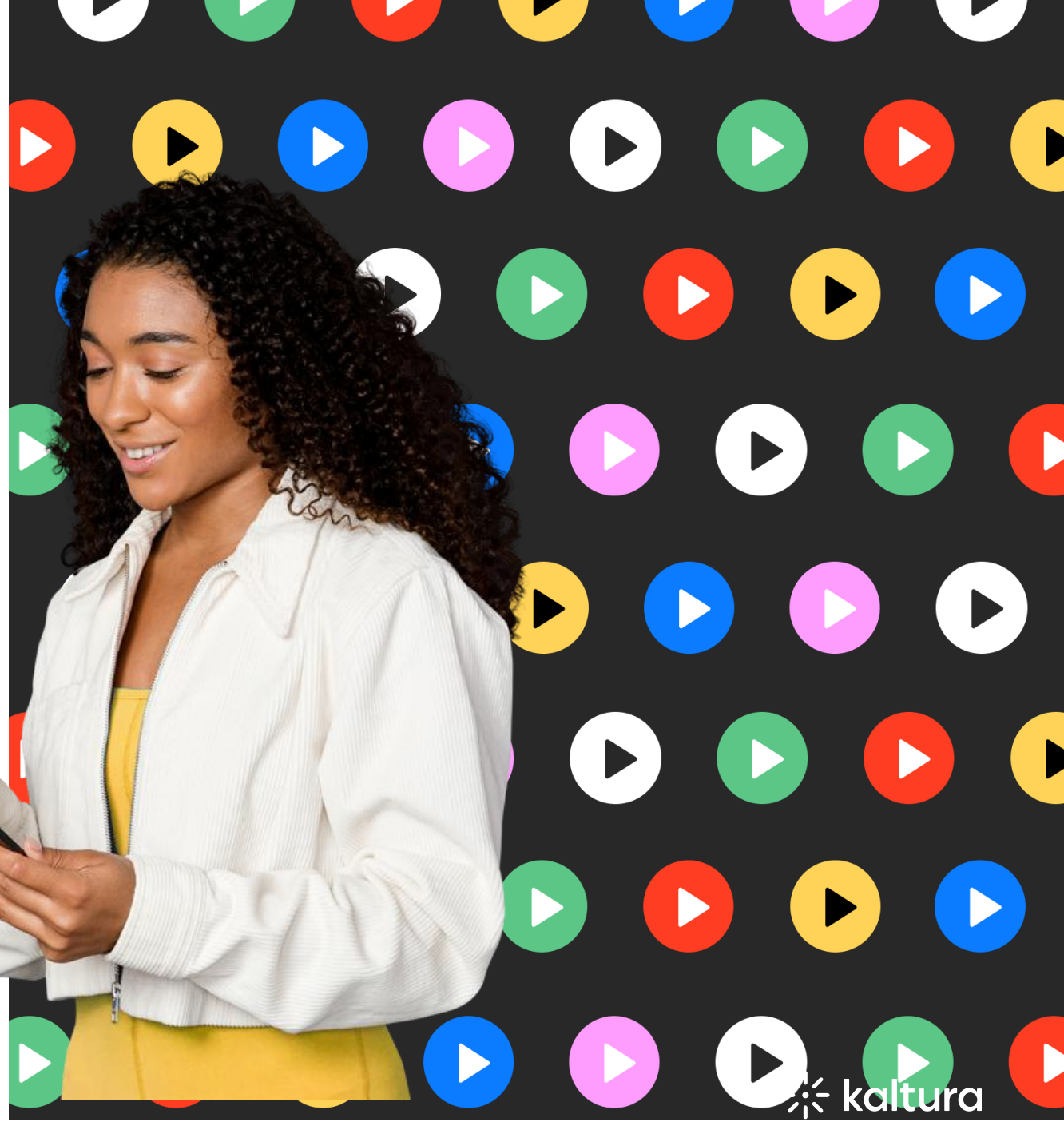


Making your flywheel a qualification & conversion machine

- Uncovering strong indicative engagement signals to react in real time and to improve follow up personalization:

- **Zero-party data- registrations, polls, surveys...**
- **First-party data - on-demand views, repeat visits, engagement metrics...**

- Language and tone of voice were found to be the most paramount elements to create a subjective “personal feel” for content consumers. Leveraging AI agents for scaling the localization and adaptation of content is changing the game.



How AWS APJ overcomes language barriers to double down on customer loyalty

AWS expands their reach across APJ with summits in:

- Korean
- Japanese
- Vietnamese
- Thai
- Bahasa Indonesia

Kaltura provides:

- Entire event websites in those languages (every word!)
- Automatic high-quality translations and captions
- Simulive, 'follow-the-sun' broadcasts
- On-demand post event content in the language the user registered in

Event stats:

- Up to 8 hours long
- Minimum of 150,000 registrants
- With 50,000 registering on the day of

Our ability to provide and accommodate so many languages in a seamless, stable and scalable way **directly** builds customer loyalty.

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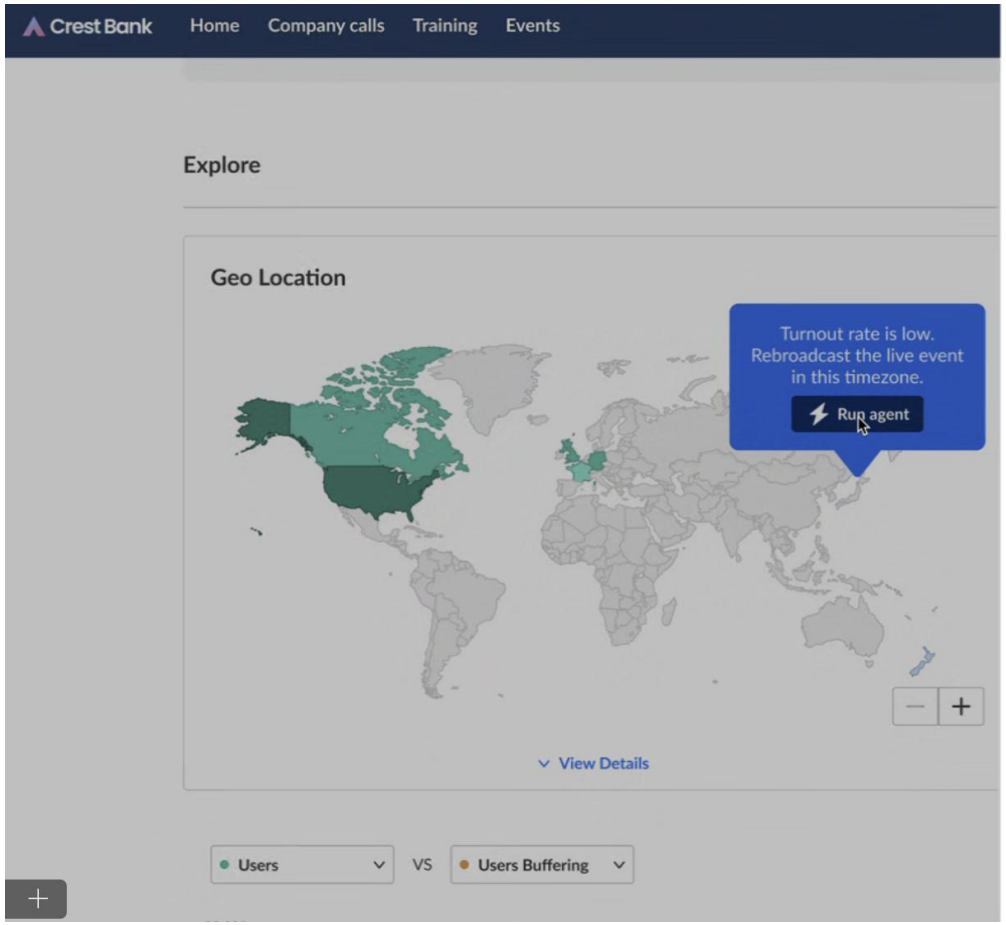
The future with Kaltura



Follow-the-Sun Rebroadcast Workflow

This workflow ensures global accessibility by automating the rebroadcast of live sessions across time zones. It includes AI-powered captions and translations, scheduling pre-recorded sessions for relevant regions, and sending email invitations to employees in their respective time zones.

Run | Publish | Test | Edit

OVERVIEW

Trigger
Initiate the workflow when the live broadcast ends

Localize the session content
Localize the session including live captions, interaction translation (Polls, announcements and emails).

Schedule a pre-recorded live session
Schedule a live session in the relevant timezone and publish it in the **Company call** channel

Send a email invitation
Send an invitation to employees in the relevant timezone.

Agents

Content issue

Content redundancy identified

Duplicate Training Modules Identified Across Departments. 8 training videos share 95% identical content but are attributed to different departments.

Take actions

Engagement

Declining user engagement identified

20% of users have shown a significant decrease in their visit frequency compared to the previous quarter.

Take actions

Compliance

Non-compliant content detected

Multiple content in 3 different categories were created and do not align with your organizational policies in the last week.

Take actions

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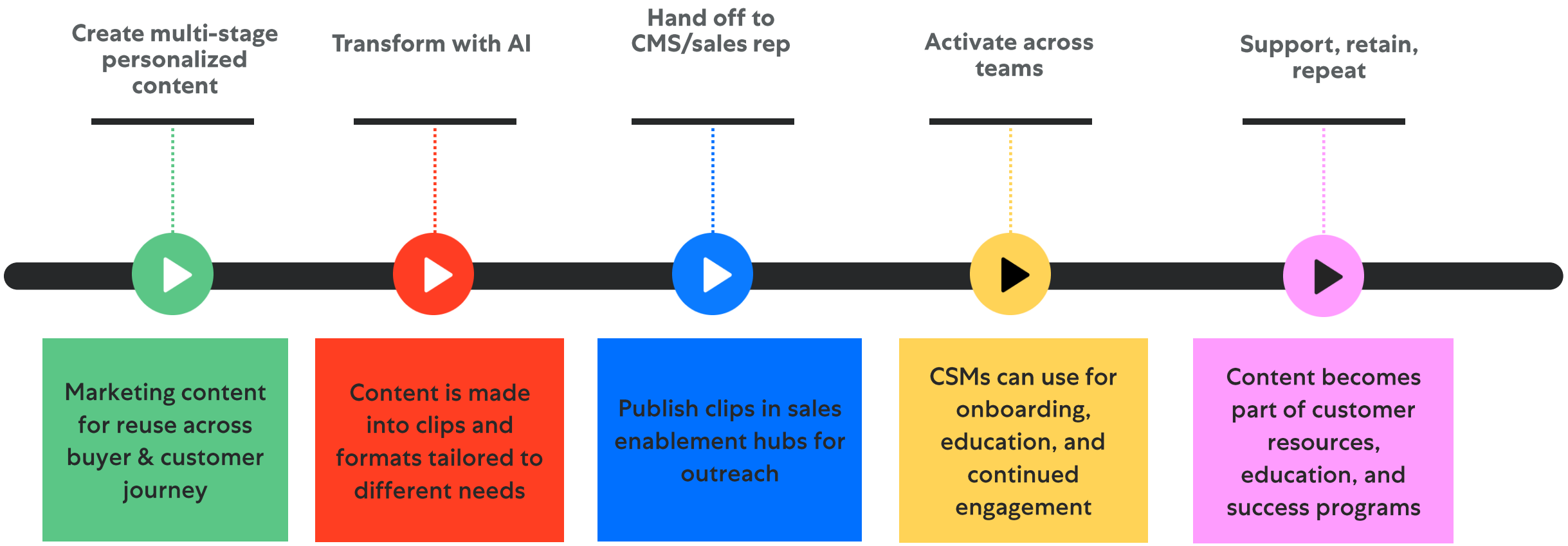
Connect marketing efforts to Sales and CSMs



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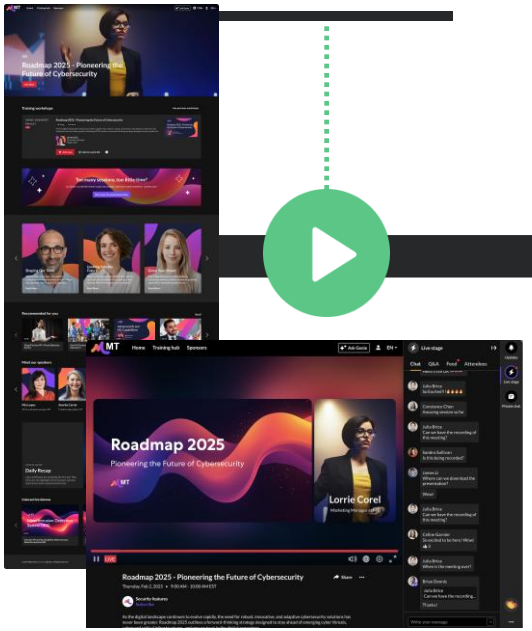
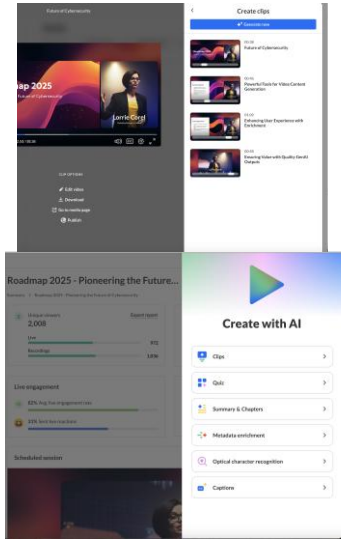
Connect marketing efforts to Sales and CSMs

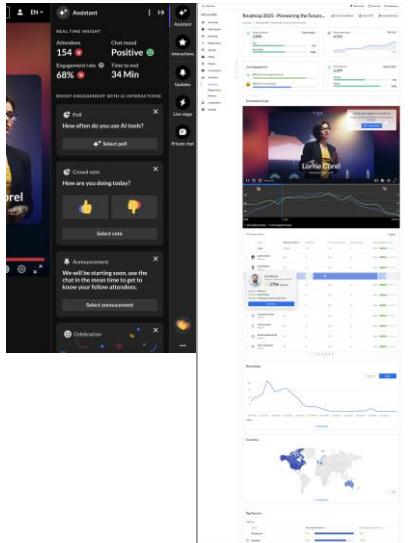
Create multi-stage personalized content



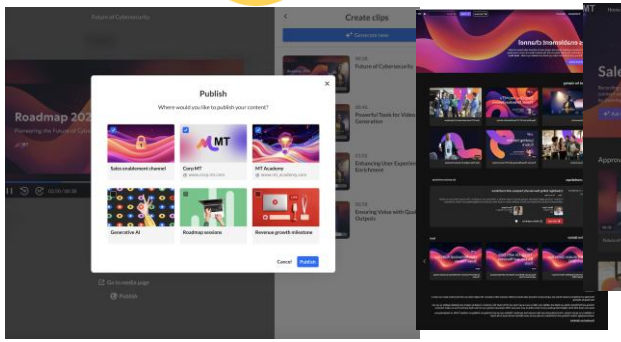
Transform with AI



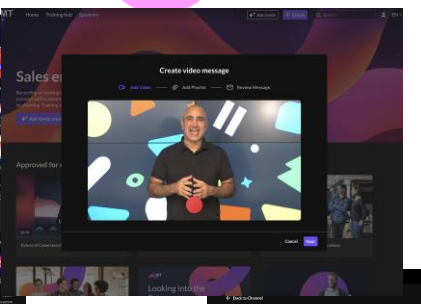
Hand off to CMS/sales rep

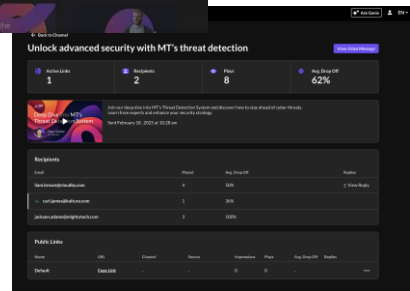


Activate across teams



Support, retain, repeat





The AI-powered retention & expansion playbook:

3 Immediate next steps:

- Start tracking, collecting and analyzing zero and first-party intent data
- Rethink how you make your content global
  - Use moderation agents; look for cultural pitfalls
- Build always-on engagement hubs for community and retention

AI isn't a magic fix—it's a tool that amplifies a strong retention strategy!

And lots of memes for you all!

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Marketing walking into work every day with their to do list

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Thank You

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