



Explaining the complex through interactive video

Video content can help make complex stories simple.

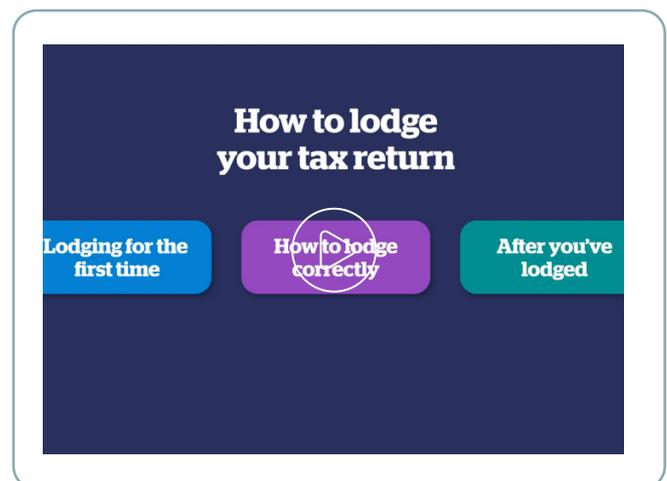
The Australian Taxation Office, responsible for administering the federal taxation system and associated matters, provides essential resources to the public to help them understand their tax obligations and the complicated processes involved. The ATO saw digital and interactive content as a way to revolutionize the information passed on to the public through an exciting new experience.



Using data to engage first-time lodgers

The ATO wanted to create video content that provided interactive and engaging experiences for their audience. They were particularly interested in providing resources that could help first-time lodgers. They were also looking to use data insights from this tax time campaign to help them optimize and refine their future content efforts.

→ [Example Video](#)





Seeing the opportunity to create interactive content

Vudoo's interactive video platform was seen as a tool that would allow the ATO to create interactive videos that can convey complex information in an easy to digest format. They saw interactive video as the solution to combine multiple videos and put them into one, creating "choose-your-own-adventure" pieces of content using branching technology.

Branching technology allows users to access one central video with a range of interactions embedded throughout. The user is in control, and is able to decide what criteria/personas are relevant to them, with multiple options presented resulting in personalized user journeys. The ATO was able to use interactive technology to create an explainer video that broke down the barriers that can exist in linear videos. The unique experience of interactive video also meant that the ATO was able to turn what is often seen as complex, dry topics into much more creative and engaging content.

Connecting people with the right information

The ATO's explainer video saw a total of 7,260 interactions with 1,752 outbound clicks to their landing page and a whopping 55.16% conversion rate in users going through the entire content journey and clicking a link to go through to the relevant landing page. The content helped users acquire the right information, as they chose a destination that contained what they needed to know. Since launching these videos, the ATO has experienced a staggering increase in viewer retention and engagement.

Another huge benefit of interactive video is that the ATO was able to gain behavioural insights into what journeys drove the most engagement, which has helped shape their future content strategy and the way they structure and provide information moving forward. These are insights that couldn't have been gleaned from linear video, as they used interaction and conversion rates to see what people were clicking on most frequently.

Key Statistics



7,260 interactions

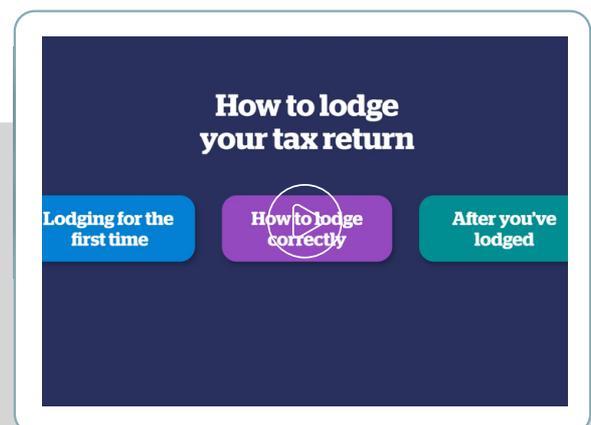


1,726 outbound clicks



55.16% conversion rate

Over a 3 month campaign period.



ATO Tax Time Video



[Watch Video](#)



What is Interactive Video?

Interactive video bridges the gap between brands and viewers by allowing you to embed interactivity within your videos. The technology transforms your video content into interactive experiences, enabling you to enrich your videos with clickable features that can be measured and optimised in real-time.

Interactive videos can include:

- Links to other content, websites or information boxes
- Shoppable catalogues and buttons
- Forms
- Polls and quizzes
- Choose-your-own-adventure (also known as branching) videos to allow users to choose and switch between various storylines within the same video

About Vudoo

Since its inception, Vudoo has been striving to transform the way the world watches videos. As a global pioneer of interactive video technology, Vudoo's SaaS platform enables users to turn video content into clickable, shoppable, and measurable experiences.

With a presence in Australia, the US and the UK, Vudoo has helped major brands such as Sephora, Salesforce, Monash University, and the Australian Taxation Office create interactive videos that inform, educate and facilitate a deeper connection with their audience, empowering them to take video engagement to a whole new level.



See what Vudoo can do for your business

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