

# Platform License – What’s Included

Our basic platform license includes everything you need to set up, launch, monitor and optimize your Personalized Video campaigns. You will gain access to the same platform capabilities that power the biggest and most impactful campaigns launched by our clients.

The platform license even includes certain professional services such as training, technical support, and expert consultation, as detailed below.

## The Platform License Includes:

Platform Features	
Native Personalized Video (cinematic quality at scale)	✓
Industry-leading video rendering engine (up to 100X real time rendering)	✓
Unlimited personalization capabilities: Text, images, audio, video-in-video, scene selection, unlimited variables	✓
Interactive Video capabilities	✓
Authoring Tools: Adobe After Effects plug-in, Idomoo Scene Builder	✓
Composition Tool: Idomoo Storybuilder	✓
Automation Tools: Integration hub	✓
Full developer API access: Storyboard, Scene, Metadata & Personalized Thumbnail APIs	✓
Personalized GIF capabilities	✓
Access to Template Scene Libraries	✓

Robust Security Protocols	
API data transfer	✓
In-Platform data transfer (via CSV file or manual entry)	✓
User-generated data input	✓
In-web / in-app data transfer	✓
ISO 27001 Infosec certified	✓
GDPR Compliance	✓

Analytics	
Analytics dashboard	✓
Automated reporting	✓

Landing Page Tools	
Landing Page builder	✓
3rd-Party landing page support	✓
CTA builder	✓
Idomoo Video Player	✓
Video hosting	✓
Basic social sharing integrations: Facebook & Twitter	✓

Training	
Adobe After Effects plug-in	✓
Idomoo Storybuilder	✓
Audio guidelines	✓
Quality assurance training	✓
Access to the Idomoo Academy for training and best practices	✓

Technical Support	
Basic technical support	✓
Technical consultations (Data, IT, Landing Page, Data Transfer, etc)	✓
Limited Customer Success Manager Support	✓

Creative Support	
Idomoo Personalized Video Best Practices consultation	✓
Idomoo Distribution Best Practices consultation	✓
Access to Template Scene Libraries	✓

Other Services (additional costs may apply)		
✓ Creative Studio: End-to-end video production services	✓ Quality assurance	✓ Post-launch analysis & optimization
✓ Project Management	✓ SFTP Data Transfer	✓ Stress testing & optimization for large-scale campaigns
✓ Technical set-up	✓ Survey Tool	