

INTERACTIVE CONTENT DELIVERY PLATFORM

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10x your reader engagement

- Build interactive, immersive documents
- Analytics and insights to act on
- Content personalization at scale

Create high-performance documents – no coding or design skills needed.

[Book a demo](#) [View examples](#)



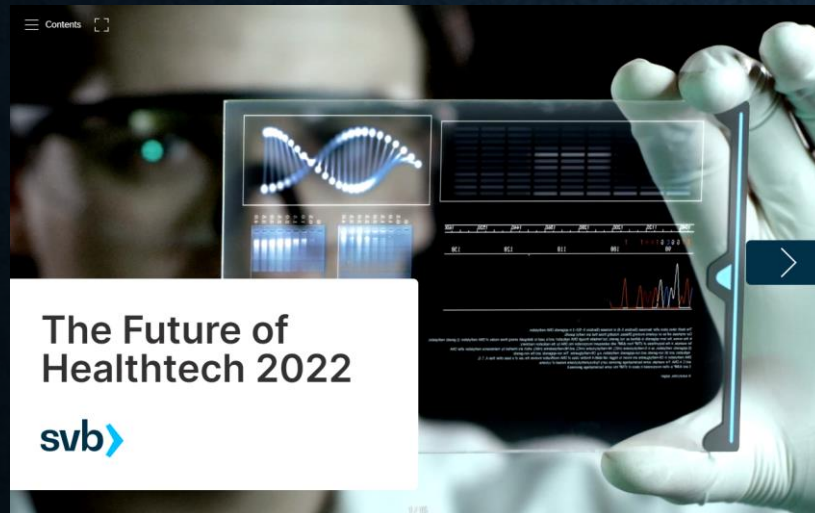
The video player displays three data points in colored boxes: a light blue box with '7x more readers', a medium blue box with '10x more engagement', and a pink box with '90% time saved'. Each box has a green checkmark in the top right corner. The video player interface includes a play button, a progress bar showing '0:03 / 1:12', and control icons for volume, full screen, and settings.

<https://turtl.co/>

TURTL AT SVB

- Identified a need to:
 - Improve content experiences at the bank
 - Better measure content beyond the gate
 - Enable marketers to design content without the support of a designer or developer
- Pitched and sold the idea of an interactive platform and **analytics** to business leaders at the bank.
- Conducted technical review of three technology competitors with Martech
- Chose Turtl for ease of use, reporting, **and** personalization capabilities

THE FUTURE OF HEALTHTECH – TURTL PILOT #1



- Supported the design and development of the report in Turtl working with market insights analysts; gathered imagery, videos, and conducted content review.
- Developed the content strategy for report activation.
- Reported content metrics to the team.

<https://discover.svb.com/story/svb-the-future-of-healthtech-2022/>

[PDF](#)

TURTL TAKEAWAYS –CASE #1

- 2,357 people read the HealthTech report, with 54 becoming known readers by subscribing to additional emails
 - Average read time 5 min and 50 seconds
 - 464 downloads – people are still interested in downloading the report itself
 - 79% of people access it via desktop
- Readers spent the highest average time reading “Healthtech Investment Overview,” “Healthtech Market Highlights” and “Healthtech Global Exits” sections
- We are able to better understand what areas of the report people are most interested in reading.

CONTENT MEASUREMENT AND CHARTS

HEALTHTECH REPORT PAGE PERFORMANCE – READS AND CLICK THROUGH RATE

2,357 people read the HealthTech report, with 54 becoming known readers by subscribing to additional emails

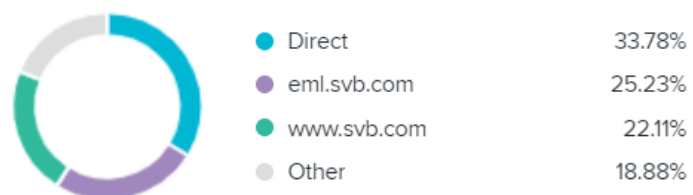
OVERVIEW

• Reads • Sign-ups

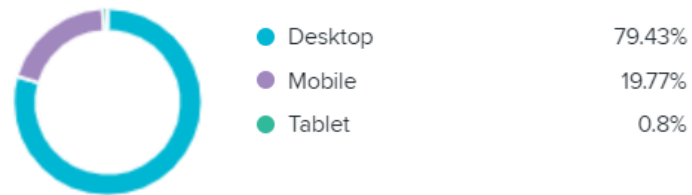


READS ?	READERS ?	SIGN-UPS ?	SHARES ?	PDF DOWNLOADS ?	AVERAGE READ TIME ?	BOUNCE RATE ?
3,369	2,357	54	0	464	5m 50s	20%

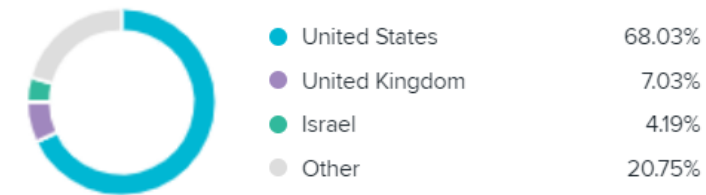
READS BY SOURCE ?



READS BY DEVICE



READS BY LOCATION



1.4 reads per users
20% of readers downloaded as pdf



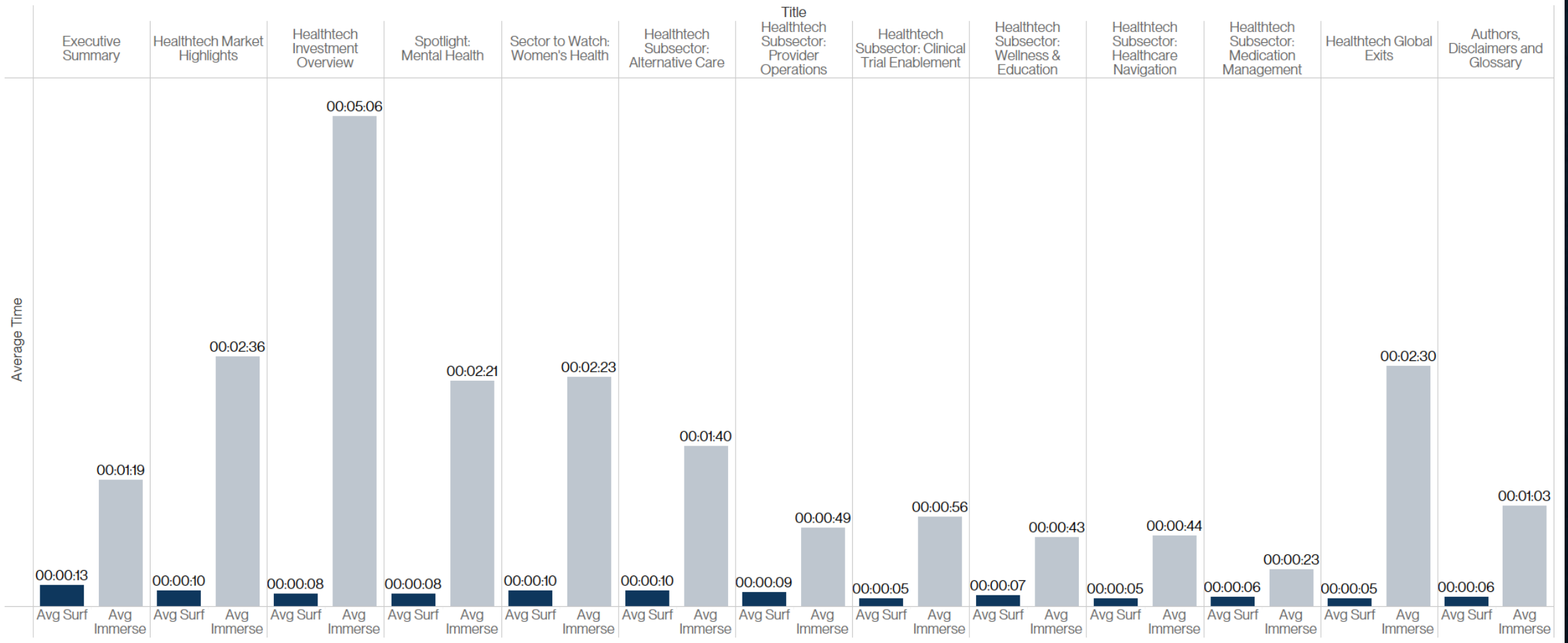
HEALTHTECH REPORT PAGE PERFORMANCE – READS AND CLICK THROUGH RATE

High interest in the “Healthtech Global Exits” section indicated by 44% click through rate, but only 30% of initial reads are reaching that part of the report

HEALTHTECH REPORT PAGE PERFORMANCE – SURF AND IMMERSE TIME

Readers spent the highest average time reading “Healthtech Investment Overview,” “Healthtech Market Highlights” and “Healthtech Global Exits” sections

Average surf and immerse time by page



Surf time = time spent on title slide

Immerse time = time spent reading section

MOST POPULAR IMAGES BY VIEWS AND VIEW TIME

Top 5 images by views

Image	Page	Views
	Healthtech Market Highlights	79
	Healthtech Investment Overview	58
	Healthtech Investment Overview	55
	Healthtech Investment Overview	54
	Healthtech Market Highlights	42

Top 5 images by average view time

Image	Page	Average View Time
	Healthtech Investment Overview	00:01:32
	Healthtech Investment Overview	00:01:30
	Sector to Watch: Women's Health	00:01:20
	Sector to Watch: Women's Health	00:01:16
	Spotlight: Mental Health	00:01:02

PRIVIA HEALTH CASE STUDY – TURTL PILOT #2

- Designed the layout and flow in Turtl
- Chose all the images
- Embedded all the videos within the interactive platform
- Assessed metrics
- Asset was ungated



THANK YOU!

