

FOR IMMEDIATE RELEASE

## **Marketpath adds video management capabilities with VideoHere**

*Marketpath's Content Management System and Video Management Software from Cantaloupe.tv provide users a more engaging experience.*

INDIANAPOLIS, IN. – June 30, 2010 – Content management solution provider [Marketpath](#), Inc. has just announced the addition of [VideoHere™](#) to its SaaS [web content management](#) solution. This integration offers Marketpath users the ability to seamlessly utilize video in their web pages therefore providing highly relevant and engaging content. VideoHere allows users to point-and-click to upload, customize, embed, and track videos in their web pages. It is licensed from [Cantaloupe.TV](#), LLC, an online video solutions company that provides an end-to-end solution for marketing with online video.

Directly from their Marketpath account, customers can easily manage a video library, add video to web pages, and track video metrics. Users can upload MP4, MOV, FLV, MPEG, WMV, and AVI videos to an online video library. Further, impressions, clicks, views, drop-offs, view times, and viral sharing can be measured so that marketers can know how their videos perform.

“Adding video to web pages provides website visitors a more engaging experience and allows marketers to better meet their goals,” says Matt Zentz, CEO of Marketpath. “Studies show that 65% of viewers watch online video to completion, while less than 10% read a text-only site in its entirety. Keeping visitors glued to their content helps companies better deliver a message to their intended target. VideoHere is a powerful tool to help ensure that our client’s audiences engage more deeply and longer on their websites. And with our VideoHere integration, it is now just as easy to add video to your website as it has always been to add landing pages, images and image galleries using Marketpath CMS.”

Other added advantages of VideoHere are that an online marketer is able to enhance SEO efforts and also increase their social media footprint.

VideoHere includes an out of the box tool that tags videos for search engines, and the video player includes features which allow the viewer to easily share videos with their network and post to social media outlets.

“Videos are delivered to viewers via well known and respected Content Delivery Networks, ensuring the best viewing experience possible,” says Stacy Billanti, Cantaloupe’s President. “Marketpath customers will now have an advantage over their competition by being able to effectively and easily use video in their websites. Further, they will have access to a video hosting library that is reliable and scalable to support large spikes in web traffic.”

For more information on this new Marketpath offering, visit [www.marketpath.com/videohere](http://www.marketpath.com/videohere). And for more information on VideoHere, visit [www.videohere.com](http://www.videohere.com).

#### **About Marketpath, Inc.**

Marketpath provides innovative website design and development services and easy-to-use website products that give non-technical and technical users the ability to update and manage their websites anywhere they have an Internet connection. Marketpath's [Software-as-a-Service \(SaaS\) Web Content Management Solutions](#) and progressive marketing tools make website management fast and simple, while improving website visibility and search rankings, converting visitors into customers, and reducing cost. Marketpath is focused on delivering the most effective and efficient On-Demand web marketing products and services, with an emphasis on innovation, ease of use, and customer service. For more information visit [www.marketpath.com](http://www.marketpath.com) or call 317-579-9704.

#### **About Cantaloupe.TV, LLC**

[Cantaloupe.TV](#) offers a comprehensive solution for marketing with online video. The Cantaloupe video team specializes in producing authentic web video stories for one-to-one marketing and has sent video crews across the globe helping their clients tell their stories. Cantaloupe also provides online video management platforms, [Backlight](#) and [VideoHere](#), which are easy-to-use and powerful tools allowing marketers to integrate video into email marketing, websites, blogs, and social media. Founded in 2005, Cantaloupe.TV is a privately held company with headquarters in Indianapolis, IN. Cantaloupe services a broad set of industries globally. For media inquires, contact Diana Caldwell at 317-490-0511 or [dcaldwell@cantaloupe.tv](mailto:dcaldwell@cantaloupe.tv). To learn more, visit [www.cantaloupe.tv](http://www.cantaloupe.tv).

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