

Interactive video start-up Vudoo rattles the tin

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Melbourne-based marketing technology business Vudoo, which reckons it's built the world's first in-video shopping solution, is asking investors for \$7 million to help with product development and geographical expansion.



Moët uses Vudoo's in-video shopping solution, according to the start-up. **Bloomberg**

Vudoo has been around since 2016 and its core product is an interactive video platform and a matching data analytics business. However, it's been working on an embedded payments function that would let customers make purchases without leaving the video they're watching.

Vudoo told investors its "in-video payment capability" could significantly improve sales conversion rates for advertisers, while helping video publishers retain the viewer within their universe.

As an example of the "in-video payment capability", champagne brand Moët Hennessy has a campaign that uses Vudoo to embed purchases within a video.

The teaser said Vudoo had signed a multi-year commercial agreement with News Corp to distribute and monetise the shoppable video ad units globally. This, it said, would give Vudoo licensing fees and a share of revenue while keeping its business development expenses low.

As a third (and more longer-term) business unit, Vudoo had plans to adapt its products for use in self-guided videos for education, learning and development sectors.

Vudoo was after \$5 million to \$7 million, but was quiet on valuation and financials in early talks. It said it expected to breakeven on profit in the next 12 months, and would have recurring revenue streams with low churn rates and high margins.

Clients so far have included Rip Curl and Flight Centre. The teaser said News Corp was in discussions with Amazon to pilot Vudoo's shoppable ad units to.

Vudoo's pitch to potential investors said while gaming, television and social media had become increasingly interactive, enterprise video content had remained passive and had the falling engagement rates and lack of personalisation.

Sydney's Conquest Capital was making the introductions.