



HFS Hot Vendor: Magisto

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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Magisto Ltd. is an intelligent AI-powered video editing tool that assists with editing, publishing, and marketing video content. The application is crafted as a reliable, 24/7 personal movie editor and is known for its ability to make the video editing process semi-automatic. It enables the creation of engaging product and marketing videos at scale for marketers who maintain a video-centric online presence.

Magisto's patented AI Emotion Sense Technology detects the most compelling moments from raw photos and videos and automatically edits and produces a video story with complementary footage and soundtracks.

It also solves for elements like cropping, dimensions, length, tone, and feel. Users collaborate with Magisto's artificial intelligence by indicating the use, occasion, and intended platform (e.g., YouTube, Facebook, or a website) for their video, ensuring that the production value, messaging, and format are optimized for the greatest impact. Some of the video effects include facial recognition, video filters, and smooth transitions. Magisto also analyses the audience's viewing behavior to understand which video content performs the best and understand where and why viewers stop watching videos.

HFS' take

Magisto has found a marketing sweet spot in the SMB market at the intersection of video and social media, which are increasingly important tools for marketers. A big part of our HFS OneOffice Framework is about becoming more instinctive and predictive, which is exactly what AI enables the Magisto platform to accomplish. Part of customer centricity, in particular on social media, is the ability to engage an audience and sell without seeming like a commercial. One of the key elements we saw with the Magisto-created videos (and heard from its clients) is the authenticity that the videos exude.

Another important characteristic is ability of the AI to alter the video depending on which platform it is to be used. As marketers' jobs become increasingly about speed, we think Magisto has an important place in using AI to get relevant and engaging content to market quickly. Moreover, Magisto has broad applicability across a diverse set of industries and use cases from fitness vlogs to human resources training videos. As video marketing grows in prominence and importance, a tool like Magisto has increasing relevance to marketing professionals.

Vendor factsheet

- Founded in 2009 as SightEra (LTD) by Dr. Oren Boiman (CEO) and Dr. Alex Rav-Acha (CTO)
- Headquartered in Mountain View, California with additional offices in Tel Aviv and New York
- Magisto was launched publicly on September 20, 2011, as a video editing web application through which users could upload unedited video footage, choose a title and soundtrack, and have their video edited for them automatically
- Specialties: iOS, Android, web, video, video editing, automatic video editing, marketing, video marketing, online video production, video creation, video production, artificial intelligence, computer vision, content marketing, SMB marketing technology, MarTech, Saas, and entrepreneur empowerment, social media video, social media marketing
- Financial backing by Qualcomm Incorporated through its venture capital arm Qualcomm Ventures, SanDisk Ventures, Magma Venture Partners, and Li Ka Shing's Horizons Ventures
- Company size: 50+ employees
- Client portfolio includes Millar and Company, Flok, and The Casino Ball Room
- The platform has four tiers: **consumer (free), premium, professional, and business**. The consumer option is free, and the other three offer premium features geared toward businesses looking for a simple and scalable video marketing solution. In November 2018, Magisto also launched Chant, a new product specifically geared toward small business owners and entrepreneurs with flexible templates to make ideation and video production even more simple
- Available on Web, iOS, and Android
- In May 2018, Magisto announced it had reached 100 million registered users, including tens of thousands of paying business subscribers
- Magisto is a certified Youtube Partner and has recently become a badged Facebook Marketing Partner

Solution portfolio

- Businesses can use Magisto's premium subscription product, Chant, to combine the power of video storytelling with the efficiency and scale of performance marketing. Businesses can create customized video ads for any segment, on any platform, at any part of the marketing funnel.
- Magisto's Smart Story Board can be used to refine messaging and production value, to create test variations of video ads, and to optimize video ad production.
- Magisto also has a free consumer platform for personal use, which is leveraged heavily for social media video sharing.



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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