The AI Video Creation Platform for Business

PICTORY

The Situation
Businesses Need Video More Than Ever

300%
More click throughs with video content

50X
More likely to rank on search

95%
Of viewers retain a message when watching it on video

When compared to text content

But video is expensive (in time, people & cost)

% of business leaders say video is... .

The average video...

Too costly
50%
...can cost up to $5500 or more!

Don't have the skills
69%
...takes specialized capture, editing, and narrating skills
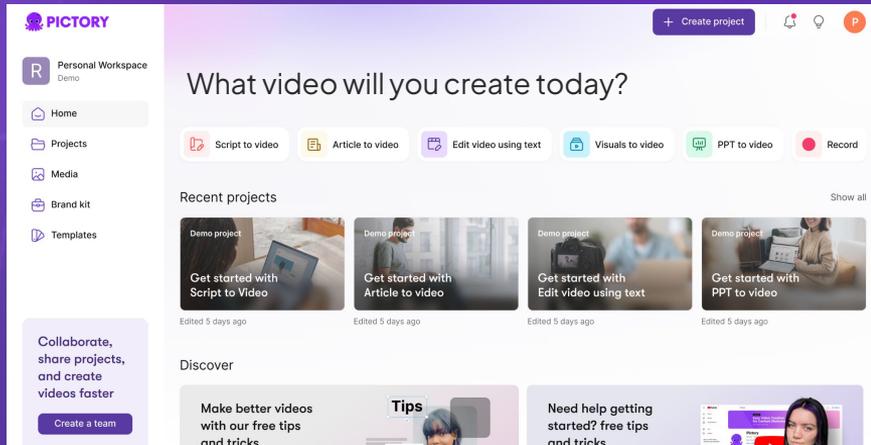
Time consuming
76%
...takes up to 13 days and 45 hours/month of employee time

Introducing Pictory

The AI-powered video-creation platform built for business teams

Pictory uses advanced AI technologies to generate engaging videos from your...

1. Text
2. Scripts
3. PowerPoints,
4. SME recordings
5. Long-form video
6. Articles
7. and more!

No specialized skills necessary.
You create the training content,
Pictory turns it into video.

How Businesses Turn Content Into Video

Start
Start with existing content like documents, PowerPoints, articles, blogs, webinars, and meeting recordings

Create
Pictory generates scenes, visuals, captions, avatars and voiceovers to create professional videos

Publish
Publish videos anywhere your team works — marketing, sales, internal communications, or training platforms

You bring the expertise;
Pictory brings it to life.

Professional video without the professionals

No need for expensive videographers, producers, actors, and equipment. You already have the Pictory skills.

Do more with less

Now, every piece of content can have its own video. No more having to make the trade-off between time and cost.

Impress clients and management

Your team can take existing content (PPTs, articles, text, videos, digital assets, and more) and turn them into training-ready videos.

Pictory saves time and $1000s

With Pictory...

Reduction in outsourcing

75%

...everyone on a team can create videos.

Time saved

60%

...teams can create a video in minutes and hours, not days and weeks.

Cost savings

45%

...cut your video-creation costs in half.

Businesses get measurable results from using Pictory

Created 3x more videos
than ever before

Saved more than $2500
in per video production costs

Produced videos in 10 min.,
instead of 10 hours

Award Winning and Recognized

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