
INTERACTIVE VIDEO & PERFORMANCE MARKETING

The Case for Interactive Video in Performance Marketing

*How performance-driven brands are turning passive video into
a measurable acquisition channel*

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Executive Summary

Video now accounts for **80% of all digital content consumed** — yet fewer than 2% of video views result in a measurable conversion action. For brands under pressure to show efficient growth, this is not just a missed opportunity. It is a structural problem hiding in plain sight.

Tiger Tracks, a New York-based performance marketing agency built by ex-Google leaders, has partnered with **SEEN**, an AI-powered interactive video platform, to solve this problem at scale. Together, we help growth-stage and portfolio brands activate their existing video assets — turning passive impressions into traceable, attributable acquisition events.

This whitepaper makes the case for interactive video as a performance channel, explains the Tiger Tracks + SEEN methodology, and presents the business case for marketing leaders whose mandates include capital-efficient, measurable growth.

2×

Increase in conversions
from video

15%

Average CTR on
interactive moments

67%

Reduction in customer
acquisition cost (CAC)

The Video Engagement Gap

The scale of video consumption in digital media is staggering. Cisco's Visual Networking Index projected that video would represent **82% of all internet traffic** by 2022 — a figure borne out across platform data from YouTube, TikTok, Instagram, Meta, and programmatic channels alike. For DTC and scaling consumer brands, video is no longer a tactic; it is the primary medium through which their audience experiences their brand.

Yet despite this enormous investment in video creation and distribution, **less than 2% of video views result in a meaningful conversion action** — a purchase, a lead form, a booked call, or a download. The rest are impressions: brand exposure without behavioral outcome.

"Brands are pouring budget into video — and getting awareness. What they're not getting is a conversion. The gap between view and action is where growth dies."

Why the Gap Exists

Video in its traditional form is a *passive* medium. A viewer watches. They feel something. They may even form intent. But the architecture of standard video — a play button, a progress bar, a static end card — provides no mechanism to capture that intent in the moment it exists. By the time the video ends and a viewer navigates to a landing page, the impulse has often passed.

The engagement gap is not a creative problem. It is a **structural problem** in how video is deployed as a marketing asset. Better thumbnails and sharper scripts will not close it. A fundamentally different interaction model will.

The Cost of Passive Video

- High-intent viewers leave without a path to conversion
- Retargeting pools fill with viewers who cannot be distinguished by intent signal
- CAC rises as brands must re-engage cold audiences with paid media
- Leadership and board reporting shows video "impressions" with no downstream revenue attribution
- Creative production budgets grow without proportional growth in conversion outcomes

For growth-focused brands — where efficiency metrics like CAC:LTV ratio and payback period matter every quarter — this gap represents a direct drag on the economics of the business.

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Why Traditional Video Fails Performance Marketers

Performance marketing is built on a simple principle: every dollar spent should be traceable to a measurable outcome. Clicks, conversions, revenue. That discipline — honed in paid search and social — is increasingly expected across every channel, including video.

Traditional video was not designed with that standard in mind. It was designed for brand building: awareness, recall, emotional resonance. Those are legitimate objectives. But they are not the primary mandate for performance marketing leaders at scaling brands, where efficiency ratios and payback windows are governing constraints.

The Attribution Problem

Standard video ads generate view-through data, not click-through data. A viewer watches a pre-roll ad, develops intent, and then — hours or days later — either searches for the brand organically, types the URL directly, or never comes back. None of those journeys attribute cleanly to the video. The result: video spend is systematically undervalued in multi-touch models, deprioritized in budget allocation, and treated as a brand line item rather than a performance channel.

The Friction Problem

Even when a viewer is ready to act, traditional video creates unnecessary friction. The call to action — if one exists — is a static overlay or an end card that appears after the video concludes. By that point, the psychological window of peak intent has already passed. Research in behavioral economics consistently shows that conversion likelihood drops sharply with every second that passes between the moment of intent and the moment of action opportunity.

The Context Problem

Video is consumed in moments of attention that vary enormously in quality. A viewer halfway through an engaging product demonstration is in a fundamentally different state than a viewer passively scrolling a feed. Traditional video treats all attention as equivalent. It cannot differentiate, adapt, or respond to the viewer's behavioral signals in real time. It is, by design, a one-way broadcast.

The fundamental issue: Traditional video is optimized for reach and resonance, not for conversion. For performance marketers, deploying it unchanged as a growth channel is the equivalent of running a brilliant direct mail campaign and forgetting to include the reply envelope.

| The Rise of Interactive Video Commerce

Interactive video is not a new concept. Shoppable video pilots have existed since the early 2010s, largely confined to editorial features and luxury brand experiments. What is new — and what has changed the calculus for performance marketers — is the convergence of three forces:

- **AI-powered moment detection** — the ability to identify the precise moments within a video where viewer intent is highest and where an overlay will feel native rather than intrusive
- **Frictionless CTA architecture** — micro-interactions (shop now, book a call, download, quiz, etc.) that complete an action without requiring the viewer to leave the video experience
- **Performance-grade attribution** — click-through and conversion tracking that integrates with existing marketing measurement stacks (GA4, Northbeam, Triple Whale, etc.)

Together, these capabilities transform video from a passive broadcast into an **active acquisition surface**. A viewer watching a founder story can, at the moment they feel trust, book a discovery call — without navigating away. A viewer watching a product demonstration can add to cart at the moment they see the feature that matters to them. A viewer watching a testimonial can download a case study the instant the relevant proof point is delivered.

Why Now?

Consumer behavior has normalized interactive content through social formats — Instagram Stories, TikTok Shop, YouTube Chapters. Audiences no longer need to be educated on tappable video. The expectation that video should be responsive to their interest is already formed. What brands have lacked is the infrastructure to serve that expectation at scale, across their owned and paid video inventory.

That infrastructure now exists. SEEEN has built it specifically for performance-oriented brands that need interactive video to behave like a conversion channel — not an editorial feature.

"Interactive video closes the loop between intent and action. It does not redirect the viewer; it meets them where they already are."

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| How It Works: Tiger Tracks + SEEEN

The Tiger Tracks + SEEEN engagement model is a three-phase process designed to activate existing video assets quickly, instrument them for performance, and scale what works. It does not require new creative production. It works with the video inventory brands already have.

01

Activate

We audit your existing video library — paid ads, organic content, brand films, testimonials, product demos — and identify the assets with the highest conversion potential. SEEEN ingests these videos into its platform and prepares them for interactive overlay deployment. No re-shooting. No re-editing. Your existing creative, unlocked.

02

Add Smart Prompts

SEEEN's AI analyzes viewer engagement signals and identifies the optimal moments within each video to surface an interactive prompt. Tiger Tracks' performance team designs the CTA architecture — Shop Now, Book a Call, Download, Take the Quiz, Claim Offer — mapped to your funnel objectives. Overlays are deployed as native-feeling micro-interactions, not disruptive interstitials.

03

Measure & Scale

Every interactive moment is tracked: impression, hover, click, conversion. Tiger Tracks builds a reporting layer that connects interactive video performance to your existing attribution model. We identify the highest-converting moment/CTA combinations, iterate, and scale spend and distribution behind what is demonstrably working.

What This Looks Like in Practice

A portfolio brand running paid social video sees a 15% CTR on interactive overlays placed at the 18-second mark of a 30-second ad unit — the moment the hero product benefit is delivered. That click takes the viewer directly to a streamlined landing page pre-loaded with the relevant product. Conversion rate on that traffic is 4× the brand's baseline video-driven traffic because intent has been captured at peak.

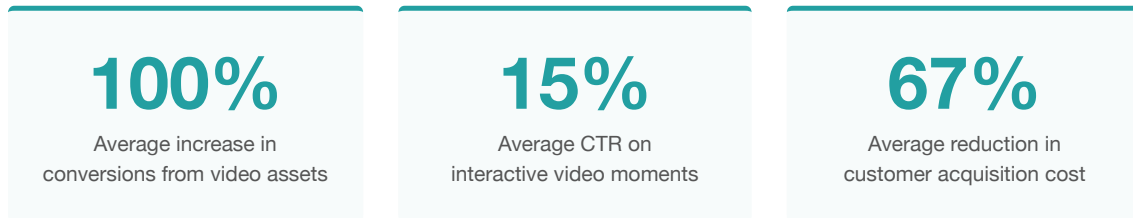
The same video, without interactive overlays, generates 1.1% click-through via end card. The asset is identical. The creative investment is the same. The performance difference is entirely structural.

Integration note: The Tiger Tracks + SEEEN solution integrates with standard ad serving environments, CMS platforms, and landing page builders. Implementation time from kickoff to first live interactive video is typically 10–14 business days.

The Business Case: ROI for Performance-Driven Brands

Marketing leaders at scaling brands operate under a specific kind of pressure: demonstrate efficient growth, protect margin, and build systems that compound over time. The metrics that matter are not impressions or brand recall scores — they are CAC, ROAS, payback period, and LTV:CAC ratio.

Interactive video, deployed with performance discipline, moves all of these metrics in the right direction.



Breaking Down the Economics

METRIC	TRADITIONAL VIDEO	INTERACTIVE VIDEO	IMPACT
Video CTR	0.5–1.5%	10–15%	~10× improvement
Conversion rate (video-sourced)	<2%	3–5%+	2× improvement
CAC from video channel	Baseline	–67%	Material cost reduction
Attribution confidence	Low (view-through)	High (click-through)	Better optimization signal
Time-to-value from existing creative	Requires new production	10–14 business days	Faster ROI

The Strategic Lens

For brands preparing for a capital raise, a growth sprint, or simply looking to justify every marketing dollar, a documented and repeatable capability to convert video audiences at 2× industry rates — with hard click and conversion data to back it up — is a meaningful competitive differentiator.

Interactive video is not a vanity metric play. It generates the kind of attribution-clean, channel-specific conversion data that sophisticated investors understand and reward.

"Every quarter, our clients are asked to justify their CAC. Interactive video is the first channel we've seen that turns video from a cost center into an accountable acquisition engine."

What This Means at Scale

For a brand spending \$500K/month on video-adjacent media (paid social, programmatic, CTV), a 67% reduction in video-sourced CAC represents a potential reallocation of hundreds of thousands of dollars per year — capital that can be redeployed into additional acquisition or returned to the bottom line. At growth-stage valuations, that efficiency improvement compounds into meaningful enterprise value.

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Conclusion

The video engagement gap is not going away. As digital advertising costs continue to rise and audience attention becomes more fragmented, the brands that win will be those that extract the maximum measurable value from every impression — not just the loudest or the most creative.

Interactive video, deployed with performance discipline, is one of the highest-leverage tools available to marketing leaders right now. It requires no new creative investment. It integrates with existing infrastructure. And it generates the kind of attribution-clean conversion data that boards, investors, and internal stakeholders understand.

Tiger Tracks and SEEN have built a joint solution for brands that need video to perform — not just resonate. If your mandate includes measurable, capital-efficient growth, we would like to show you what that looks like for your business.

The question is not whether interactive video works. The data is clear. The question is whether your brand will be among the first in your category to deploy it at scale — or whether you will spend the next 18 months watching a competitor close the gap you currently own.