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### **Allied Pixel Adds Action Buttons to Personalized Video**

MEDIA, PA (May 2018) – Allied Pixel has developed the ability to add Action Buttons to Personalized Videos. Action Buttons make it possible to add a call to action to the user experience. It is possible to have multiple Action Buttons. And because the buttons are dynamic, there is almost no limit to what they can do.

Allied Pixel is pioneering Personalized Video, a new technology that uses data in an organization's CRM to create a unique, individualized video for each recipient.

"Personalized Video together with Action Buttons are a powerful way to drive conversions with your customers and prospects," said Allied Pixel president Bill Haley.

Learn more about Action Buttons at <https://www.alliedpixel.com/2018/04/introducing-action-buttons/>.

#### *About Allied Pixel:*

Allied Pixel helps clients tell compelling stories through cinematic video production, personalized video and live webcasting. With 2,000 projects wrapped and 200 awards won, we never stop working for the wow. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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