

The background features several abstract, rounded rectangular shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual effect.

Tools for Growth: Turn Video Views Into Action With Wistia

Jean Merlain & Colby Kyes |
Sep 3rd & 4th, 2025



Colby
Kyes

Customer Success
Manager, Wistia



Jean Merlain

Product Marketing
Manager, Wistia

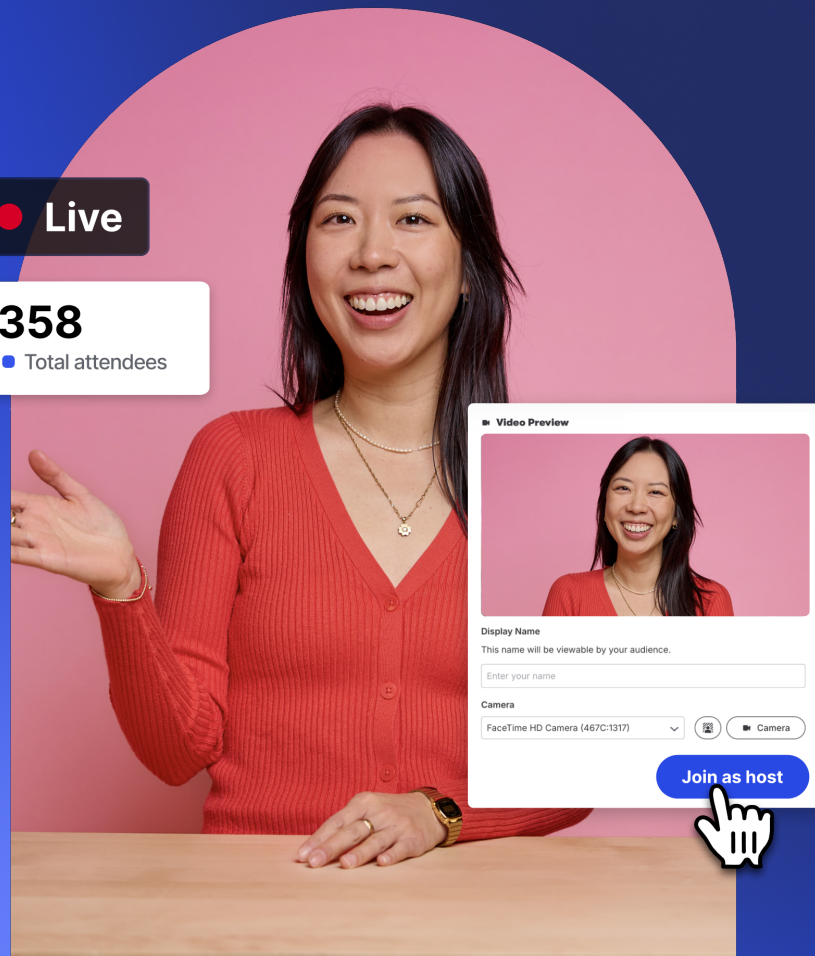
Meet Wistia



● Live

358

● Total attendees



Video Preview



Display Name

This name will be viewable by your audience.

Enter your name

Camera

FaceTime HD Camera (467C1317)



Camera

Join as host



Here's what we're diving into



Add Wistia videos to your HubSpot CMS like a pro



Capture and engage leads with video



Create a webinar to nurture & capture leads

→ Spin up a landing page in no time

→ Go live (✨ with style ✨)

→ Check the numbers and actually understand them



Repurpose your webinar recordings to keep leads flowing



Add videos in a snap

Exit

File

Edit

View

Settings

Help

+

Contents > Wistia

Wistia

Content

Smart rules

+ Add

Embed


Select from Wistia

Insert Wistia media

Media type: Video

Search Wistia media


Browse folders



Introduction

Created: Jul 25, 2025


Duration: 1:16



Daring Daffodils

Created: Jul 25, 2025

Duration: 0:55



Rising Roses

Created: Jul 24, 2025

Turn views into leads



Turnstile



How do you want to show your form?

- ☒ Pause video
- ☐ Overlay on hover



Time

00.31



Form style

- ☒ Ask for first and last name?
- ☒ Allow users to skip the form?



Text

Request a demo



Button text

Submit



Select and integration

Choose an integration to select a list from

- ☒ Hubspot

Bloom Onboarding

Bloom Onboarding

Daring Daffodils: Webinar
Registration Form

Rising Roses Live Event



Request a demo

First Name*

Last Name*

Email Address*

Submit

3:13

00:03:13 / 00:20:24 03:13s

Timeline filters Hide timeline Support

Let's get started Automating... Machine learn... Real-World Applications Autonomous Driving Q&A Wrap-up and bonus

HubSpot

Search HubSpot

36 K +

Upgrade

Contacts

Actions

JEFF'S LEMONADE

John Doe

Main Squeeze

jdoe@anywhere.us

Note

Email

Call

Task

Meeting

More

About this contact

Actions

Email

jdoe@anywhere.us

Phone number

3108675309

Contact owner

Team Bloom

Last contacted

--

Lifecycle stage

Lead

Lead status

--

Legal basis for processing contact's data

--

Record source

--

Communication subscriptions

Website activity

Overview

Activities

Intelligence

Wistia

Played 25% of Meet Lenny - #StartPup

The media id for this video is 530pnd2792

View video and heatmap

Wistia

Played 1% of The Lenny Pumpkin

The media id for this video is qlue4995wm

View video and heatmap

Wistia

Played 75% of Lenny Truck Backup

The media id for this video is mnpkxbakis

View video and heatmap

Wistia

Played 75% of Lenny on a Billboard - Route 93

The media id for this video is lumngyphbl

View video and heatmap

Wistia

Played 75% of Lenny on a Billboard - Route 93

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The media id for this video is lumngyphbl

View video and heatmap

Wistia

Wistia

Played 75% of Lenny on a Billboard - Route 93

The media id for this video is lumngyphbl

View video and heatmap

Wistia Player Video and Heatmap



via Wistia

Run webinars that work

Let's spin up a webinar in Wistia...

w workbench

Powered by  **wistia**

Share event

w workbench | Live webinar

Lumber Party

Wed, August 27th • 1:00 PM ET

Workbench Presents: Lumber Party Webinar

 Share event

 Share event

About this event

Get ready to level up your DIY skills in our “Lumber Party” webinar! We’ll cover the basics of hardwoods and softwoods, key characteristics like density, texture, and grain, and how to understand lumber measurements so you can choose the right

Welcome back, Elise, we hope to see you at our upcoming event.





Not elise?


Register

← Registration



Wistia Form Recommended

-  Audience registration and attendance data
-  Email reminders (confirmation, reminders, follow-up)
-  Seamless viewer join flow
-  Send registrants to HubSpot lists [Learn how](#)

 Hide advanced options



HubSpot Form Advanced

Manage registration in HubSpot. Attendance data won't be available in either HubSpot or Wistia.
[Learn more](#)

What you'll lose in Wistia

- Audience registration and attendance data
- Email reminders (confirmation, reminders, follow-up)
- Branded form customization

 This choice is permanent for this event

Select HubSpot Form


Select...

Discard

Save

Logo

Display logo ☒



ReplaceDelete

Logo size

Event branding

Colors

Color mode

DarkLight

Primary color

#000934



Background color

#CCD5FF

W

w workbench

Welcome



Chat

Backstage

Q&A

John Smith • 4:38pm

Greeting from Des Moines

Lenny Lavigne • 4:38pm

Jackson, WY! 🤖

Tiffany Chu • 4:39pm

Hello from Boston, MA!

Lisa Roarke • 4:40pm

Ready to listen! Ready to learn!

Frank Chavez • 4:42pm

So excited to share our new kits with you all.

Oliver Jones **You** • 5:10pm

Thrilled to see them!

Type comment here

😊

➤

W

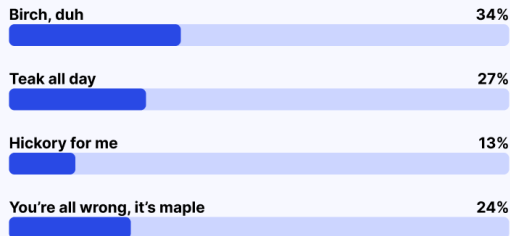
Question & Answer

Can you combine different types of woodgrain in one project?

W

Poll - live

What's your favorite type of wood for crafting?



Registrants

▶ Share

🔗 Join event room

This live event was 14:29, starting at 1:30 PM and ending at 1:45 PM on April 23, 2025.

Registrants
71

Attendees
34

Blocked
0

Manage domains

Q Search

Filter

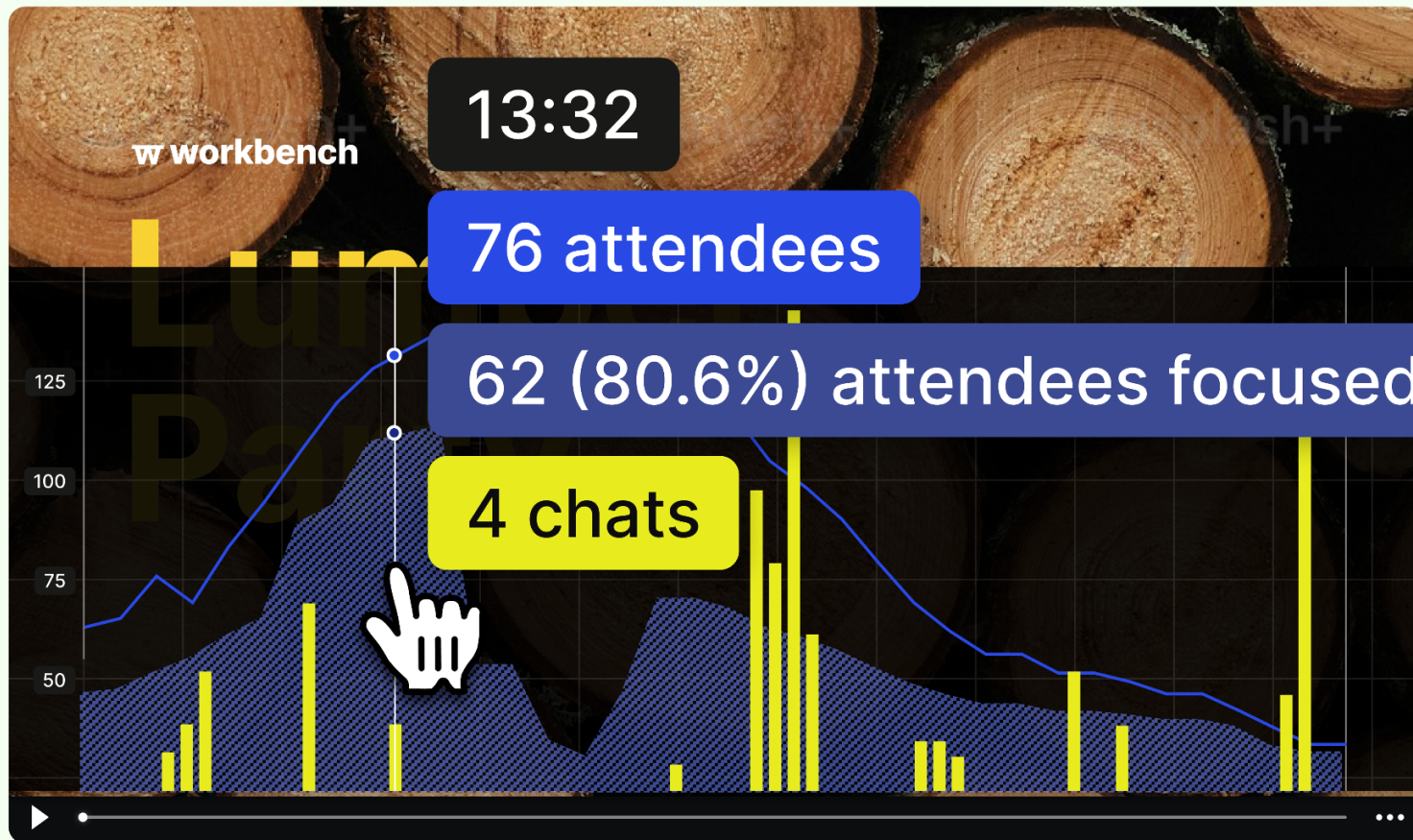
☐ Show Heatmap

✂ Connected

Import

Export

Registrant	Attended	Are you more of a b...	Referrer	UTM Campaign	UTM Source	UTM Medium	Watched	Time watched	Focused	Time focused	Chats
Wilson Wilson Jr	Yes	I want to buy furniture		lumber_party	customer_email	email	25.4%	3m 41s	25.4%	3m 41s	2
Randy Taylor	Yes	I want to build furniture		lumber_party	linkedin	social	72.3%	10m	22.2%	3m	3
Ralph Goldstein	Yes	Both		lumber_party	linkedin	social	78.4%	11m	59.4%	8m	0
Jasmine Hines	Yes	I want to buy furniture		lumber_party	customer_email	email	79.7%	11m	69.7%	10m	1
James Sanders	Yes	I want to buy furniture		lumber_party	instagram	social	0.0%	0s	0.0%	0s	0
Mikael Stanne	Yes	I want to build furniture		lumber_party	instagram	social	86.3%	12m	45.6%	6m	0
Donny May	Yes	Just curious for now	www.google.com	lumber_party	instagram	social	0.0%	0s	0.0%	0s	0
John Deere	Yes	I want to buy furniture		lumber_party	linkedin	social	94.9%	13m	60.5%	8m	3
Kim Bryant	Yes	I want to build furniture		lumber_party	customer_email	email	93.8%	13m	24.4%	3m 32s	0





Registrants

[Share](#)[Join event room](#)

This live event was **14:29**, starting at **1:30 PM** and ending at **1:45 PM** on **April 23, 2025**.

Registrants

71

Attendees

34

Blocked

[Manage domains](#)

0

☒ Show
Heatmap

Registrant	UTM Medium	Watched	Time watched	Focused	Time focused	Chats	0:00	Attended	Focused	Chat	14:29
John Deere	social	94.9%	13m	60.5%	8m	3					
Kim Bryant	email	93.8%	13m	24.4%	3m 32s	0					
Allen Madsen	social	96.9%	14m	93.1%	13m	7					
Hunter Smith	social	66.8%	9m	66.8%	9m	4					
Elise Beck	social	88.8%	12m	88.8%	12m	5					
Finn C.	social	98.9%	14m	98.9%	14m	5					
John Haber	social	—	—	—	—	—					
Johan Johansson	social	95.5%	13m	91.4%	13m	4					
Allie Joel	social	98.5%	14m	96.8%	14m	2					

Search HubSpot

🔍

🔗

+

Upgrade

WistiaHubSpot integration

Back to lists

Lumber Party: Webinar Registration Form

Details

Use in

Actions

CONTACT

STATIC

Size: 72 contacts

Filters

Performance

Activity

Settings

Filters

Test contact

Edit filters

This list doesn't have any filters

Add filter

Search in list

Export list

Edit columns

	NAME	EMAIL	WISTIA LIVE LAST REGISTER...	WISTIA LIVE LAST ATTENDED	WISTIA LIVE LAST POLL RES...	WISTIA LIVE LAST CHAT CO...	WISTIA
<input type="checkbox"/>	<input type="checkbox"/> Randy Taylor		2025-04-23 17:34:09 UTC	2025-04-23 17:34:17 UTC	1	3	
<input type="checkbox"/>	<input type="checkbox"/> Courtney Lefferts		2025-04-23 17:17:11 UTC	2025-04-23 17:30:47 UTC	1	3	
<input type="checkbox"/>	<input type="checkbox"/> Harper Rowe		2025-04-23 17:17:37 UTC	2025-04-23 17:30:47 UTC	1	3	
<input type="checkbox"/>	<input type="checkbox"/> Hunter Smith		2025-04-23 17:24:57 UTC	2025-04-23 17:30:49 UTC	1	4	
<input type="checkbox"/>	<input type="checkbox"/> Finn C.		2025-04-23 17:24:10 UTC	2025-04-23 17:30:47 UTC	0	5	
<input type="checkbox"/>	<input type="checkbox"/> Elise Beck		2025-04-23 17:24:29 UTC	2025-04-23 17:30:47 UTC	1	5	
<input type="checkbox"/>	<input type="checkbox"/> Mikael Stanne		2025-04-23 17:32:18 UTC	2025-04-23 17:32:23 UTC	0	0	
<input type="checkbox"/>	<input type="checkbox"/> John Deere		2025-04-23 17:30:24 UTC	2025-04-23 17:30:47 UTC	1	3	
<input type="checkbox"/>	<input type="checkbox"/> Ralph Goldstein		2025-04-23 17:33:19 UTC	2025-04-23 17:33:21 UTC	1	0	
<input type="checkbox"/>	<input type="checkbox"/> Kim Bryant		2025-04-23 17:30:13 UTC	2025-04-23 17:30:47 UTC	1	0	
<input type="checkbox"/>	<input type="checkbox"/> Bekah Bader		2025-04-23 16:40:12 UTC	2025-04-23 17:32:31 UTC	1	1	
<input type="checkbox"/>	<input type="checkbox"/> Sherlock Holmes-Depo		2025-04-23 17:10:36 UTC	2025-04-23 17:30:47 UTC	0	0	
<input type="checkbox"/>	<input type="checkbox"/> Elaine Meese		2025-04-23 14:01:51 UTC	--	--	--	
<input type="checkbox"/>	<input type="checkbox"/> megan potrzeba		2025-04-23 14:35:37 UTC	--	--	--	

Registration performance

Last 239 days

Day

Impressions

353

Webinar 8 • On-demand 4

Registrations

130

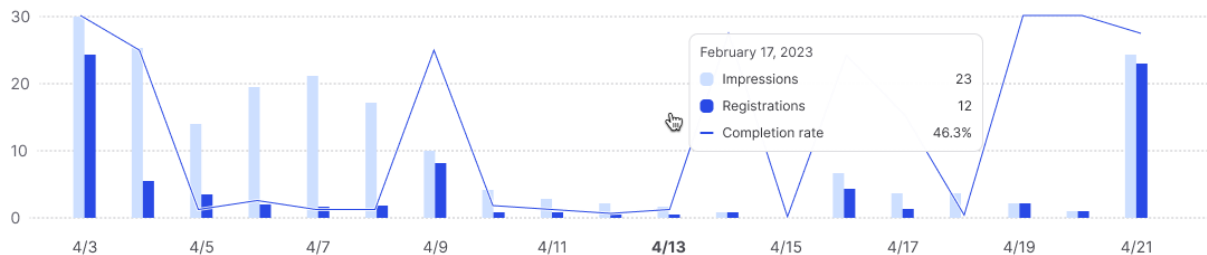
Webinar 8 • On-demand 4

Completion rate

93.3%

[Link](#)

↑ 123



Organizations

See which organizations have registered and explore individual participants by clicking on one.



66

ACME

37



26



21



8



Content Library

+ Add

Folders

Media

Archived

Last updated

Content Library > Folders

Live Event Media

...

+ Add

Share



Analytics

Media



3 Media



Lumber Party: A Woodw...

Aug 6, 2025 · 301 Plays



Onboarding Webinar

July 24, 2025 · 543 Plays



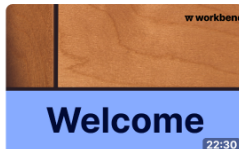
Introduction Walkthrough

July 17, 2025 · 104 Plays



What we're (wood)worki...

June 4, 2025 · 222 Plays



Thursday Webinar

June 1, 2025 · 196 Plays



The Art of Woodworking

May 13, 2025 · 384 Plays

Info

Description

Edit

No description

Access

Anyone with the link

Can view

Anyone in my Wistia account

No access

Manage collaborators

Info

Created date Nov 15, 2015 at 4:23 PM

Created by Pin-Bo Tsai

←

✂ Editor

Lumber Party: A Woodworking Deep Dive with Workbench

Finish & exit

Transcript

Search Transcript

Aspect ratio 16:9 Horizontal

Resolution is optimized for playback

workbench | Live webinar

Lumber Party

August 27th • 1:00 PM ET

workbench

Live webinar

Lumber Party

August 27th • 1:00 PM ET

types of lumber

Aspect ratio

9:16 Vertical

Layout

Tile

Full

Color

#FCDC93

Themes

Minimalist

Minimalist
Color

Brand
Pop

WHIM
SICAL

⚡ Create social clip



Welcome to Workbench

Get Started

Request a demo

First Name*

Last Name*

Email Address*

Submit



0:05



Why Workbench does it better

Insert Wistia media



Media type:

Video

Search Wistia media



[Browse folders](#)



Lumber Party Webinar

Created: Jul 25, 2025

Duration: 1:16



Introduction Walkthrough Webinar

Created: Jul 25, 2025

Duration: 0:55



What We're (Wood)Working on

Created: Jul 24, 2025

Duration: 39:22



TIME'S UP!

Want to learn more?

Visit our booth!

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile
app to provide your feedback.

Thank you!