

A *vimeo* Resource



Vimeo Enterprise Case Study

How **Splash** scaled video for a global, growing team

splash

The leadership team at [Splash](#), the software company behind the popular event marketing platform, is no stranger to the power of video. Video content like [case studies](#), platform how-to's, and webinars have helped Splash achieve explosive growth, with over a million events hosted on the Splash platform, and *Inc.* magazine naming them as one of the fastest-growing companies in the industry.

As Splash's user base has grown, so too has its employee base. "When I started with Splash, our team was around 70 people," says Michael Mehlhorn, Multimedia Director at Splash. "Since then, our company has expanded to almost 200 employees globally with teams in Philly, Phoenix, Seattle, and Madrid."

About Splash

- Vimeo member since 2014
- **3-5** internal events per month
- **145** team members on Vimeo
- **Employees across 7** different time zones: Los Angeles, Phoenix, New York, London, Madrid, Bulgaria, Kenya



How did Splash's executives plan to scale communication across their growing team and an increasingly mobile workforce? With video, of course. "Early on, our CEO saw the powerful role video would play at Splash, not just within marketing but throughout our entire organization," Mehlhorn says.

In a matter of months, Splash evolved from using video primarily for marketing, to a full-fledged internal communications strategy for its global, high-growth team. Learn why partnering with Vimeo Enterprise was the best way for their team to expand their efforts securely and seamlessly.

Broadcast-quality video at scale

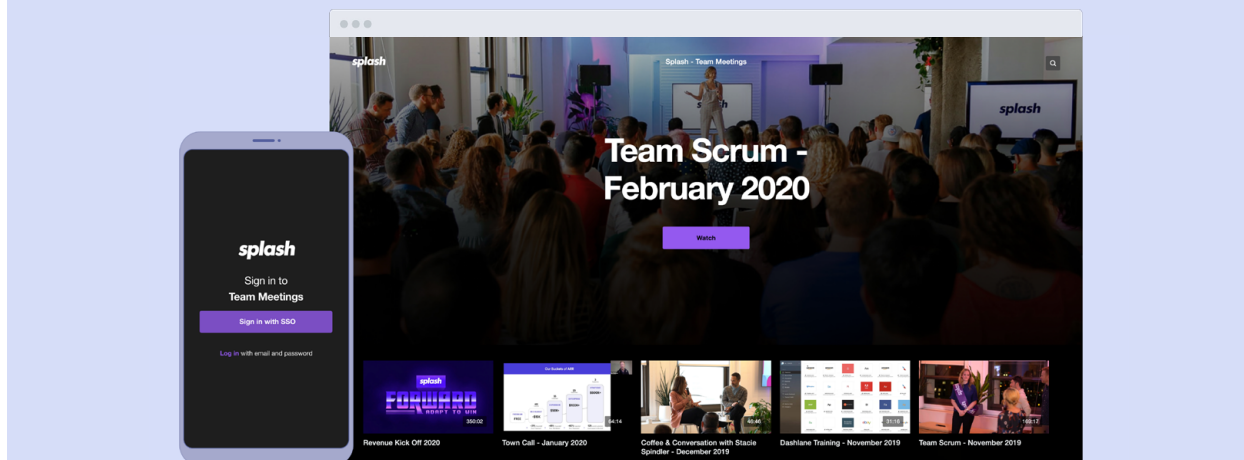
Splash's rapid growth required they jump into using video for internal comms quickly and scrappily. Initially, the team used another provider for internal meetings. It got the job done, but didn't offer a great experience for those tuning in.

"One of the huge downsides with [the other provider] is that the quality was much lower," Mehlhorn says. "That platform is meant for personal meetings. It wasn't built for full-on live streamed events. We would get complaints about the stream quality."

Splash values the feedback of its remote employees, and understands that strong, effective, and regular communication is [essential](#) to developing a sense of inclusion for every team member. To that end, Mehlhorn began evaluating other video solutions that would offer a crisp and reliable viewing experience.

"As we looked into it, we really focused on stream quality," Melhorn says. "We started using Vimeo because we found it to offer the highest quality and clearest stream." The Splash team soon realized that Vimeo's HD streaming, along with engagement tools like [live chat and Q&A](#), made for a more engaging experience.

"If we had an employee training three years ago, it would have been a quick conference call with a slide deck," he says. "It lacked energy and became so impersonal to see slides and hear voices. Live streaming has helped build our company culture and make things personal again."



Security, made easy

High-growth means more people — and individual accounts — to manage. Finding a solution that offered secure, streamlined access to Splash’s internal comms content was critical.

“What really sold us on Vimeo Enterprise was when we heard about the SSO functionality,” says Mehlhorn. “Instead of creating a private link for a live stream — which could be shared with who knows how many people! — we focused on locking down our content and making a hub to act as a central source for all of our company meetings, previous and upcoming.”

So far, Mehlhorn’s colleagues have loved the unified experience of logging in with their email address and having every internal event in one place on their private, SSO-secured [Showcase page](#). “It’s worked great,” he says. “They like how easy it is to have one central location.” Before every internal stream had a complicated, unique URL.

The automatic archiving of Vimeo’s live streams is an added bonus for colleagues spread across time zones. “It really helps that after a stream is over, it automatically gets published to the Showcase,” Mehlhorn says. “We’ll do a stream here in New York from 3-5 PM, and instead of editing or re-uploading the content, we can end the stream and it’s available on-demand for our Phoenix office and overnight support crew.”

“The SSO and security features are huge — if that matters to you in the least bit as a company, Vimeo is the way to get it done.”

Michael Mehlhorn

Multimedia Director, Splash

Much more than town halls

Today, the Splash team leverages Vimeo Enterprise's Showcase functionality as the go-to internal hub for all of their internal communications. Because the team knows every employee will get a great viewing experience, they can now focus on diversifying the types of video content they offer to their team. All of these live streamed events are available for any team member to enjoy on their own time via their Vimeo Enterprise Showcase page.

As he's expanded Splash's internal comms strategy, Mehlhorn is hearing positive feedback from his co-workers. "It can be a challenge to make sure that everyone has the same interactive, fulfilling experience, whether they're in our New York HQ or at one of our remote offices," he says. "For us, hearing people say, 'The stream was great; thanks for asking the question that I typed into the chat!' — means we did it right."

Internal events at Splash



All hands

Lovingly called "Team Scrums" at Splash HQ



Town halls

Renamed "Town Calls" to acknowledge those dialing in from satellite offices



Lunch & Learns

Intimate interviews with Splash customers. One-on-one chats with industry experts



Employee training

How-to's on stock options, security systems, and more

Scaling with video, growing with Vimeo

There was another reason Splash chose Vimeo as their video solution: they were already using Vimeo in their video tech stack.

“Even though we’ve been Vimeo customers for a while, we’ve not been at that enterprise level until recently,” says Mehlhorn. Before upgrading to Vimeo Enterprise, the Splash team already used Vimeo to host and embed **branded videos** across their marketing funnel, as well as juggle the feedback loop with its review tools.

“For case studies, we’ll upload the full interview with time codes for review,” Mehlhorn says. “As we start drafting it out, I’ll upload the newest version to the same link, and we can go back to see previous versions. We’ll leave notes and reviews, which has been pretty helpful.”

Splash stats at a glance for internal communications



11 total videos



1,062 impressions



319 views



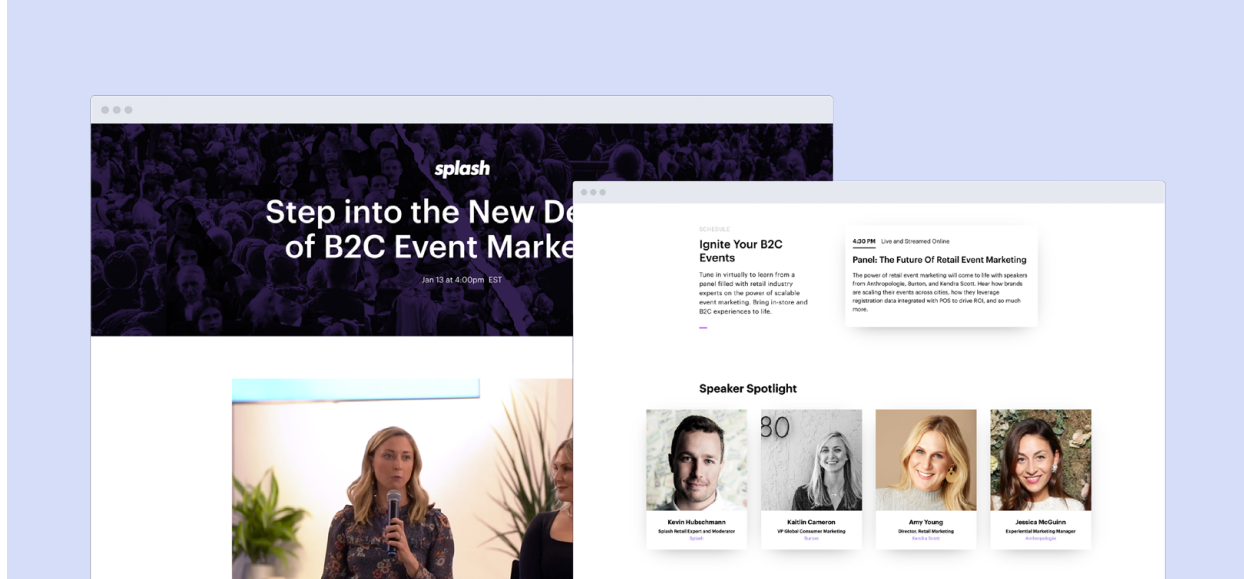
Total time watched:
10 hrs, 33 min, 3 sec



Viewers watch 83%
of each video



More than 25
minutes of watchtime



After upgrading to Vimeo Enterprise, Splash also began dabbling in live video for marketing campaigns, too. “We recently did our first external live stream, a panel of different retail customers who came to our office,” he says. “We used our own platform to collect registrations, and guests could choose if they would like to attend online or in person,” he says. “If they chose online, we sent them to a separate version of the page that had the live video and chat embedded.”

For Mehlhorn and his team, Vimeo Enterprise made smart business sense. Rather than bring on another third party platform to maintain, Vimeo let Splash keep its content and continue using what Mehlhorn sees as the industry leader in video solutions.



Michael Mehlhorn
Multimedia Director,
Splash

Vimeo is becoming the platform for internal communications. Having one showcase that employees can go to for every internal event is huge. If you’re looking for a platform for any sort of live streaming or company communications, this is what we’d recommend.