

# Hippo Video vs Loom

Hippo Video is a video CX platform that lets you send personalized videos & sales pages to your prospects. Sales and Marketing teams can use Hippo Video to send personalized videos to boost responses. With Personalized Sales Pages, you can send branded, customizable video pages for better prospect engagement & conversion. From video teleprompter to personalized sales pages to DIY video personalization, Hippo Video is one of the leading platforms to provide a complete video customer experience(CX) solution for the entire user journey.

## Standout Features & Benefits of Hippo Video:

- Video Teleprompter - Ramp up your sales team & get them up to speed recording impressive videos instantly. Get cues while you record videos. Your video pitches will now look more natural and impactful without memorizing any script.
- Virtual Background- Record videos from anywhere and change the video background to nice attractive ones with a single click.
- Video Sandwich - Save an ample amount of time by stitching pre-recorded videos. Record just the intro and outro, add a pre-recorded sales pitch video, and share with multiple people at once.
- DIY Personalization Platform - Anyone can easily personalize videos with First Name, Company Logos, GIF Thumbnails within no time. Personalize your videos with the prospect's First Name, Logo by using placeholders.
- Customizable Sales Pages - Sales reps can tailor-make sales pages with elements ranging from company logos, branding backgrounds, call-to-action buttons. Personalize sales pages and increase prospect engagement by adding collaterals, proposals, presentations, and various other documents.
- 50+ actionable videos from Jeffrey Gitomer, King of Sales. These video tips will help you record powerful sales videos and win more deals. Jeffrey Gitomer is a renowned author of 13+ sales best-sellers, which include Little Red Book of Selling, The Sales Bible, etc.
- Integrated with popular tools such as Salesforce, LinkedIn Sales Navigator, HubSpot, Outlook, SalesLoft, Outreach, Pardot, Zoom, and 25 other sales & marketing platforms.
- Pricing - [Check out our Pro Plan](#) that beats all our competitors in value.

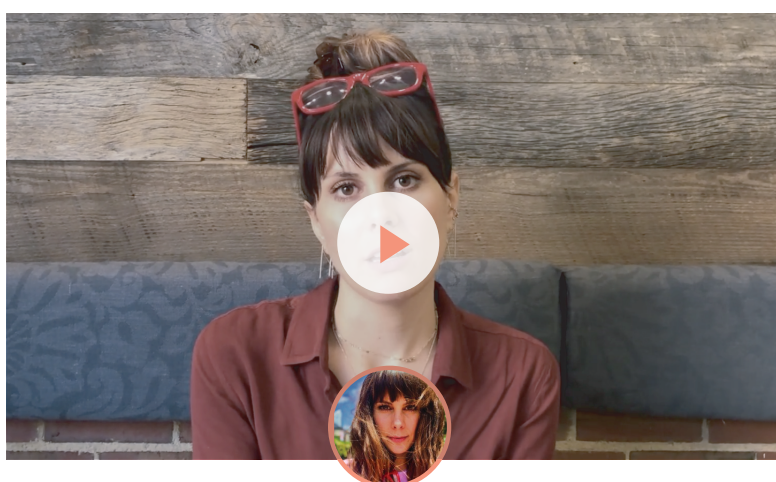


## For Practitioners / Users

	Hippo Video	Loom
Import and Record Videos	Yes ✓	Yes ✓
Video From Images	Yes ✓	No ✗
Quick Video Editing	Yes ✓	Only Trim
Blur and Green Screen Effect	Yes ✓	No ✗
Professional Video Editing	Yes ✓	No ✗
Mark-up Tools	Yes ✓	Yes ✓
Personalized Sales Pages	Yes ✓	No ✗
Personalized Video Email Campaigns	Yes ✓	No ✗
DIY Video Personalization Platform (Patent Pending)	Yes ✓	No ✗
Personalized Thumbnail in Email	Yes ✓	No ✗
Hyper-personalization	Yes ✓	No ✗
Run Campaigns on 25+ Platforms	Yes ✓	Limited
Video Campaigns	Yes ✓	No ✗
Send One to One Personalized Videos	Yes ✓	No ✗
Video Sales Coach	Jeffrey Gitomer	No ✗
Telepromoter	Yes ✓	No ✗
In Video Meeting Link	Yes ✓	Yes ✓
Send & Track Videos from Gmail & Outlook	Yes ✓	Limited
Prospect Management	Yes ✓	No ✗
Personalize Sales Pages	Yes ✓	No ✗
Video Marketing Platform	Yes ✓	Limited
Configurable In-Video Call-To-Actions	Yes ✓	Yes ✓
In Video Custom & CRM Forms	Yes ✓	No ✗
SEO Optimized Videos	Yes ✓	Yes ✓
Get Comments from Video Recipient	Yes ✓	Limited
Video Testimonials	Yes ✓	No ✗
Email Templates	Yes ✓	No ✗

## For Leaders

	Hippo Video	Loom
Extensive Reports in Salesforce	Yes ✓	Limited
Security	SOC 2 Compliant	SOC 2 Compliant
Training Videos from Sales Coach	50+ videos from Jeffrey Gitomer	No ✗
Extensive Sales Dashboard	Yes ✓	No ✗
Advanced User and Team management	In-Progress	No ✗
Contact-wise Reports in HubSpot & Outreach	Yes ✓	No ✗
Sales Page Performance Analytics	Yes ✓	No ✗
Sales Campaigns in Outreach	Yes ✓	No ✗
Sales Video Templates for Ramping-up Reps	In-Progress	No ✗
Quality of Support (As rated by users on G2.com)	9	8.2
Ease of Doing Business (As rated by users on G2.com)	8.9	8
Product Direction (As rated by users on G2.com)	9.5	7.5



**Mary Putnam**  
Digital Sales, Buy Gitomer