



Sydney video platform Vloggi first Australian technology to feature on global digital marketing marketplace Semrush App Center

- *Video Collector aimed at marketers seeking video testimonials*
- *Lightweight version first third-party app integration by crowdsourcing platform*
- *Vloggi's 2022 strategy built around targeting core verticals through digital marketplaces*

SYDNEY – February 11, 2022 - Leading [crowdsourced video platform, Vloggi](#), has released its first third party app on the Semrush App Center. The digital marketplace will resell a lightweight version of the Vloggi platform.

Vloggi becomes the first Australian technology company to be featured on the Semrush platform, which is the world's largest digital marketing app store and is strictly invite-only.

[Video Collector by Vloggi](#) is a tool that enables brands to collect video testimonials, video feedback and video messages from their customers, colleagues or communities.

Collecting video testimonials will be one of the core video marketing trends for 2022. The addition of the Video Collector app into the Semrush ecosystem will allow marketers to collect video submissions easily from users.

Semrush is a leading online visibility management SaaS platform that enables businesses globally to run search engine optimization, pay-per-click, content, social media and competitive research campaigns and get measurable results from online marketing. The platform launched its App Center in May 2021 and Vloggi was one of the first third-party vendors the global platform contacted.

“Semrush App Center provides our developer partners access to a massive number of digital marketing communities around the world,” said Semrush chief strategy officer Eugene Levin. “We are thrilled to partner with some of the best digital

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marketing developers to offer powerful products that integrate with and augment Semrush's own features to help our users step up their digital marketing game."

All apps featured on the Semrush App Center have been hand-picked and vetted by Semrush, for quality, reliability, interoperability and exclusive subscription pricing for Semrush users. Semrush users benefit from single sign-on to access multiple App Center tools via a single Semrush account. Vendors featured in the App Center are supported through their partnership with Semrush in determining product strategy, integration, and optimal pricing.

"The Semrush App Center gives Vloggi additional distribution to a very important market segment of digital marketers," said company founder and CEO, Justin Wastnage.

Vloggi's strategy in 2022 is to add multiple third-party digital marketplaces in core vertical markets. The company has in-principle agreements in place with a hotel app store as well as integrations planned for the recruitment sector, the tourism industry and the political market research sector.

"During 2021 our chief financial officer and I did a lot of work on our model. As a horizontal tool in the video messaging space, we really see a great opportunity to outsource distribution, sales and marketing to third party digital marketplaces. The return on investment is good, the cost per acquisition is low and the quality of partner feedback is also very good, so it's a win-win-win answer for us," said Mr Wastnage.

About Vloggi

Founded in 2018, Sydney tech startup Vloggi is an award-winning platform enabling organisations to easily collect, categorize and collate large volumes of video messages. Its main use cases are internal communications, political and community engagement, and external branded marketing.

The company was founded by Justin Wastnage, a former director of the Tourism & Transport Forum, and founder of the Flight TV aviation video channel. Wastnage started his career with interactive digital television pioneer Static 2358 (later PlayJam) before creating video content for Microsoft. The company's technical team is headed up by co-founder and CTO, Jeremy Giraudet who developed podcasting distribution and storytelling software for global technology companies. The team is completed by former network TV producer Tarryn Myburgh, who has a passion for customer success.

Vloggi is based in the Fishburners coworking space within the Sydney Startup Hub (SSH).
Investor information at: https://vloggi.ac-page.com/Vloggi_seed_round

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