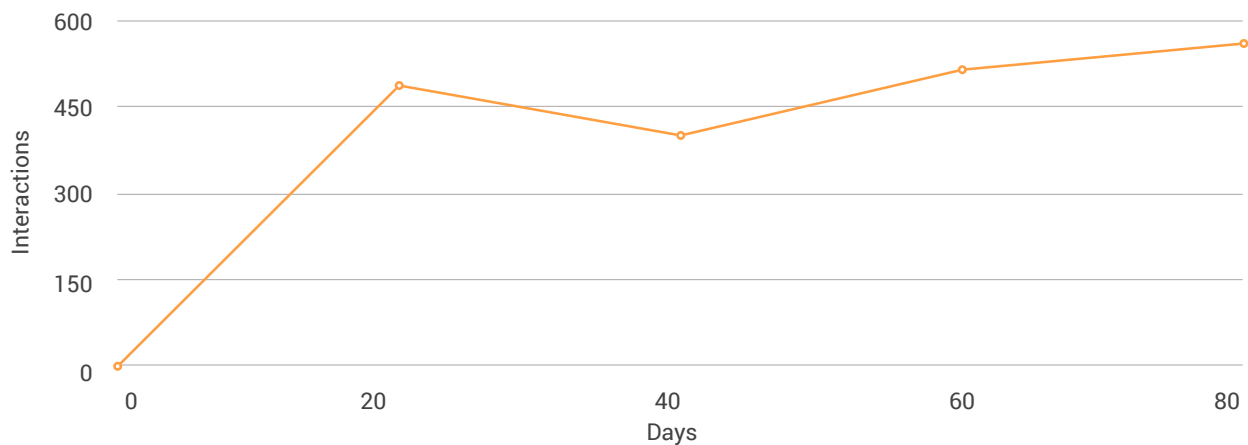


# How GetSmarter Created 80 Interactive Videos in 80 Days



## THE PROBLEM

GetSmarter, a trusted leader in online learning, is constantly tasked with delivering the best educational experience to its clients. With significant changes to the education landscape in recent years GetSmarter was faced with finding the best methods to engage learners and collect actionable analytics to meet their client's needs. The complexity of traditional, software-based, methods created a resource bottleneck that slowed the pace of innovation. Rapid innovation was required to address the key challenge of engaging learners and verifying their participation.

## THE RESULTS

GetSmarter was able to create 80 interactive videos in 80 days with HapYak. The ease of use allowed for the rapid pace of implementation. Once deployed, learners were more engaged in the video experience, and the built-in analytics system generated the data to quantify it. For the first time, instructional designers and instructors were able to leverage direct learner interaction data to prepare for and improve teaching sessions. With HapYak, GetSmarter was able to provide an innovative, interactive video experience to their client.

## TESTIMONIAL

"HapYak has transformed the way we approach our educational videos. Interactive elements such as quiz questions, links and chapters have added value to our videos and made them significantly more dynamic, which has in turn boosted learner engagement." - Rob Paddock, Chief Academic Officer - GetSmarter

In the first 80 Days:

**23,582**

Viewer Interactions

**55,915**

Video Plays

Visit: [www.HapYak.com](http://www.HapYak.com)  
Email: [success@hapyak.com](mailto:success@hapyak.com)