**Deepgram** + **aws**

# How Wistia Elevates Video Content Marketing with Deepgram's Accurate Transcription Service in AWS Marketplace

**wistia**

## ORGANIZATION

Wistia is a complete video marketing platform that helps teams create, host, and measure the impact of their videos—all in one place. Wistia's mission is to help every business thrive with video, so the platform is packed with features like video player customization, built-in accessibility options, seamless integrations, industry-leading analytics, lead generation tools, and more. Today, over 425,000 marketers around the world rely on Wistia to drive business growth with video.

## INDUSTRY

Media / Software / Technology

## NEEDS

As short-form video dominates social media, captions are essential to boost engagement. Wistia needed reliable captioning to connect effectively with today's audiences.

## SOLUTION

- Improve transcription accuracy for clearer, more reliable content

- Minimize errors to streamline video production and editing

**THE LANDSCAPE**

## Using Video Marketing to Drive Business Growth

Since 2006, Wistia has been empowering businesses to create, host, market, and analyze their video content effectively with their industry-leading video marketing platform. Wistia enables companies to leverage video as a central element of their digital marketing strategies, maximizing viewer engagement and impact in an increasingly video-centric landscape. Known for their user-friendly interface, customizable video player, and robust analytics tools that cater to the entire video lifecycle, Wistia continues to add features and functionality that enable brand customization and drive lead generation for their customers.

**THE CHALLENGE**

## Addressing the Need for Accurate Transcriptions

On a daily basis, the average person spends approximately 2.5 hours across an average of 7 social media platforms, with video content dominating engagement. Short-form video, in particular, has become the cornerstone of marketing strategies across businesses of all sizes, and as social media consumption continues to rise and video remains the most shareable and engaging medium, its importance in digital marketing strategies cannot be overstated. In fact, 91% of businesses now use video as a marketing tool and 87% of marketers say video marketing has helped them drive more sales.

With the proliferation of short-form video content across social media platforms, user behavior has shifted and auto-generated captions have

become an essential feature for video content platforms. Captions enhance discoverability, accessibility, and engagement, as [80%](#) of consumers are more likely to watch videos when captions are available. Considering [85%](#) of Facebook videos are watched without sound and 92% of consumers view videos on mobile devices, often in sound-sensitive environments or public spaces, captions have become indispensable for maximizing video reach and effectiveness in today's digital landscape.

**THE SOLUTION**

## Better Together: Deepgram + AWS Marketplace

To meet the growing demand for video captioning from their customers, Wistia needed a world-class transcription service that could work across a diverse range of video content, including live captioning and bulk transcription of pre-recorded videos. After evaluating several automatic speech recognition (ASR) solutions, Wistia chose Deepgram as their voice AI partner, integrating Deepgram's AI-powered speech-to-text (STT) API to meet their transcription accuracy requirements.

Deepgram's Nova-2 STT model delivered superior accuracy and was quickly integrated into Wistia's platform, providing fast and accurate transcription as well as advanced features such as speaker diarization, multilingual support, and audio intelligence capabilities like redaction. This integration required minimal disruption and was swiftly adopted by the Wistia team in just a few weeks thanks to Deepgram's developer-friendly API, robust support, and availability in AWS Marketplace.

*"By leveraging Deepgram through AWS Marketplace, we avoided the need for direct licensing and self-provisioning, which helped us sidestep operational inefficiencies like upfront server costs and additional operating expenses from multiple vendors,"* says Robby Grossman, VP of Engineering at Wistia. *"What Deepgram in AWS Marketplace has allowed us to do is quickly implement a top-tier speech recognition solution with superior performance at a low enough cost that all of our customers can reap the benefits. Deepgram's usage-based pricing model in AWS Marketplace ensures we get the most value for our investment, making it easy to scale as needed while maintaining cost efficiency."*

**THE BENEFITS**

## Integrating Deepgram's Advanced Speech Recognition

Wistia successfully leveraged the AWS Marketplace to streamline procurement and optimize their committed AWS spend by using credits for Deepgram's transcription solution, which outperforms competitors in speed, accuracy, and cost. Key benefits include:

- **Accuracy:** 30% lower word error rate (WER) than competitors on average
- **Speed:** Up to 40x faster inference time, supporting real-time applications

- **Cost:** 3-5x lower cost than the competition
- **Developer experience:** Fast and easy to implement with robust developer resources
- **Future-proof:** Comprehensive platform that also includes APIs for voice synthesis, spoken language understanding, and AI voice agents
- **Enterprise-grade:** Security, scalability, and reliability from AWS that companies depend on for mission-critical applications

Compared to other transcription technology providers, Deepgram has proven to be the most accurate solution, helping Wistia achieve key product goals. This includes significantly enhancing transcription accuracy, reducing errors, and boosting engagement rates for Wistia's customers' video content.

Grossman emphasizes the significant value Deepgram brings through AWS Marketplace, enhancing Wistia's AWS investment. *"We're already committed to AWS for its reliability, scalability, and global reach, which supports our expansion and helps us deliver a high performing service worldwide. Accessing Deepgram's top-tier transcription solution through AWS Marketplace drives additional ROI by allowing us to leverage AWS credits for their best-of-breed transcription service and earn increased volume-based discounts. As we use more AWS services–which now include Deepgram–we improve our unit economics, ultimately increasing cost-efficiency as we scale globally."*

> **Deepgram Speech-to-Text in AWS Marketplace helps our customers add accurate captioning to their videos to increase accessibility and drive viewer engagement.**
>
> **Robby Grossman**
> VP Engineering, Wistia

## About the Partner

Deepgram is a foundational AI company on a mission to transform human-machine interaction using natural language. Deepgram gives any developer access to the fastest, most powerful voice AI platform, including models for speech-to-text, text-to-speech and spoken language understanding with just an API call. From transcription to sentiment analysis to voice synthesis and AI agents, Deepgram is the preferred partner for builders of innovative conversational AI applications.

**Deepgram**

Essential Building Blocks for **Voice AI**