

Onboarding video: the publish & measure checklist

You've decided which clips to make. This checklist is about the part that decides whether they move retention: getting each one in front of the right person, keeping the sensitive ones locked down, and reading whether they worked. Work top to bottom for each clip.

1 PLACE IT WHERE THE WORK HAPPENS

- ☐ Welcome clip on the first screen after sign-up
- ☐ First-run walkthrough embedded inside the first-run flow itself
- ☐ Setup or integration clip embedded in the relevant setup screen
- ☐ "You're stuck" rescue surfaced in-app right where the user gets stuck
- ☐ Milestone clip triggered by a real account event (invited a teammate, finished a first project)
- ☐ Every embed uses a clean, ad-free player, so nothing recommends a competitor's video at the "aha" moment

2 LOCK DOWN WHAT'S SENSITIVE

- ☐ Decide per clip: public, signed/expiring link, or fully private
- ☐ Restrict playback to your own domains so the embed can't be lifted onto another site
- ☐ Turn on DRM (Widevine / FairPlay) for confidential internal or paid material, so the file can't simply be downloaded
- ☐ Add a dynamic, per-viewer watermark on anything you'd not want re-shared
- ☐ Confirm where the video data legally lives if you're handling EU or regulated content

3 MEASURE WHETHER IT WORKED

- ☐ Completion rate: does the clip hold attention to the end?
- ☐ Watch-depth (drop-off) curve: where exactly do people leave? A cliff early means a slow intro; a gradual slide means it's too long; a drop after one step means that step is confusing
- ☐ The one that matters most: do users who watch reach their first result (activation) more often than users who don't?
- ☐ For internal or compliance video: how many reached the end of the mandatory video, beyond opening it
- ☐ Export the numbers (CSV / XLSX) so you can join watch data to your own activation or completion events

4 WIRE IT INTO YOUR STACK

- ☐ Embed via iframe or SDK wherever the clip lives (app, LMS, help center, onboarding email)
- ☐ For mobile apps, use a native mobile SDK for in-app playback
- ☐ Set up webhooks or an export so "video watched" can trigger or inform your onboarding flow
- ☐ Re-check placement and access after any product redesign that moves the screens clips live on

QUICK REFERENCE · WHERE EACH VIDEO GOES

Video	Where it lives	The number to watch
Welcome	First screen after sign-up	Completion, then activation lift
First-run walkthrough	Inside the first-run flow	Activation among watchers vs non-watchers
Setup / integration	The relevant setup screen	Drop-off at the confusing step
"You're stuck" rescue	In-app at the friction point	Whether it deflects the support ticket
Milestone nudge	Triggered by an account event	Adoption of the next feature
Internal / compliance	LMS or internal portal, access-controlled	Completion of the mandatory clip

✓ BEFORE YOU PUBLISH · THE 30-SECOND CHECK

- ☐ One clip, one next action, and it's obvious what that action is
- ☐ Captions on (a large share of first views are silent)
- ☐ It lives in the product itself, where the user already is
- ☐ Sensitive clips are access-controlled and, where needed, DRM-protected
- ☐ Analytics are on, so the drop-off curve can tell you what to fix next

GET STARTED

Host these clips somewhere with per-video watch-depth analytics and built-in access controls, so protection and measurement live in one place. You can run the whole set on [Kinescope's free plan](#) to start.

kinescope.com · Publish onboarding video where users already are, protect what's sensitive, and measure what moves activation.