

THE MARKETER'S BLUEPRINT:

Evaluating AI video generation platforms

38 questions to ask vendors

HeyGen



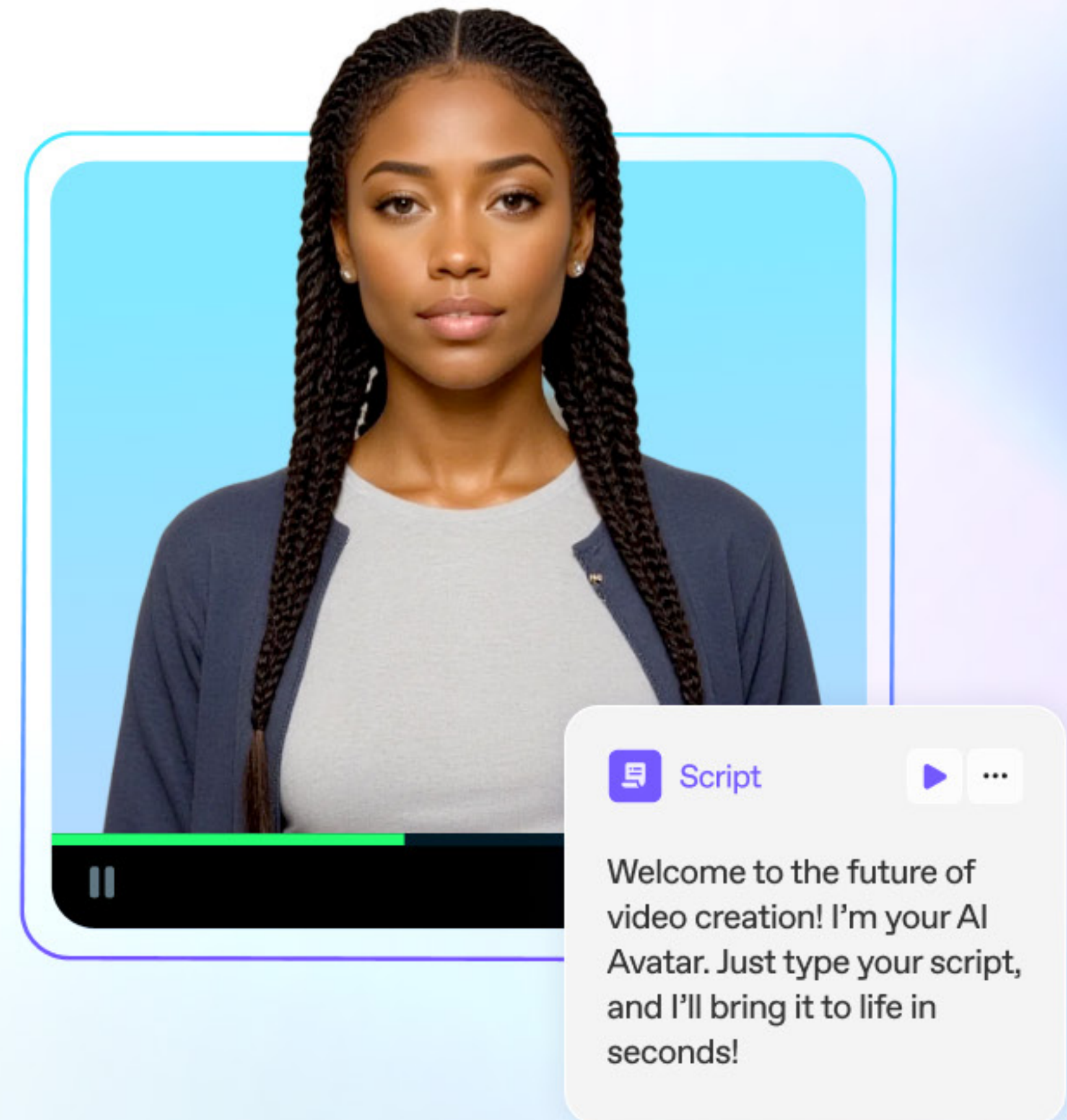
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Level up your marketing videos with AI



Now is the time to invest in an AI video generation platform.

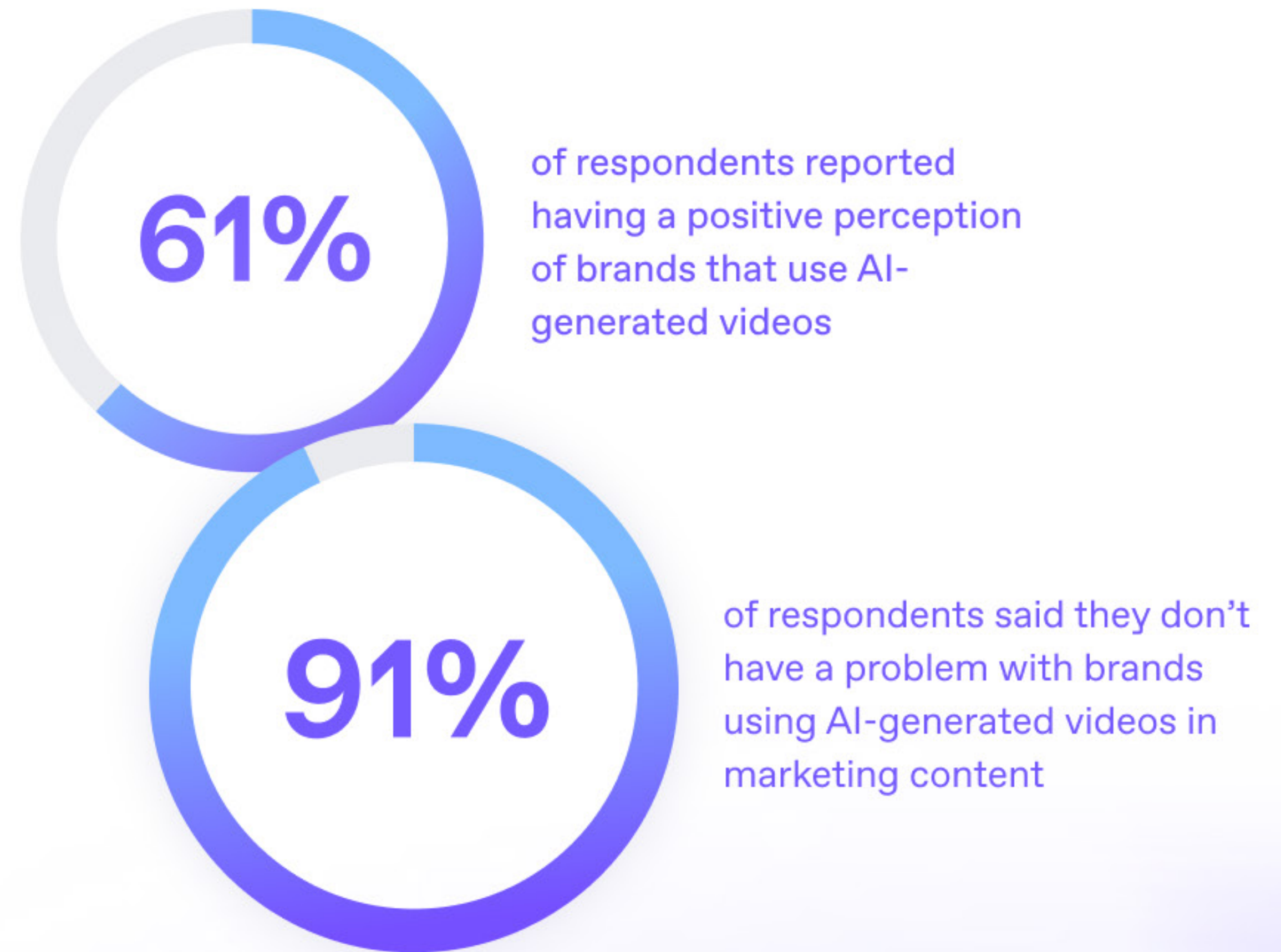
AI video solutions help marketers create studio-quality videos in minutes without a camera or crew. In our recent [AI Sentiment Report](#), 61% of respondents reported having a positive perception of brands that use AI-generated videos, and 91% of respondents said they don't have a problem with brands using AI-generated videos in marketing content.

However, AI video generation is still an emerging category, so many marketers aren't sure where to start.

So, we're here to help.

After working with [thousands of leading companies](#) – like Ogilvy, OpenAI, and HubSpot – we've gathered intel on what matters most during the buying process. Now, we're sharing these insights to help you make a more informed decision.

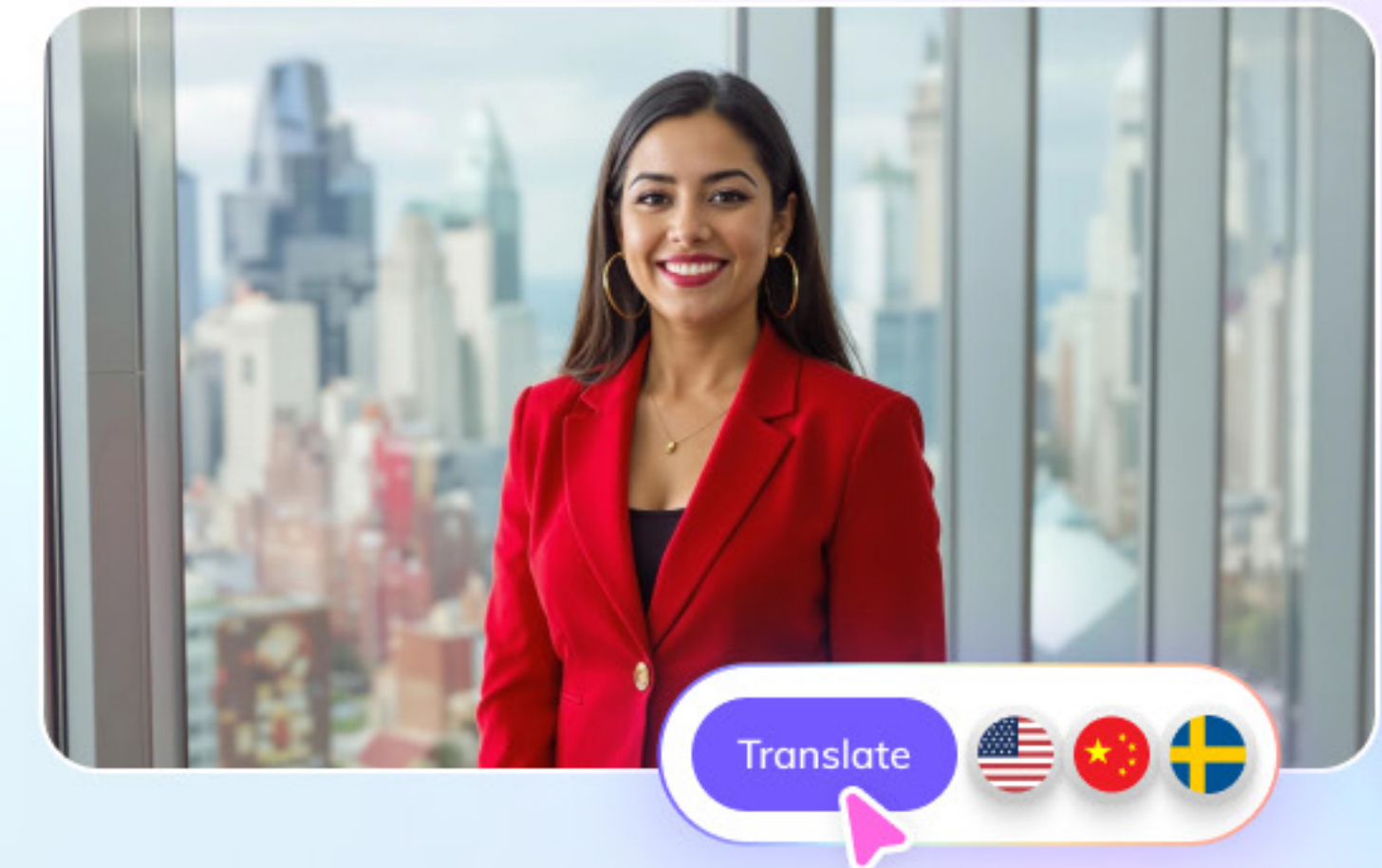
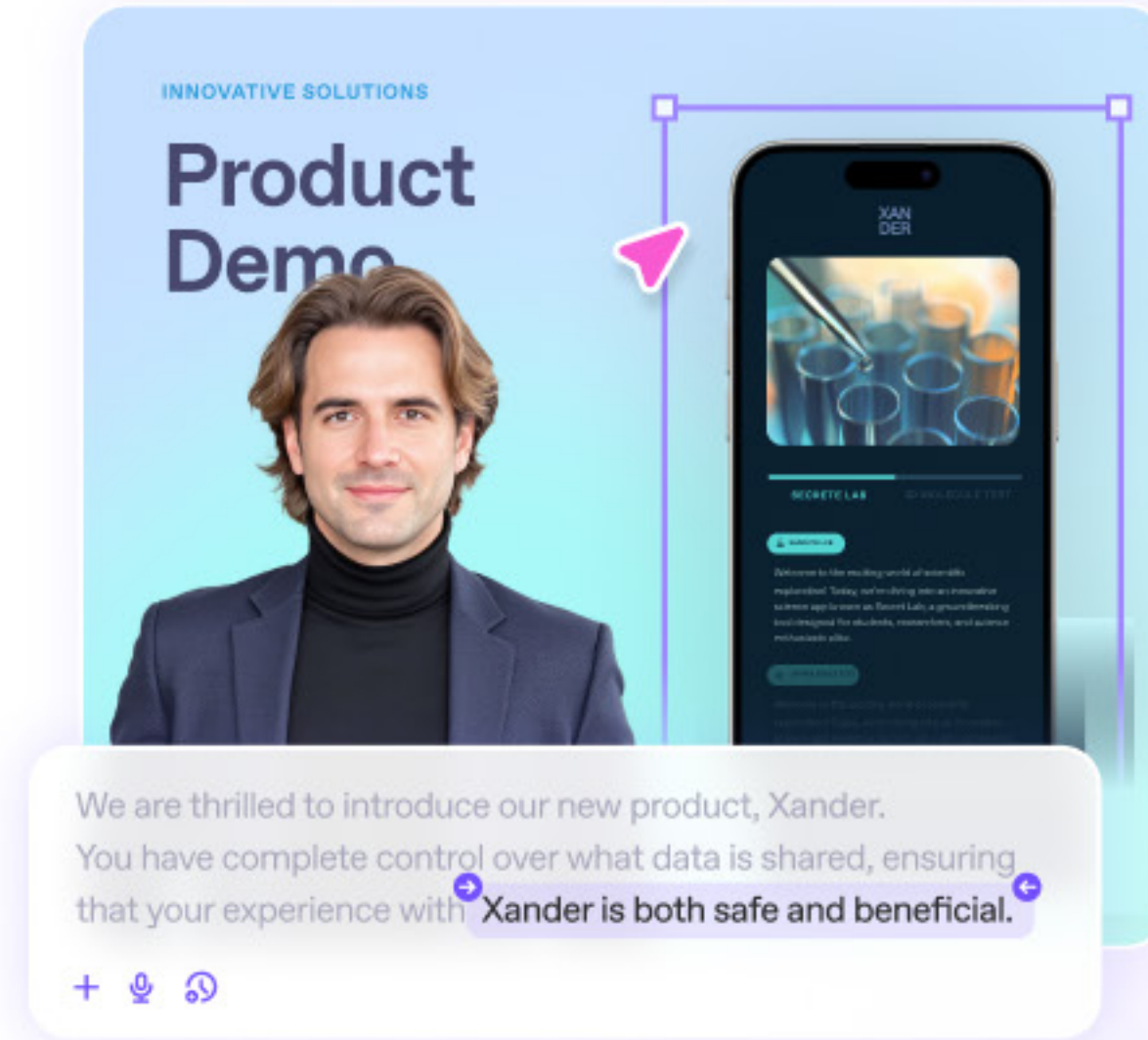
Here are 38 questions you can use to evaluate vendor credibility, tech functionality, personalization options, and more.



38 proven AI video generation vendor evaluation questions

Keep reading to learn how to assess the vendor's:

- ✓ Credibility and expertise
- ✓ Pricing and packaging
- ✓ Compliance and security
- ✓ AI capabilities
- ✓ Integration options
- ✓ Localization functionality
- ✓ Customization choices
- ✓ Common use cases



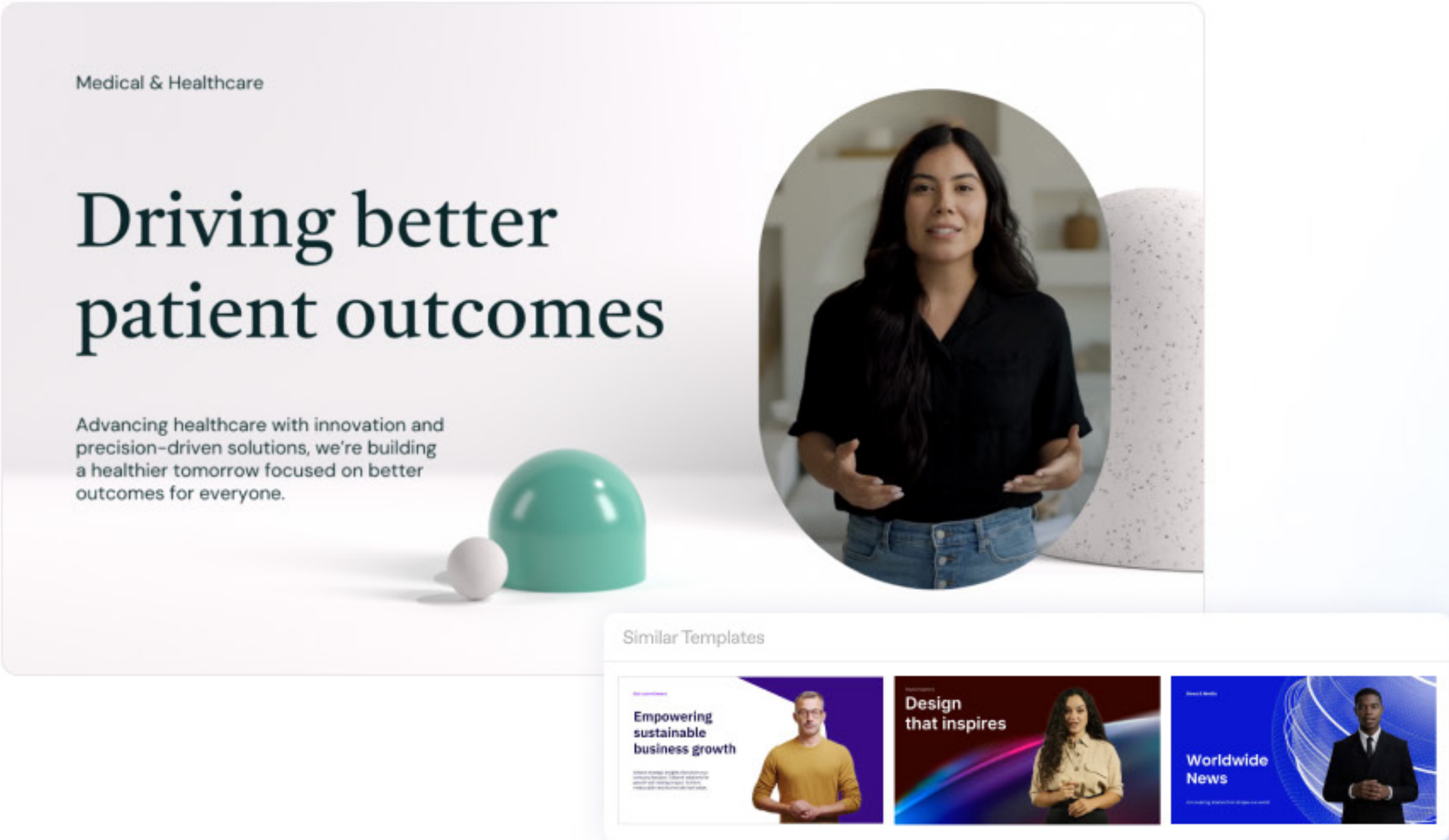
🏆 Vendor credentials and fit

Start by evaluating the company behind the AI video generation platform. These questions will help you better understand the vendor’s maturity, credibility, and expertise.

Question	Why you should ask
1 How many customers do you have?	This helps you better understand the vendor’s credibility. But, context matters – a 10-year-old company will have more customers than a brand-new startup.
2 What types of companies and teams use your product?	Identify if companies like yours (industry, location, employee count, etc.) are using the product today. For example, if you work at a B2B martech company, it may be helpful to know that companies like HubSpot and Hootsuite are using the tool successfully.
3 Can you share examples of companies like mine that use your product?	Ask for case studies, video testimonials, 1-pagers, and references to learn how you can create videos that support your business needs.
4 How are you different from similar solutions?	You should do your own research on the AI video generation landscape, but asking this question helps you understand how the vendor views their strengths and weaknesses.
5 What is your employee count? How much have you raised? Can you tell me more about the executive team’s experience with AI and video generation?	These questions help you uncover the vendor’s stability and potential longevity. Use sites like LinkedIn and Crunchbase to fact-check or supplement the information gathered during your vendor conversation.
6 What’s your vision for the company and the product?	Understand where the product is today and what will be offered in the future. But, don’t rely too heavily on unreleased features when making your buying decision.

💡 Use cases and education

You likely have a vision for the types of videos you want to create, but gathering additional inspiration never hurts. Use these questions to learn how to use video across your marketing efforts.



Question	Why you should ask
7 Do you offer templates for different use cases?	Templates make the video creation process faster and easier. Identify the types of templates available. HeyGen offers an extensive library of video templates – check them out here .
8 Can you share examples of different video use cases?	Video can be used across channels and mediums. Marketers typically use AI video generation platforms to create social media clips, ads, customer testimonials, training videos, how-to videos, personalized video content, and product announcement videos. Ask for examples to uncover new ways to communicate your message and reach your audience.

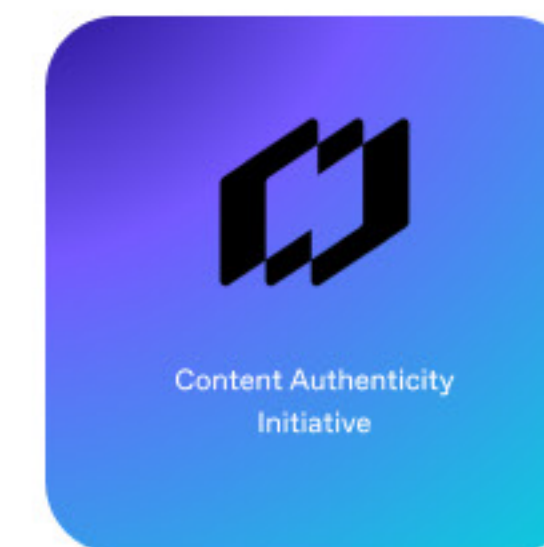
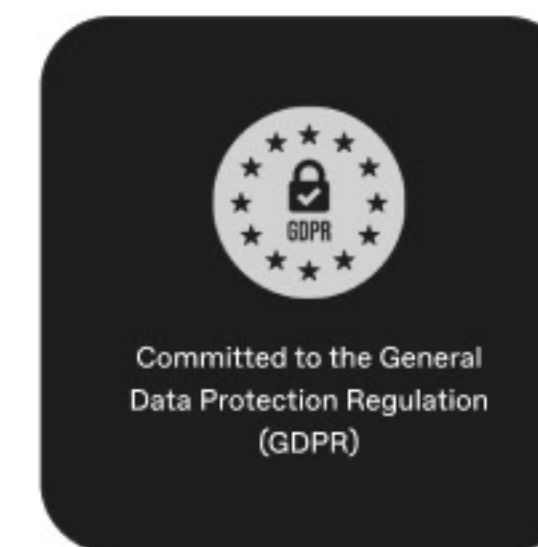
Setup and pricing

Dive deeper to understand how easy it is to get up and running with the platform. Identify foundational setup requirements and any potential roadblocks.

Question	Why you should ask
9 How easy is it to get started? Do I need any technical video production or editing skills?	Traditional video production is tedious, complicated, and time-consuming. An AI video generation platform should expedite and simplify the process. Ask about the onboarding timeline and required knowledge.
10 How is pricing structured?	AI video generation platforms typically charge based on the number of videos created or seats used. Clarify if there are different pricing tiers and the specifics of each. Then, determine if the platform fits within your budget.
11 Can I get started for free?	Free trials or accounts help you confirm the platform does what the vendor claims it does. If there is a free product, get more information on how it differs from the paid version. Want to try HeyGen for free? Create your account
12 Will I have a dedicated account manager? Can you tell me more about customer support?	Identify the resources available to you once you become a customer. Consider the onboarding process and the level of support you'll receive from a dedicated customer success manager, and ask about materials like help docs, how-to guides, and community message boards.

✓ Ethics, compliance, and security

Privacy and compliance are critical when evaluating new technology, especially an AI video generation platform. Uncover how your video, likeness, and data are protected.



Question	Why you should ask
13 Do you require consent for the creation of an avatar?	Understand if and how your likeness is protected. Can anyone create an avatar that looks and sounds like you? HeyGen requires users to provide consent before creating an avatar, giving you complete control.
14 Do you have a mature security posture beyond SOC 2 Type 2?	Identify if the vendor conducts pen testing, provides a white glove security review experience, and checks all your internal security questionnaire boxes.
15 Are you GDPR compliant?	If you're a global business, your data must be stored in compliance with GDPR.
16 Do you have a mature security posture beyond SOC 2 Type 2?	Gather all relevant privacy and legal docs so you can share them with your internal security team and expedite the procurement process.
17 Where does my data get stored?	Ask where your data is stored – cloud vs. on-prem and in which country. Use this information to assess any other potential legal implications.

🔗 AI infrastructure

Dive deeper to understand the platform’s inner workings. Ask these questions to determine how the vendor trains their models, uses your data, and protects your unique avatar. Doing so will help you safeguard your brand and data.



Question	Why you should ask
18 Is my data being used to train AI models?	It's important to understand if your data is being ingested by the vendor's AI models. Some organizations automatically capture customer data, while others exclude it when training their models.
19 Do your third-party vendors train on your data?	Beyond a vendor's AI models, it's important to consider how your data is used by third parties such as data warehouses or LLMs. Leading AI video generation platforms, like HeyGen, don't allow third-party vendors to ingest and use customer data.
20 Do you have organizational measures in place to protect avatars from being improperly used?	Identify relevant sharing permissions to ensure others can't use your avatar without your consent. On the flip side, ask if you can permit team members to use your avatar. Strong AI video generation vendors offer security and flexibility.

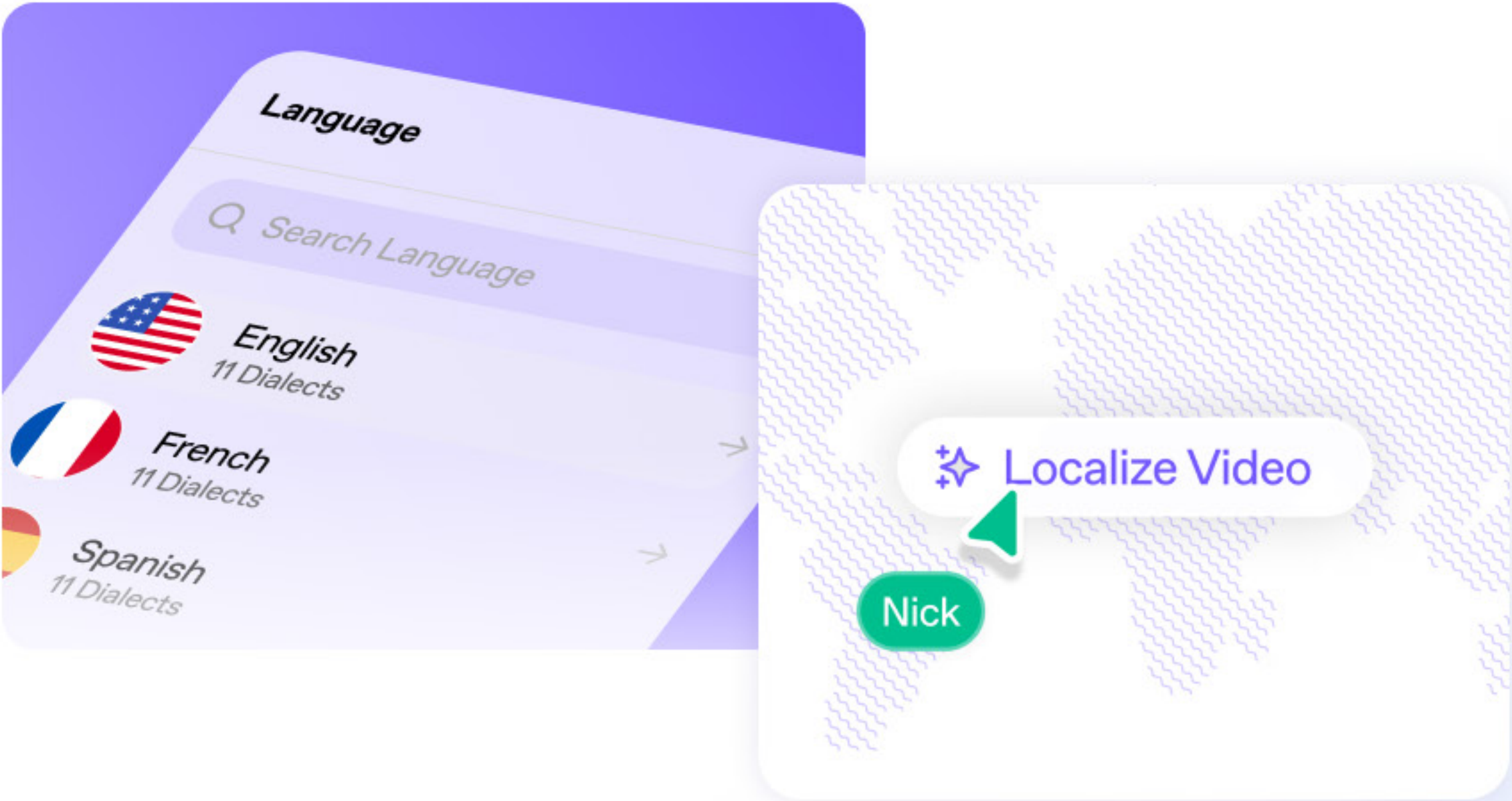
⚙️ The nitty gritty: Integrations and tech specs

Seamless operations allow you to work faster and smarter. Use these questions to understand if and how the AI video generation platform fits into your existing stack and workflows.

Question	Why you should ask
21 Which tools do you integrate directly with?	Identify if the tools you use daily – like a CMS, MAP, or graphic design solution – connect with the vendor’s platform. AI video generation platforms, like HeyGen, should work well with productivity, design, and marketing tools .
22 Can I connect to other tools via API?	When out-of-the-box integrations aren’t available, connecting via API is the next best option. Understand all the ways you can integrate your stack.
23 Do you export MP4 files with closed captions?	Uncover your export options. Adding captions is a critical way to improve video accessibility and SEO efforts.
24 Do you allow for SCORM exports?	Marketers creating video content for training and enablement purposes need a SCORM export option. Most LMS systems require this file type.
25 Do you allow for SRT and/or VTT files?	SRT and VTT files make it easy to access timestamps and identify key moments in the transcript.
26 Do you have an API or SDK for programmatic and/or bulk translation?	Your AI video generation platform should integrate seamlessly into your current workflows, making them more efficient and effective. Understand if you can translate videos directly in the app and through bulk uploads.
27 Can I upload a PPT or PDF?	Identify if you can use these file types to enhance your videos.

🌐 Reaching a global audience: Localization

If you have employees or customers across the world, translating your videos into multiple languages is a must. Use these questions to understand if the AI video generation platform vendor has the tools you need to go to market globally.

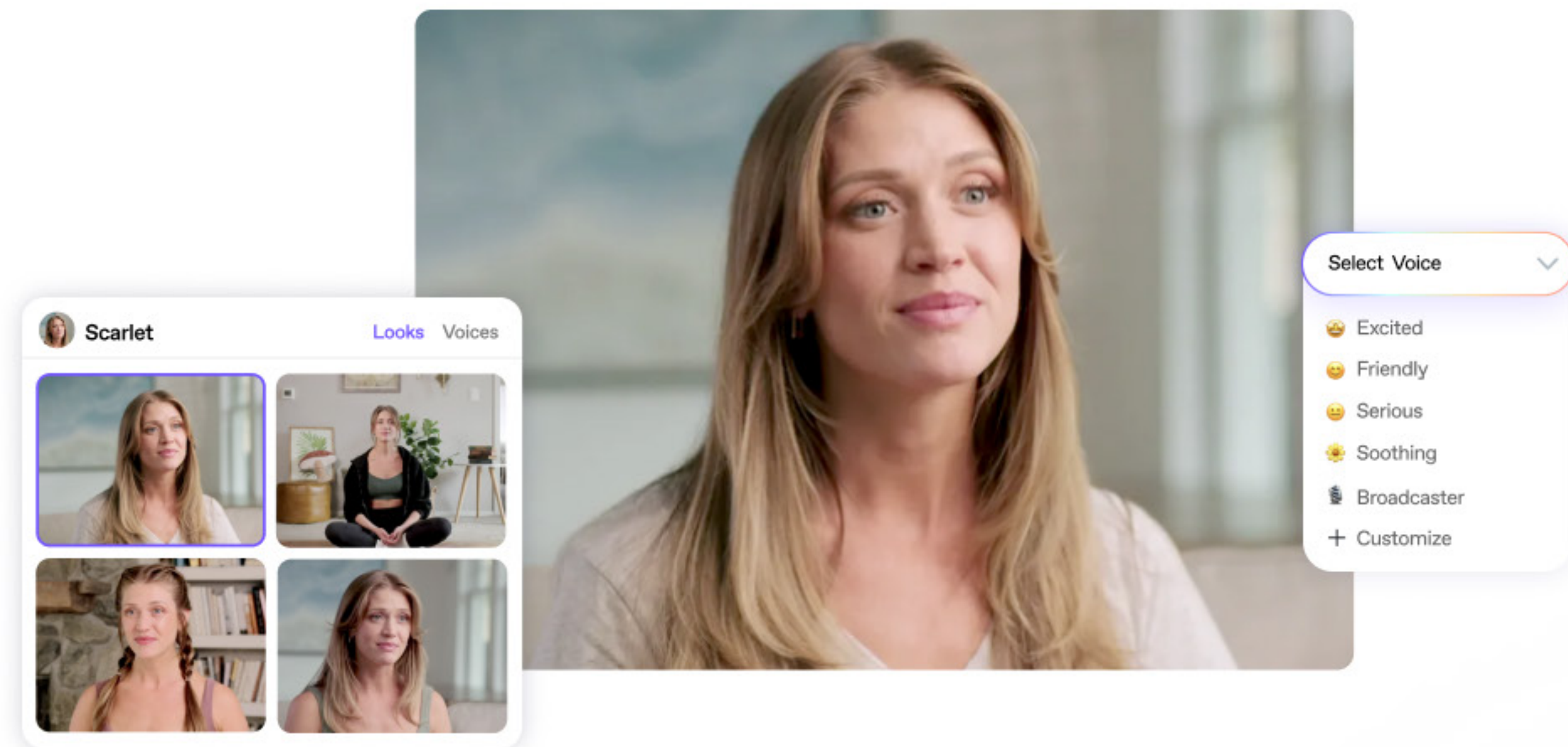


Question	Why you should ask
28 What languages do you translate videos into?	<p>Identify the available translation languages – and don’t overlook dialects. Regional nuances exist within many languages like Spanish and French.</p> <p>HeyGen enables marketers to translate videos into over 170 languages and dialects like Mandarin, Spanish, French, and Korean.</p>
29 Can I edit translated scripts? If yes, is there a translator marketplace available?	<p>When translating video scripts, you may need to make small tweaks to change the tone or add colloquialisms. Understand the script editing process, and if you can get help if needed.</p>

Avatars, customization, and video editing

Now, for the fun part – making the video your own! Use these questions to better understand video creation and customization options.

Question	Why you should ask
30 Do you have real humans and/or AI humans in your library of pre-created avatars?	Identify the available avatar options and determine if they align with your vision. Leading AI video generation platforms, like HeyGen, offer AI and real avatars .
31 Do you have the rights to use real human avatars?	Ensure the humans involved in the avatar creation process have given their consent for use.
32 Do you allow for personalized avatar creation?	Ask if the vendor has a library of stock avatars , if you can create your own, or both. Creating custom avatars enables you to design more personalized videos.
33 Do you allow for multiple angles and/or outfits of a personalized avatar?	Identify how much control you have when creating an avatar. HeyGen allows you to create hundreds of looks for each avatar.
34 Can I apply global brand settings to my videos?	Using brand colors, fonts, and designs is critical for consistency. Ensure the platform makes it easy for you to adhere to brand style guidelines.
35 What video customization options do you have?	Making the avatar your own results in a more unique and differentiated video. Ask the vendor if you can control avatar emotions, hand gestures, and word pronunciation.



Question

36 How accurate is your AI voice cloning?

Why you should ask

Ask to see example avatars speaking. Dubbing vs. lip-syncing can make a significant difference in the final product.

37 How realistic are the avatars?

This is another opportunity to ask for example videos. You don't want to create videos with robotic or generic avatars – the goal is to stand out and make an impact.

38 Can multiple team members collaborate on a video project?

Collaboration and permissions settings help avoid version control issues, ensure a smoother editing process, and keep team members on the same page.

Level up your marketing videos with AI

AI video generation platforms, like HeyGen, make it faster and easier than ever to create high-quality marketing videos at scale.

HeyGen is on a mission to make visual storytelling accessible to all. Leading marketers around the world use our platform to transform stale static assets into engaging and personalized videos.

Want to learn more?

▶ Get a demo

