

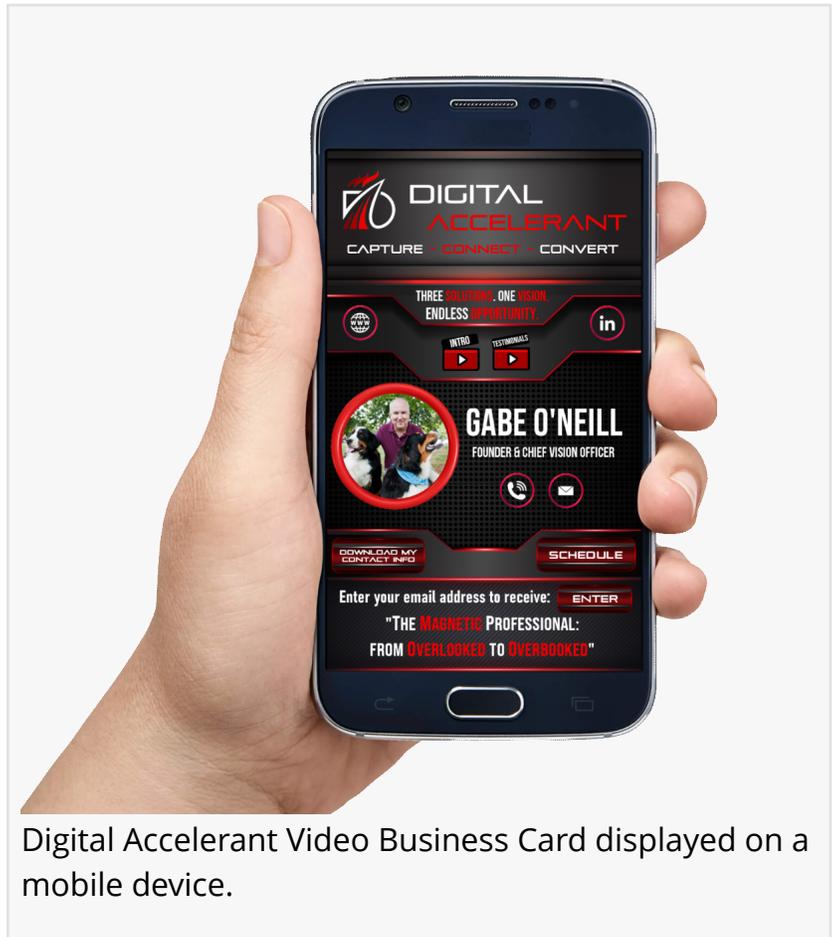
Digital Accelerant Introduces a New Standard for Interactive Video Business Cards and Lead Capture

A next-generation digital networking platform designed to capture attention, streamline follow-up, and accelerate conversions.

ATLANTA, GA, UNITED STATES,
December 18, 2025 /

EINPresswire.com/ -- Digital Accelerant today announced the launch of its [Interactive Video Business Card](#) platform, introducing a new standard for how professionals capture, connect with, and convert leads in real time.

As traditional paper business cards continue to lose effectiveness, businesses are seeking modern tools that bridge the gap between first contact and meaningful follow-up. Digital Accelerant replaces static, forgettable paper business cards with a bespoke, interactive, mobile-first experience that delivers branded video, contact information, and clear calls-to-action directly to a prospect's device, while simultaneously enabling digital lead capture for follow-up.



Digital Accelerant Video Business Card displayed on a mobile device.

“Most networking tools stop at contact exchange,” said Gabe O’Neill, Founder & Chief Vision Officer of Digital Accelerant. “We built this platform around what actually matters: capturing attention in the moment and creating a clear, measurable path from first contact to follow-up and conversion.”

Beyond Contact Exchange: A Full-Funnel Lead Capture Platform

Unlike standard digital contact files or basic QR code tools, Digital Accelerant’s Video Business Cards are designed to function as a complete digital lead capture system. When accessed via QR code, NFC, or direct link, the card presents a branded video experience and enables engagement



You cannot build a reputation on what you're going to do."

Henry Ford

actions that support ongoing communication rather than a one-time exchange. It's the only card of its kind that works best in person and virtually, and can easily be given out by one's colleagues.

Key capabilities include:

- Frictionless Access: Prospects engage instantly via QR code without downloading an app or entering data into a form.
- Engagement Visibility: Businesses gain insight into content interaction, supporting timelier and more relevant follow-up.
- Workflow Integration: Lead information can be routed directly into existing CRM or follow-up systems, eliminating manual data entry.
- Action-Oriented Design: Built-in calls-to-action allow prospects to book meetings, download resources, or continue the conversation immediately.

The platform is purpose-built for environments where first impressions are critical, including sales teams, entrepreneurs, keynote speakers, consultants, and trade show exhibitors. Anyone who considers themselves a professional networker can benefit greatly from this solution.

"At the point of first contact, attention is fleeting," O'Neill added. "Our goal was to create a system that doesn't just introduce someone, but also makes a powerful first impression and continues the conversation long after that first interaction, leading up to the close."

Digital Accelerant's launch reflects a broader shift toward video-driven relationship building, where automation, mobile accessibility, and measurable engagement play a central role in modern sales and networking strategies.

For more information about Digital Accelerant and its Interactive Video Business Card platform, visit <https://www.digitalaccelerant.com>.

Gabe O'Neill

Digital Accelerant

ceo@digitalaccelerant.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/876520009>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.