

VIDEO MARKETING

Video has 28% better memory retention than text alone and connects better with executives. Video increases conversions, email open rates and social shares. It extends time on site leading to deeper engagement and is still underutilised by businesses as a whole.

Here's why...

TEXT

VS

VIDEO

100%

Consumers are 64% more likely to buy after viewing video

164%

53sec

Videos keep people on site on average 2 minutes longer

173sec

41%

Preference by senior executives

59%

50%

People forget more from written content than a video

22%

76%

...and yet only 24% of brands use video!

24%

INDEPENDENT STUDIES SHOW THAT

64%

People who view a web video are 64% more likely to purchase than other site visitors.

An investment in a web video will give you more paying customers.

Web video makes people want to buy more.

1x

2x

80%

Product videos on landing pages can increase conversion by 80% more than text alone.

Video can demonstrate your products, show their advantages, and engage your audience much more quickly than text.

19%

increase in open rate of emails with video

65%

of executives visited a vendor site after watching a video

92%

of mobile users regularly share video with others

39%

of executives called after watching a video