

WHY VIDEO IS THE BEST TOOL FOR BRANDS IN 2017

NUMBERS DON'T LIE.

WHETHER ON SOCIAL MEDIA OR YOUR WEBPAGE, VIDEO IS BECOMING THE BEST WAY TO GIVE YOUR BRAND EXPOSURE.

VIDEO MARKETING AT A GLANCE



VIDEO CONTENT WILL REPRESENT **74%** OF ALL INTERNET TRAFFIC IN 2017



87% OF ONLINE MARKETERS USE VIDEO CONTENT



81% OF BRANDS FEATURE VIDEO ON THEIR WEBSITE

WHO'S WATCHING?



85% OF THE INTERNET AUDIENCE IN THE UNITED STATES WATCHES ONLINE VIDEO CONTENT



MEN SPENT **40%** MORE TIME WATCHING VIDEOS ON THE INTERNET THAN WOMEN



MILLENNIALS SPEND THE MOST TIME WATCHING ONLINE VIDEOS

WHY ARE THEY WATCHING?



69% OF CONSUMERS PREFER TO WATCH A VIDEO RATHER THAN READ TEXT WHEN BOTH ARE AVAILABLE

VIEWERS RETAIN **95%** OF A MESSAGE WHEN THEY WATCH IT IN A VIDEO COMPARED TO **10%** WHEN READING IT IN TEXT



WHO IS USING VIDEO?



61% OF BUSINESSES HAVE INCORPORATED VIDEO AS A MARKETING TOOL TO INCREASE VISIBILITY IN THE DIGITAL WORLD

45% OF BUSINESSES HAVE AN EXPLAINER VIDEO ON THEIR HOME PAGE



WHY YOUR BRAND SHOULD CARE



ADDING A VIDEO TO A BRAND'S LANDING PAGE CAN INCREASE CONVERSION BY **80%**



VIEWERS WHO COMPLETED A PRODUCT VIDEO WERE **25%** MORE LIKELY TO CONVERT RATHER THAN THOSE WHO DIDN'T



57% OF CONSUMERS SAY WATCHING A VIDEO GIVES THEM MORE CONFIDENCE TO PURCHASE ONLINE

USING SOCIAL MEDIA TO MAKE YOUR VIDEO GO EVEN FURTHER



82% OF TWITTER USERS WATCH VIDEO CONTENT ON TWITTER



VIDEO POSTS ON FACEBOOK HAVE **135%** GREATER ORGANIC REACH THAN PHOTO POSTS



50% OF SOCIAL VIDEO VIEWS TAKE PLACE ON YOUTUBE FACEBOOK IS 2ND AT **36%**