

# THE STATISTICS OF VIDEO MARKETING

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**4X**

AS MANY CONSUMERS PREFER TO WATCH A VIDEO ABOUT A PRODUCT THAN TO READ ABOUT IT.



**2/3**

OF THE INFORMATION PROVIDED BY VIDEO CONTENT LAST THREE DAYS LONGER THAN TEXT.

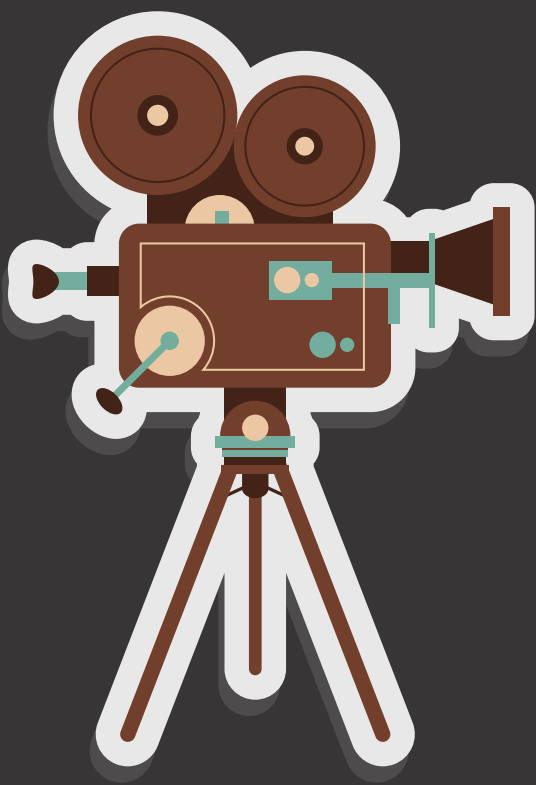
**64%**

OF PEOPLE WILL BE MORE INCLINED TO PURCHASE AFTER WATCHING A PRODUCT VIDEO ONLINE.



**92%**

OF MOBILE VIDEO WATCHERS SHARE THESE VIDEOS WITH OTHERS.



- OVER HALF OF ALL INTERNET USERS WATCH ONLINE VIDEOS EVERY SINGLE DAY.
- SOCIAL VIDEO GENERATES 12X MORE SHARES THAN IMAGES AND TEXT PUT TOGETHER.
- A VIDEO ON A LANDING PAGE WILL BE ABLE TO INCREASE CONVERSION RATES BY 80%.
- SOME 90% OF USERS SAY THAT PRODUCT VIDEOS HELP THEM IN THEIR DECISION-MAKING PROCESS.
- VIDEOS PRESENT IN EMAILS INCREASES THE CLICK-THROUGH RATES BY AS MUCH AS 300%.
- PEOPLE SPEND, ON AVERAGE, THREE TIMES LONGER WATCHING A LIVE VIDEO THAN A PRERECORDED ONE.
- SOME 59% OF SENIOR EXECUTIVES SAY THAT IF THERE WERE BOTH A TEXT AND VIDEO VERSION OF THE SAME TOPIC ON THE SAME PAGE, THEY WOULD PREFER TO WATCH THE VIDEO.

- YOUTUBE SAYS THAT MOBILE VIDEO CONSUMPTION ON THE PLATFORM INCREASES BY 100% YEAR AFTER YEAR.
- FACEBOOK GENERATES ROUGHLY 8 BILLION VIDEO VIEWS PER DAY (100 MILLION HOURS OF VIDEO WATCHED), PROVIDING MORE ORGANIC ENGAGEMENT AND REACH THAN POSTS WITHOUT VIDEO.



SOME 87% OF MARKETERS ARE ALREADY USING VIDEO IN THEIR MARKETING CAMPAIGNS. THEY ALSO MENTION THAT THESE VIDEOS HAVE INCREASED THEIR CONVERSION RATES BY 34% AND HAVE EXPERIENCED A 49% FASTER REVENUE GROWTH. LIKEWISE, THEY ALSO EXPERIENCE A 41% MORE WEB TRAFFIC FROM SEARCH.

Find the source article from Content Monsta here: <http://bit.ly/CMvideomarketing2019>

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