



46%



PEOPLE WHO SAY THEY'RE MORE LIKELY TO SEEK OUT INFO ON PRODUCT/SERVICE AFTER SEEING IT IN AN ONLINE VIDEO



52%



CONSUMERS SAY THAT WATCHING PRODUCT VIDEOS MAKES THEM MORE CONFIDENT IN ONLINE PURCHASE DECISIONS



92%



PERCENTAGE OF MOBILE ONLINE VIDEO VIEWERS THAT SHARE VIDEOS WITH OTHERS



59%
OF SENIOR EXECUTIVES PREFER VIDEO OVER TEXT



1.8 MILLION
THE NUMBER OF WRITTEN WORDS IT WOULD TAKE TO EQUAL THE INFORMATION RETAINED IN ONE MINUTE OF ONLINE VIDEO



97%
THE PERCENTAGE THAT VIDEO ADS INCREASE PURCHASE INTENT

VIDEO ATTRACTS

2-3x

AS MANY MONTHLY VISITORS

2x

DOUBLES TIME ON SITE

157%

INCREASED ORGANIC TRAFFIC FROM SEARCH ENGINES

