

93 Reasons Why Video Works!

*A minute of video
is worth 1.8 million words*
(Forrester)

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Video Stats Overview

1. Search Results
2. Discovery & Engagement
3. Trust & Loyalty
4. Conversions
5. Service Costs
6. Online & Offline Interaction
7. Effective Marketing
8. Business Strategy

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Video Drives Search Results

*Video increases the chance of a front-page Google result by **53x***
(Forrester)

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Video Stats Search Results

624 million searches are performed in the U.S. daily (comScore)

Video results appear in about **70% of the top 100 listings**, the type of content most often displayed in universal or blended search results. (Marketingweek, 2011)

*Videos in universal search results have a **41% higher click through rate** than their plain text counterparts* (RealSEO)

Only 10% of users look past the first page of search results; 5% past the third

Video has a **400% higher** engagement rate compared to static content (Fлимп.net)

86% of consumers use search engines to find local businesses (WebVisible/Nielsen Study)

YouTube is the number two search engine next to Google (comScore)

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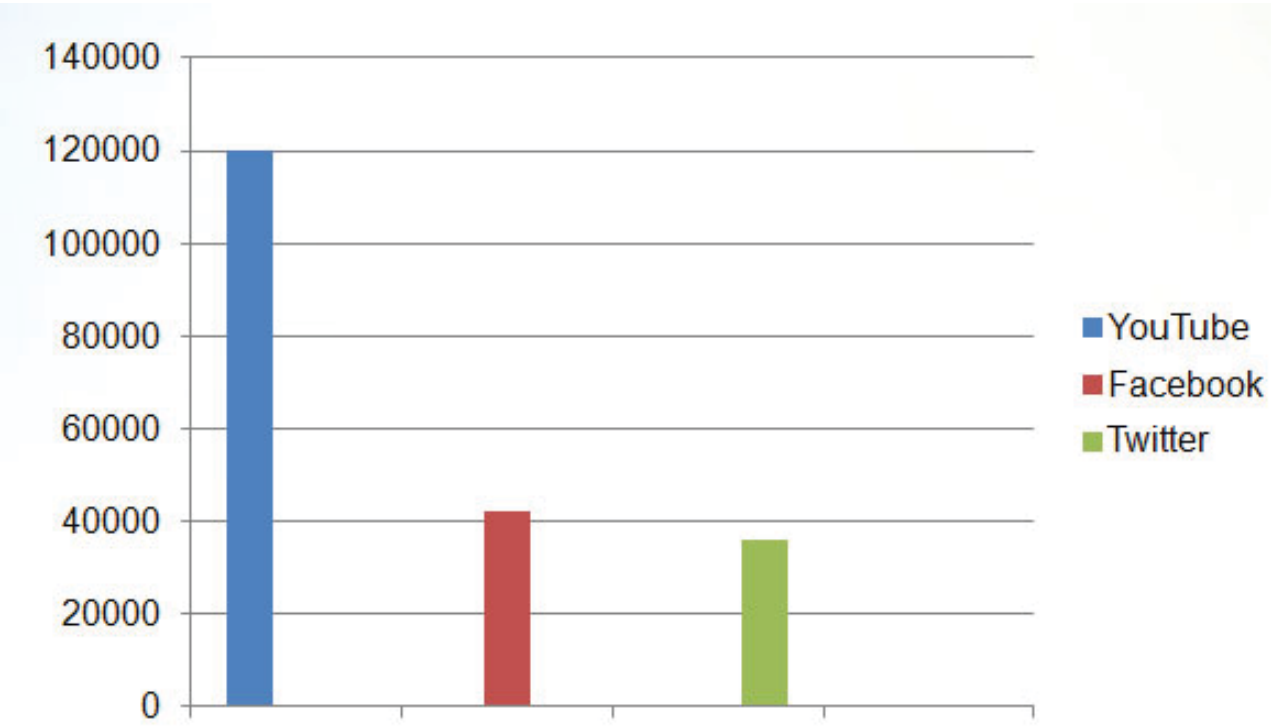


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Video Stats Search Results



*In the U.S. over **43 million online videos** are viewed per month. The average viewer watches over 23 hours of video per month, primarily through Google sites including YouTube. This is a huge market where quality videos can earn significant search results and traffic.*

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Video Stats Discovery & Engagement

Video Influences Discovery & Engagement

*Online video is **the fastest way** to
share information around the world*

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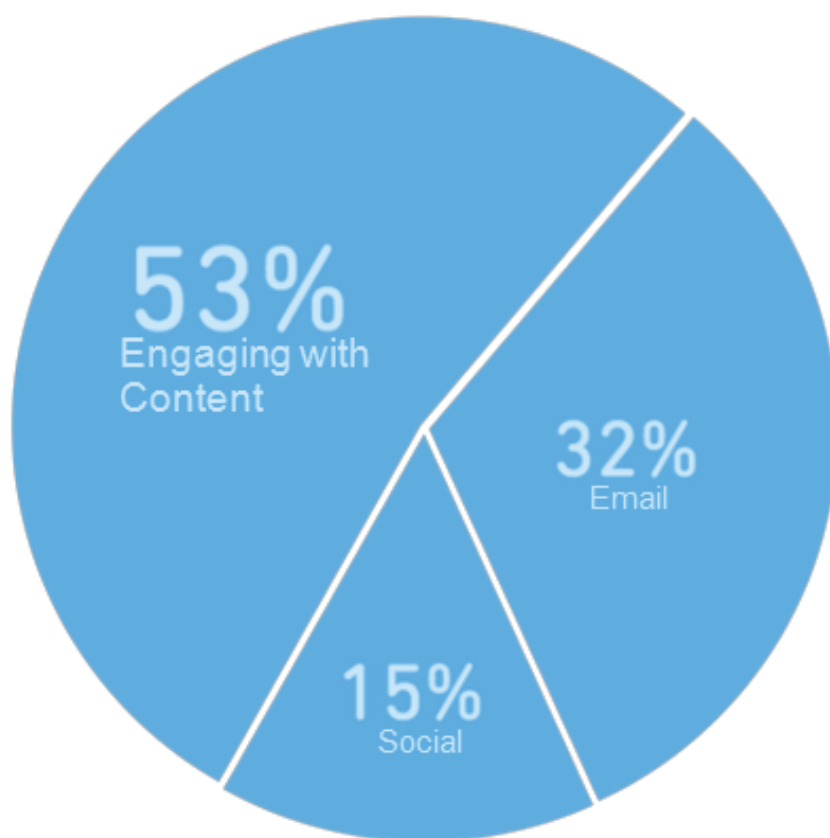


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Video Stats Discovery & Engagement



Content is what stimulates this behavior of constant consumption. It's what keeps people engaged, especially online.

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Video Stats Discovery & Engagement

In December of 2010, 88.6 million people watched online video on an average day in, **up 32 percent** from December 2009. The average American spent more than 14 hours watching online video in December, up 12 percent over the previous year and streamed a record 201 videos, an 8 percent increase. (Comscore, February 2011)

3 Billion videos are viewed on YouTube every day

20 million videos are uploaded to Facebook each month

39 Billion videos are viewed per month in the U.S. That's 211 videos viewed and 16 hours of time spent per person per month (comScore)

86% of the internet audience is watching online video. That's 183M people.

60% of content-sharing messages specifically mention a brand or product name.

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Video Stats Discovery & Engagement

Landing pages with professional video generate **4-7x** more engagement and response rates (SearchEngineWatch)

Online listings with video receive **70%** more views (Angie's List).

By 2014, its expected that 90% of internet traffic and **66%** of all mobile data will be video

According to Cisco, video will increase from 30% of Internet traffic to **90% of Internet traffic by 2013.** (Cisco, 2010)

When it comes to engagement, online video is 5.33 times more effective than text.

In the last three years, cell phone video traffic has **increased 5000%**

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Video Stats Discovery & Engagement

Video views doubled from **14.8 billion to 33.2 billion** between January 2009 and December 2009. 86.5% of all US Internet users watched online video during the month. The average viewer watched 187 videos and 12.7 hours of online video during the month. (Comscore, February 2010)

Consumer video usage on retail and brand sites hit record numbers on retail and brand sites during the 2011 holiday season. Cyber Monday video views across the Invodo network were **897% higher than 2010**, and Black Friday video views showed a 337% increase. (Website Magazine, December 2011)

Q4 2011 saw video views on retail and brand sites **increase by more than 3x** over Q4 2010. Users sharing video on retail and brand sites chose Facebook 46% of the time, with email accounting for 40% and Twitter capturing 14% of shares. (Invodo research, January 2012)

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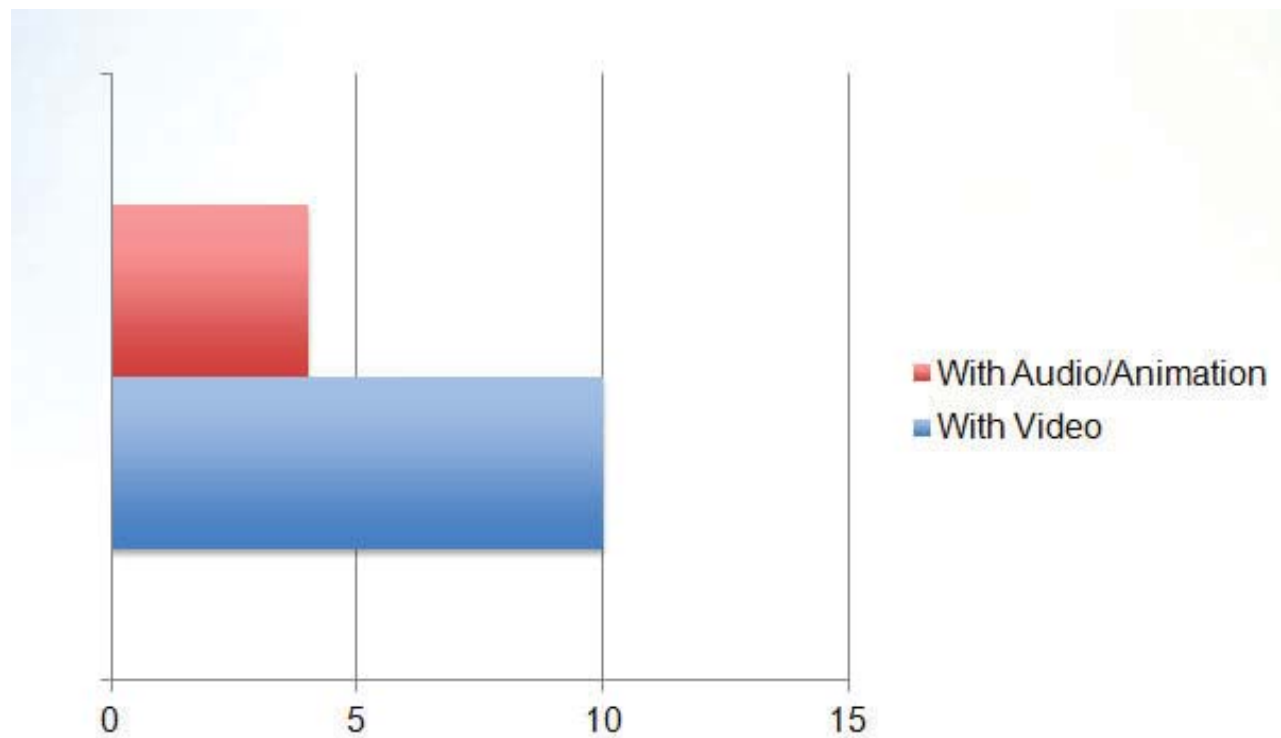
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Video Stats

Discovery & Engagement



Here, this chart shows that rich media links with audio or animation were likely to be clicked on 4.3 times more than standard text links. Videos can drive traffic by 9.3 times more than normal links.

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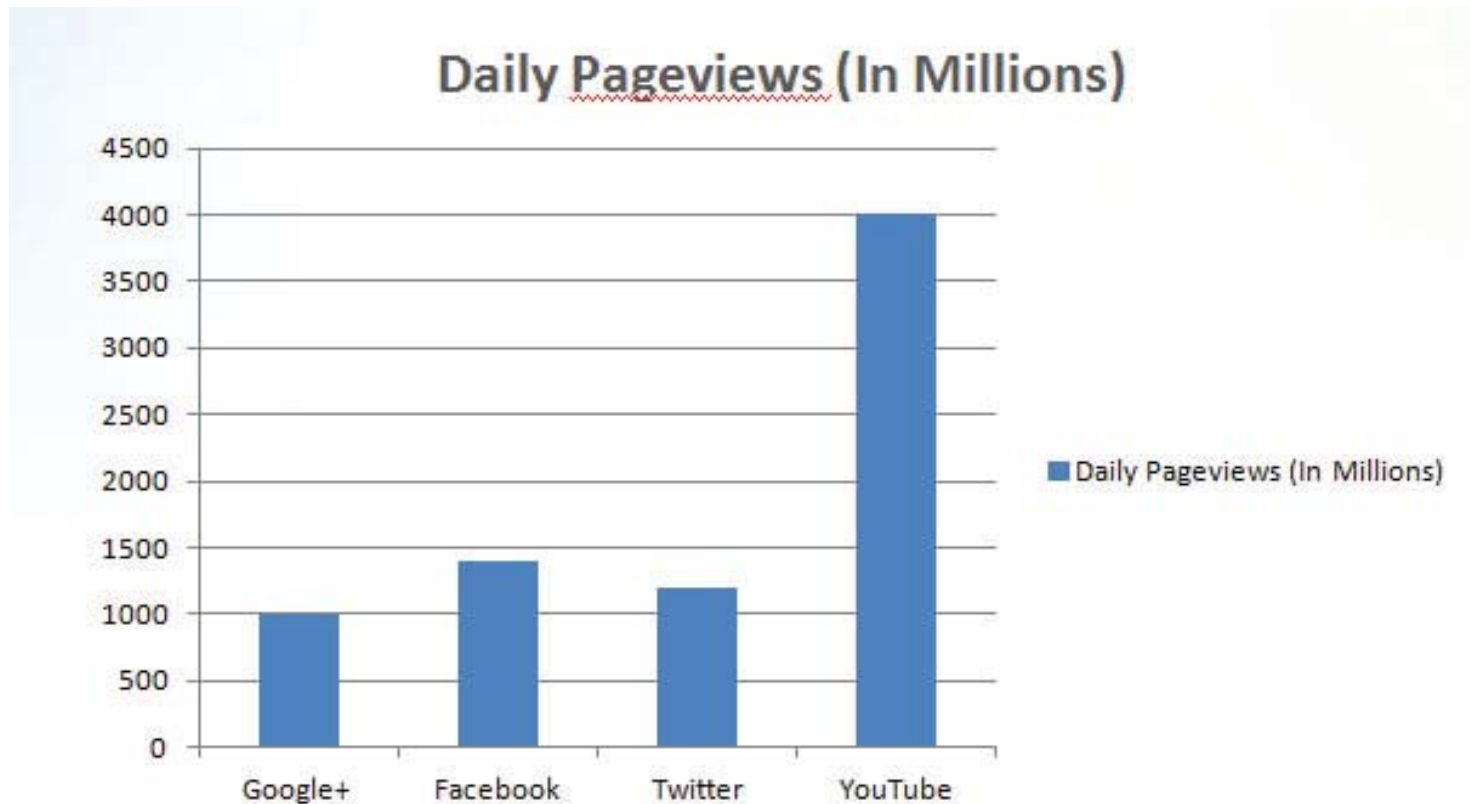
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Video Stats

Discovery & Engagement



Here you will see the actual visitorship of social media sites to get a picture of why video marketing is vital across all business platforms.

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Video Builds Trust & Loyalty

80% of executives are watching more online video today than they were a year ago (Forbes Insight)

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Video Stats Trust & Loyalty

Affluent consumers prefer video and search to other digital advertising formats, as **41% of affluent online shoppers** reported to eMarketer that they took an action after seeing one of these two ad formats. (eMarketer, August 2011)

Frequent online shoppers value video more heavily than other shoppers. **46% of frequent online shoppers** prefer shopping on sites with video, compared with 30% of infrequent online shoppers. (Internet Retailer, November 2010)

Over 90% of shoppers surveyed found video useful in making purchase decisions, according to a study of Swimwear Boutique customers.

(Internet Retailer, October 2010)

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Video Stats Trust & Loyalty

According to Internet Retailer, **52% of consumers** say that watching product videos makes them more confident in their online purchase decisions. When a video is information-intensive, 66% of consumers will watch the video two or more times. (Internet Retailer, 2012)

Mediapost reports that product videos play a key role in consumer purchase decisions, citing a **9x increase in retail video views** at the start of the 2011 holiday season. (MediaPost, 2012)

Brand recall increases by 15% when video is watched

Internet Retailer reports that shoppers who viewed video on Stacks and Stacks product pages were **144% more likely to add to cart** than other shoppers. (Internet Retailer, March 2011).

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Video Stats Trust & Loyalty

According to Website Magazine, video is a driver of consumer confidence. Consumers are willing to watch videos **60% of the time** they are found, and 52% of consumers report that they are less likely to return a product after viewing a video. (Website Magazine, 2012)

Online video is second only to word-of-mouth for its ability to influence decision makers in every stage of the purchase lifecycle (MarketingSherpa)

Forbes Insight found that **59% of senior executives** prefer to watch video instead of reading text, if both are available on the same page.

75% of C-Suite executives say they watch work-related online video on business-related websites at least weekly (Forbes)

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Video Stats Trust & Loyalty

From July 2009 through July 2010, the number of US video viewers on retail sites **grew 40%**, outpacing 17% growth in the number of total US online video viewers. 96% of online shoppers also watch online video. (Comscore, August 2010)

More than **three out of five consumers** will spend at least two minutes watching a video that educates them about a product they plan to purchase, and 37% will watch three for more than three minutes. (MarketingCharts.com, 2012)

Rich media ads containing **video increase purchase intent by 1.16%** and drive success more than four times that of Flash animation. In addition to the increase in purchase intent, video ads appear to increase consumer brand loyalty. Viewers favored a brand 2.30% more when exposed to rich media with a video ad opposed the tiny 0.15% increase simple Flash animation experienced. (DoubleClick, The Brand Value of Rich Media Ads, June 2009)

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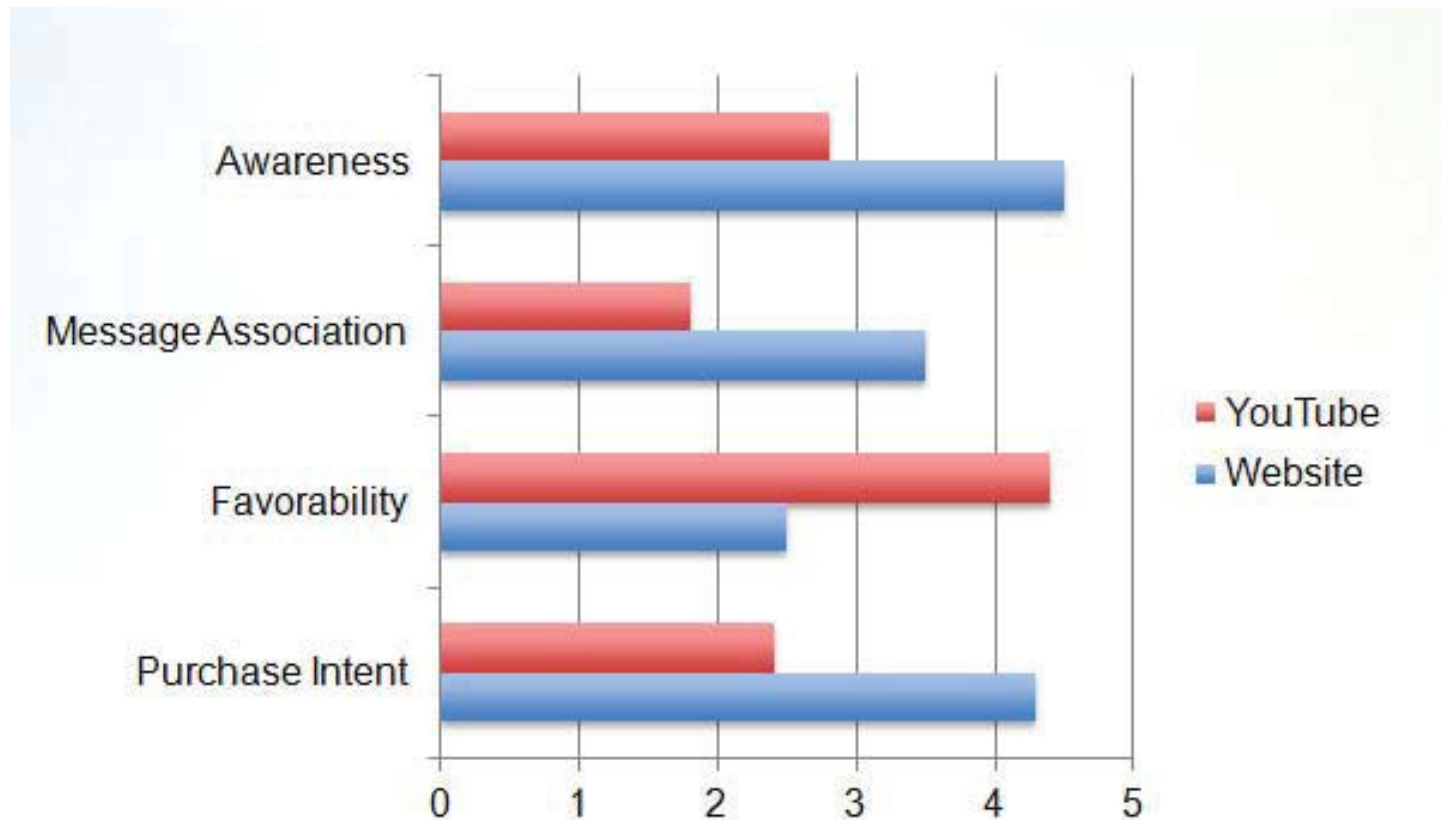


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Video Stats Trust & Loyalty



Videos streamed on a company's website tend to build purchase intent and brand favorability. On the other hand, YouTube and social media help with awareness and message association.

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Video Increases Conversion

*Watching online video influences 90%
of consumer buying decisions*

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Product videos play a key role in consumer purchase decisions

Visitors who view product videos are **85% more likely to buy** than visitors who do not. (Internet Retailer, April 2010)

Retail site visitors who view video stay **two minutes longer** on average and are **64% more likely to purchase** than other site visitors. (Comscore, August 2010)

It's been shown that videos can increase the number of business profile clicks **by more than 30%, business calls by 18%, website visits by 55%**, incidence of purchase by 24%, (PRWeb).

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Video Stats Conversions

Online retailer Living Direct found that videos boosted conversion as well as **increasing time on site by 9%**. (Internet Retailer, October 2010).

In tests merchants such as Archie McPhee experienced **conversion rate increases averaging 30%**, with a range from 12% to 115%.

(Practical Ecommerce, November 2008)

Shoeline.com saw a **44% increase in online sales conversions** by using videos to showcase their products. "With such positive results on our existing videos, the goal right now is to add video to as many of our products as possible," says Frank Malsbenden, VP and GM of Vision Retailing Inc., the parent company of Shoeline.com. (Internet Retailer, January 2009)

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Video Stats Conversions

Zappos reports a **6% to 30% increase** in sales for products with video. (ReelSEO, December 2009)

Retail sites with video **increase conversion by 30% and boost average ticket by 13%.**

(L2 Specialty Retail Report, September 2010)

20% of all males surveyed cited online video as a significant influence in recent purchases of jewelry and watches. (Ad-ology Media Influence on Consumer Choice survey, September 2008)

Shoppers who view video at Onlineshoes.com convert at a **45% higher rate** than other shoppers, and the site has seen a **359% year-over-year increase** in video views. Product pages with video have higher conversion rates than product pages without video. (Internet Retailer, February 2010)

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Online Video Reduces Returns & Service Costs

Video decreases returns and service call volume

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Video Stats Service Costs

Dell credits video with **reducing service call volumes by 5%**. Virgin Mobile expects video to **reduce call volumes by 14%** in 2011. (The Australian, December 2010)

Discovery Channel **increased video streams 123%** by properly implementing video sitemaps. (Discovery Digital Media, 2010)

Ice.com found that **viewers who chose to view video converted at a 400% increase** over those who did not. Ice.com also credits video with **decreasing returns by 25%**.

(Internet Retailer, December 2009)

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Video Brings Online & Offline Together

*Mobile commerce will reach
\$119 billion by 2015 (MobiThinking)*

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Video Stats Online & Offline

In Q1 of 2012, **45.9% of US online shoppers** researched products in-store before ultimately purchasing online. (eMarketer, 2012)

Video traffic on mobile networks rose 10 percentage points over a one-year period and is now **50% of on traffic** on wireless networks. (ByteMobile, 2012)

In February 2012, smartphones were **nearly half (49.7%) of the US mobile market**. That's a 38% increase from February 2011. Smartphone users are increasingly consuming product video as part of their multichannel shopping experience, with 49% of smartphone owners watching at least one product video during a three-month period. (E-Commerce Times, 2012)

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Video Stats Online & Offline

Over **40% of tablet use occurs outside the home**. Tablet users prefer tablets to personal computing for a variety of uses including watching video (67%) and shopping (52%). (Online Publishing Association, 2011)

There were nearly **25 million mobile video viewers** at the end of 2010, an increase of 40% over the previous year. **77% of mobile video viewers** report watching more mobile video than they did one year ago. (eMarketer, 2010)

93% of smartphone users use their devices in the home, and almost **50% of users** watch videos on their smartphones. 90% of smartphone searches result in an action such as a purchase or a visit to a business. (Google Blog, April 2011)

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Video Stats Online & Offline

In the first quarter of 2011, **QR code scans increased 181%** over the previous quarter for US smartphone users. (eMarketer, May 2011)

The majority of QR code scans are to access product information, and **25% of QR code scans** are to access video content. (Loyalty360, 2011)

A recent Cisco survey of US and UK consumers finds that **shoppers prefer to research products online prior to making in-store purchases** and recommends making video content available in-store by kiosk, touchscreen and smartphone integrations. (Internet Retailer, January 2011)

Consumer packaged goods firm Reckitt Benckiser found that online video delivered a **6% increase in in-store sales**. (Reckitt Benckiser / Nielsen, May 2010)

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Video Drives Effective Marketing

*Video increases email click-through rates **2x-3x** (Forrester)*

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Video Stats Effective Marketing

Video in email marketing has been shown to increase click-through rates by over 96% (Implix Email Marketing Trends)

In tests, marketing automation provider Eloqua found that video in an introductory email campaign led to a **75% reduction in subscriber opt-outs**. (Eloqua, 2010)

28% of smartphone owners will watch videos on their phones in an average month (Experian 2012 Digital Marketer: Benchmark and Trend Report)

When marketers used the word “video” in an email subject line, **open rates rose 7% to 13%**(Experian 2012 Digital Marketer: Benchmark and Trend Report)

A recent study by Forrester showed that **video increased email click-through rates 2x-3x**.(Forrester, 2010)

In one campaign including video in an email campaign drove a **51% increase in subscriber-to-lead conversion**. (Blue Sky Factory Webinar, 2010)

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Businesses are Implementing Online Video

*Business spending on video will reach **\$8.3 billion by 2015***

(Interactive Media Strategies)

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Video Stats Business Strategy

The eTailing Group found that 73% of online retailers used video on product pages in 2010, up from 55% in 2009 and only 20% in 2005. 74% of the top 50 retailers used product videos, 40% used category videos, and 38% used other types of informational videos. (eMarketer, February 2011)

The number of marketers planning to use video in email campaigns has increased **5x** in the past year

(Implix 2010 Email Marketing Trends Survey)

1.4 billion was spent by advertisers on video in 2010

According to a survey by the Content Marketing Institute, **50% of manufacturers surveyed** had established a YouTube presence for brand-building and connecting directly with consumers. (Industrial Marketing Today, 2011)

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Video and other multi-media product viewing options were **rated more effective than any other site initiatives** in an Adobe survey of almost 2,000 interactive marketers. (Adobe, May 2011)

Leading online retailers added video to their sites in 2009 to increase online sales. PetsUnited, the owner of 10 eCommerce sites, saw a **50% jump in average sales** when shoppers made a purchase after viewing a video. (eMarketer, January 2009)

eCommerce video success can be clearly measured. Conversion rate, cart abandons, increased traffic and View Rate (VR) are key to demonstrating success. (Practical Ecommerce, March 2010)

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eMarketer senior analyst Jeffrey Grau characterizes the benefits of video as including "...a lower number of abandoned shopping carts, reduced return rates, and higher sales." (eMarketer, January 2009)

Search engine optimization (SEO) and online video were the **two top priorities** for online retailers in 2009. Online shoppers who viewed video had a **larger shopping ticket** than those who viewed traditional rich media such as flash animations. (Internet Retailer, January 2009)

Marketers in the United States are expected to spend \$2.16 billion on online video ads in 2011, that's a 52.1% increase from the \$1.42 billion last year. (Internet Retailer, June 2011)

68% of the Top 50 Internet Retailers use video content in their websites. Internet Retailer, July 2010

At least 73% of marketers plan on increasing their use of YouTube/video, blogs, Facebook and Twitter (Social Media Examiner)

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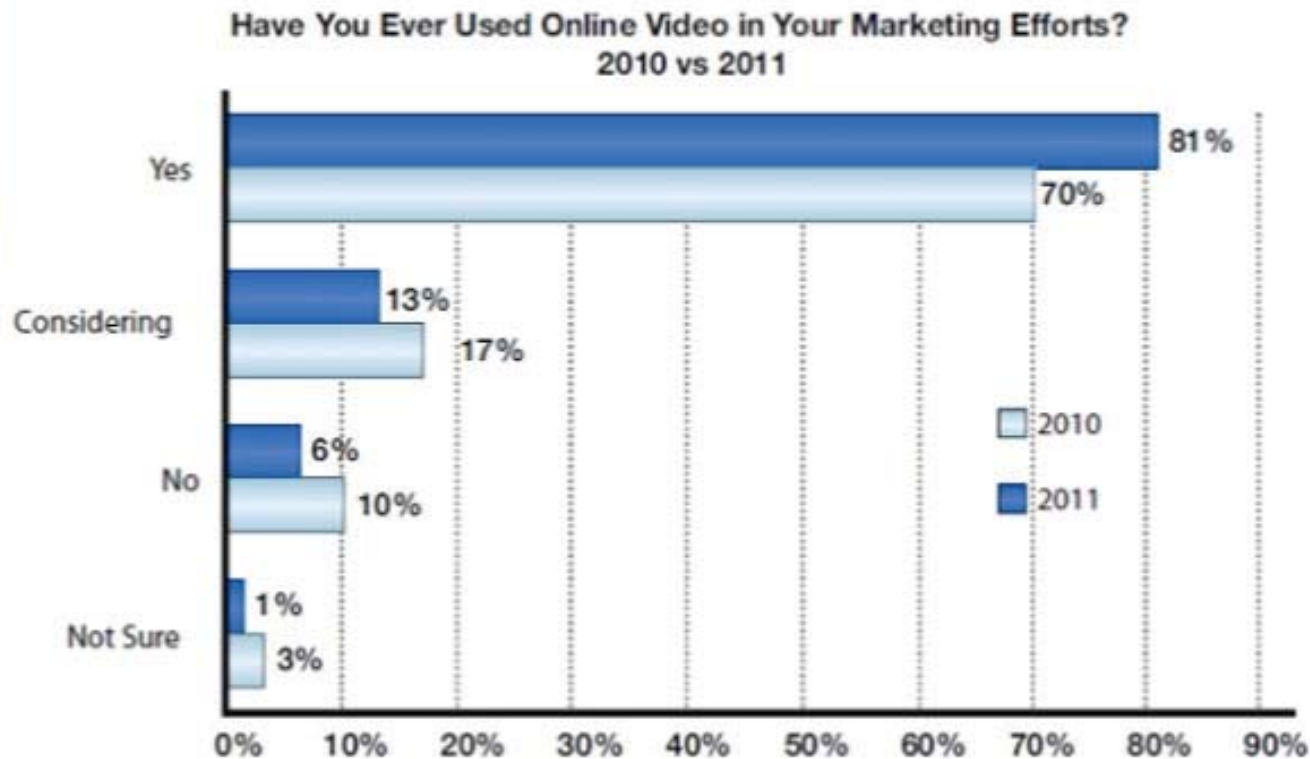


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Video Stats Business Strategy



A huge majority of businesses are now using some form of online video in their marketing strategy.

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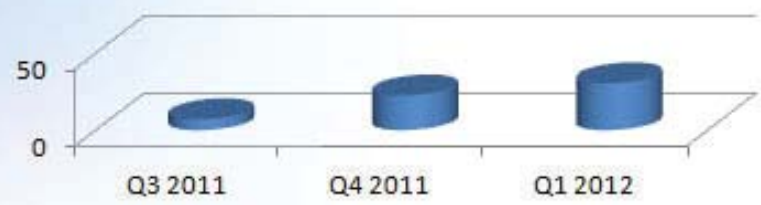
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Business Marketing Spending Change (In \$)



Marketing Metrics, 2012



Businesses are increasing their spending for marketing efforts. Video and website marketing combine to give a clearer picture on where people are going to turn towards when a purchasing decision needs to be made.

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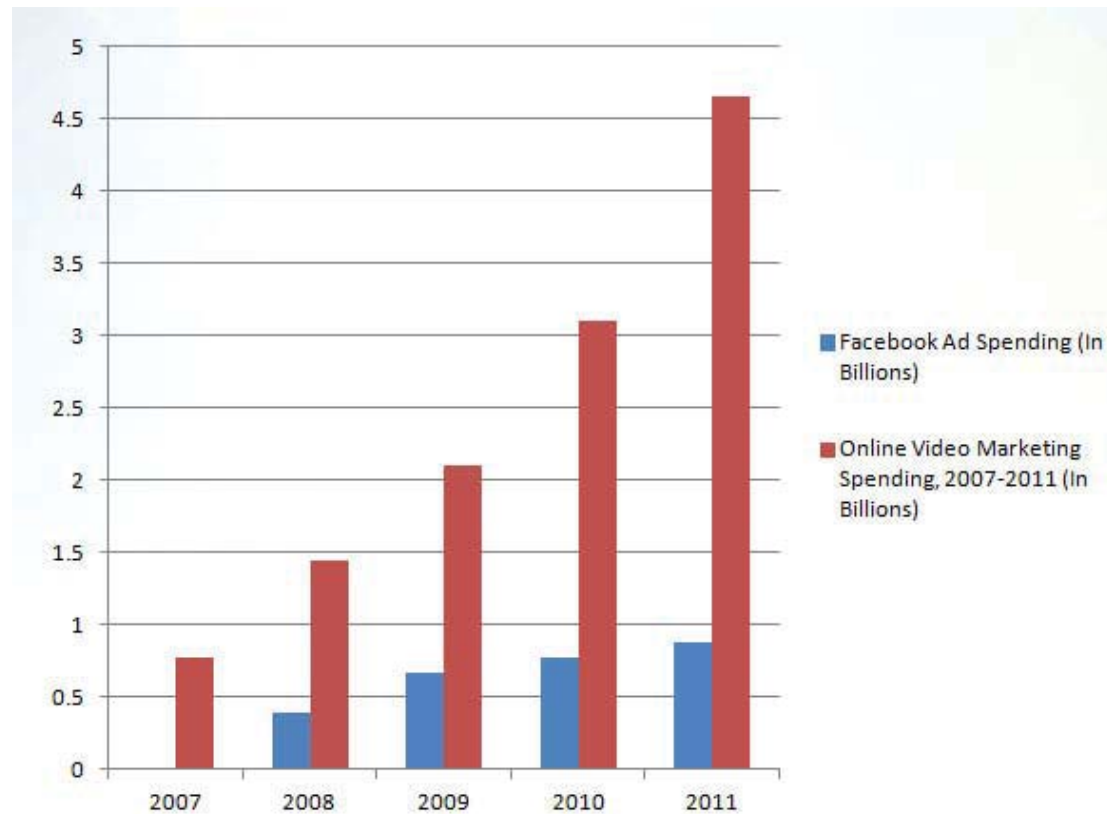


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Video Stats Business Strategy



Although Facebook may be a popular platform to share videos, the actual spending is going toward online video marketing

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Differentiate your company with HD Video

Video

If you`re not already communicating your stories via online video, you are missing out on an opportunity to talk to a large and engaged audience, improve your online visibility, generate leads, earn credibility, increase consumer confidence and drive sales.

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Solutions Brought
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