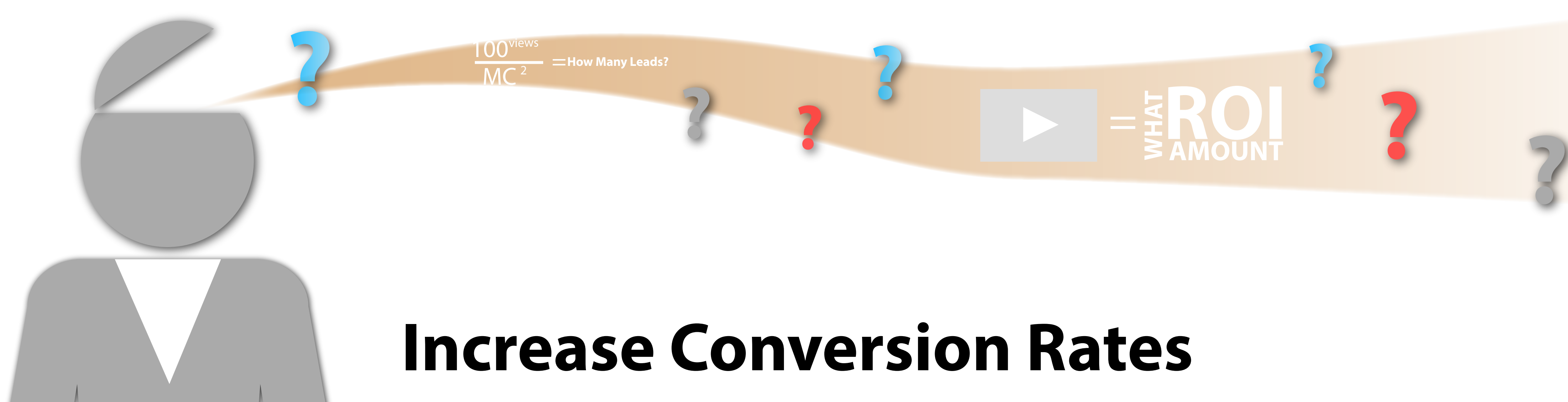
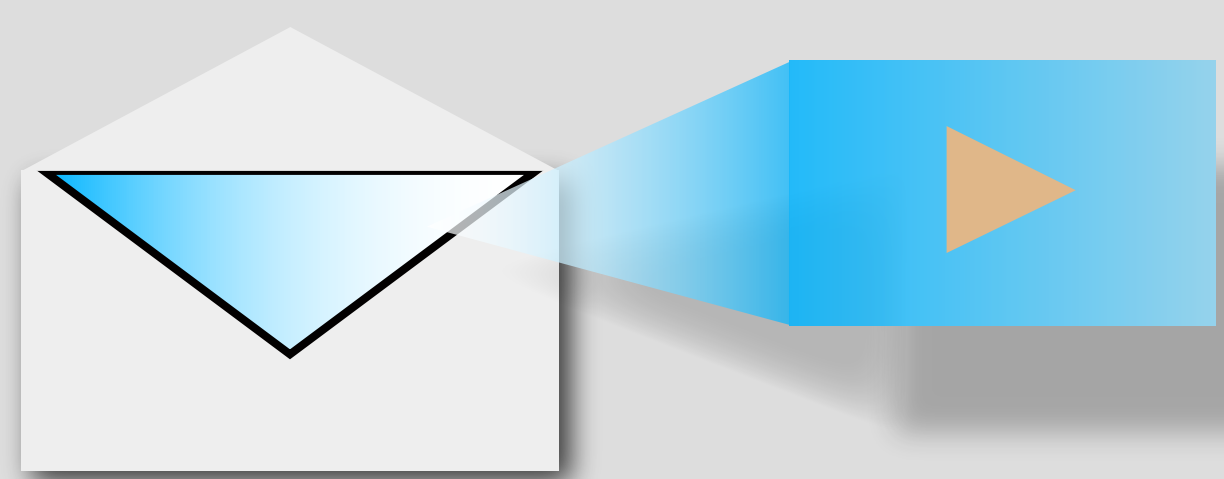


What can video do for my business?

See how your industry is utilizing video in their marketing strategy.



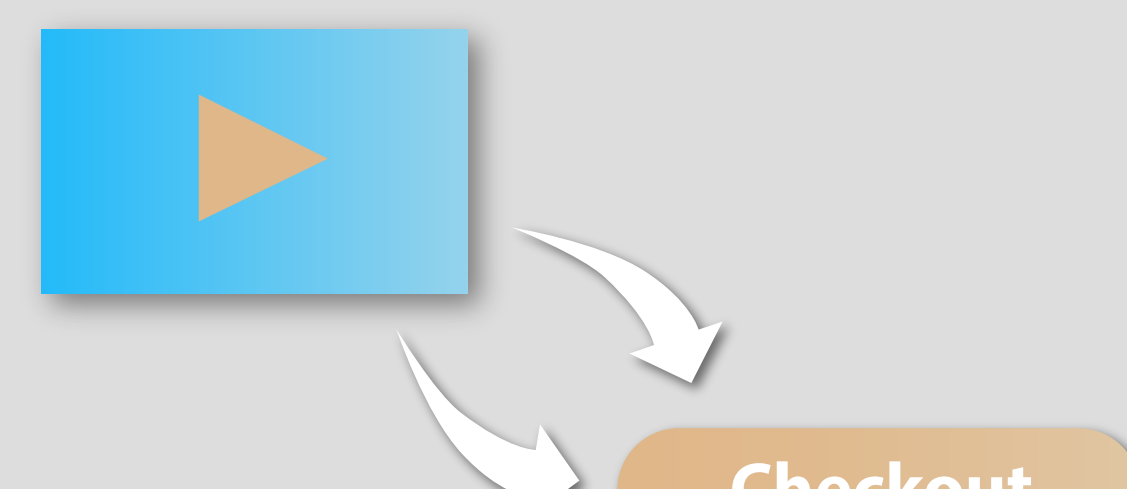
Increase Conversion Rates



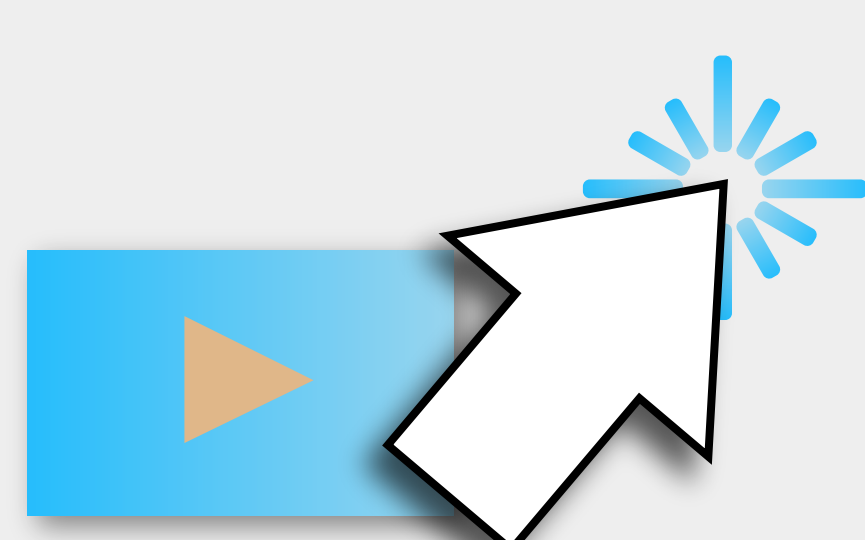
Video in email increases click-through rates by **200%-300%**



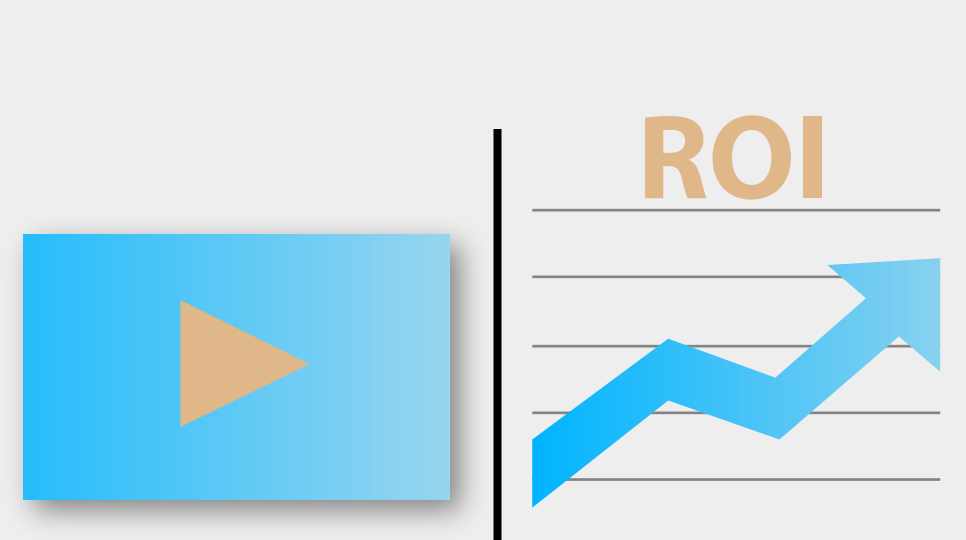
Landing page video can increase conversion by **80%**



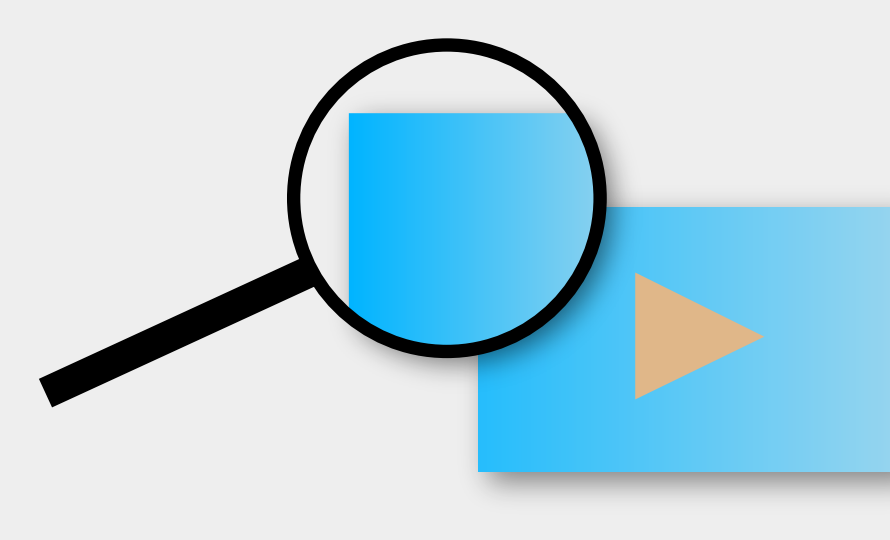
64% of user are more likely to buy online after watching a video



46% of users take some sort of action after viewing a video ad

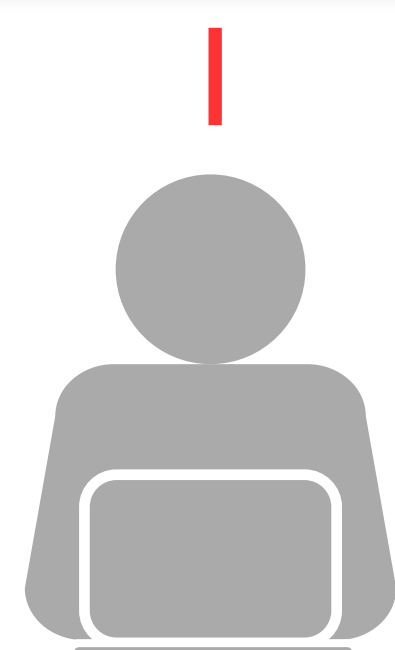
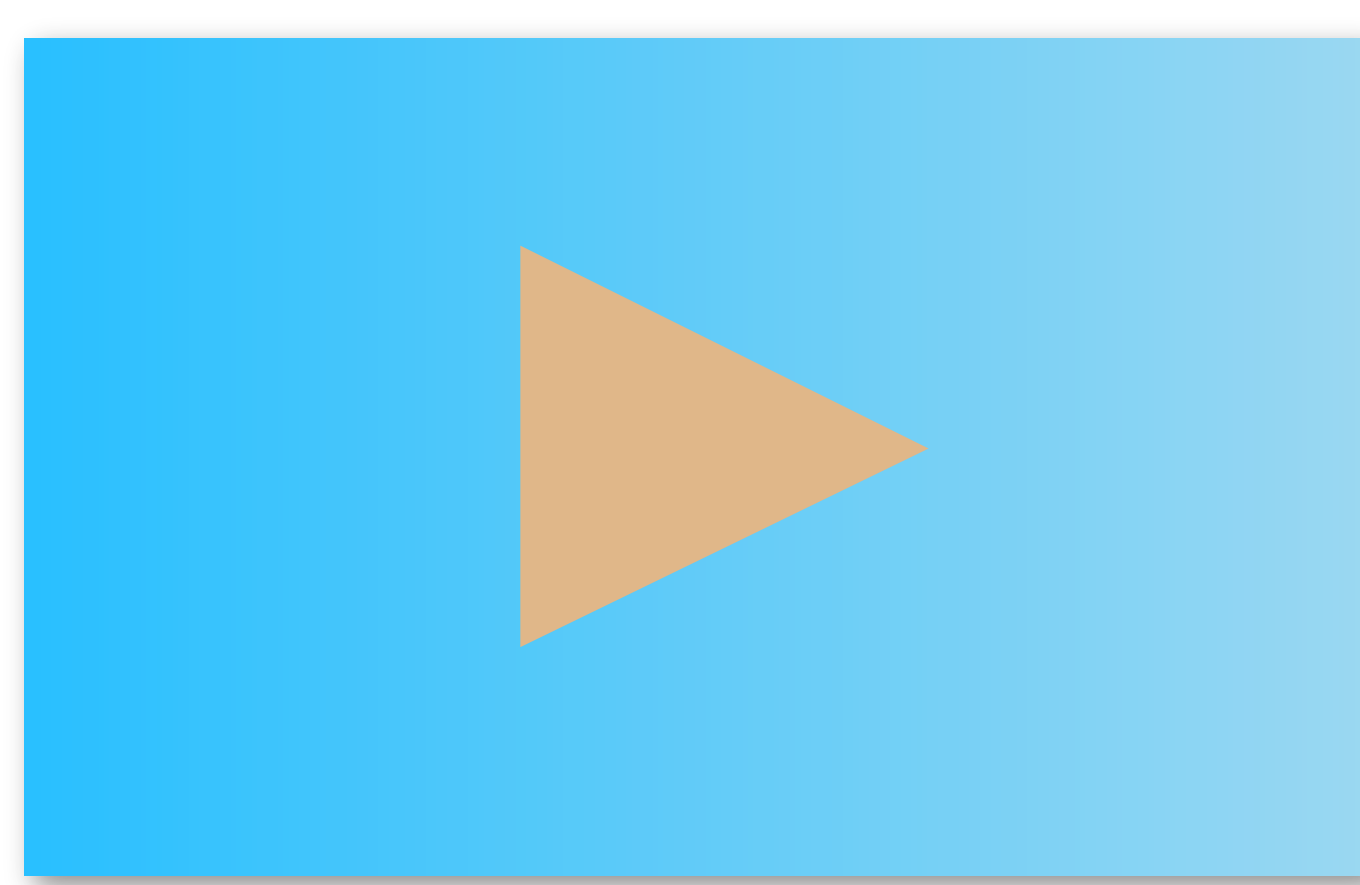


73% of B2B organizations report positive results to their ROI



50% of executives look for more info after seeing a product/service in a video

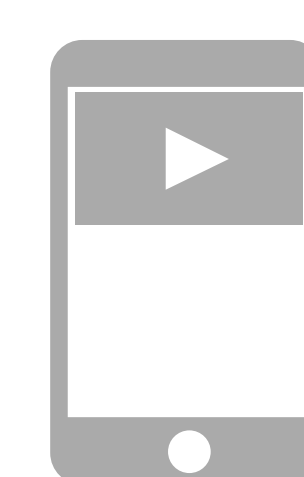
Who is Using Video



87% of online marketers use video content

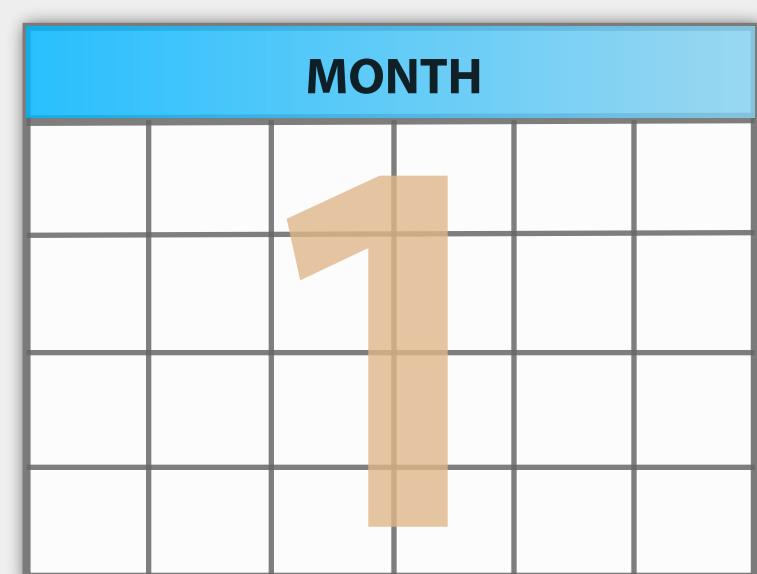


22% of U.S. small businesses plan to post a video in the next 12 months



65% of U.S. marketers plan to increase their mobile ad budgets to account for video.

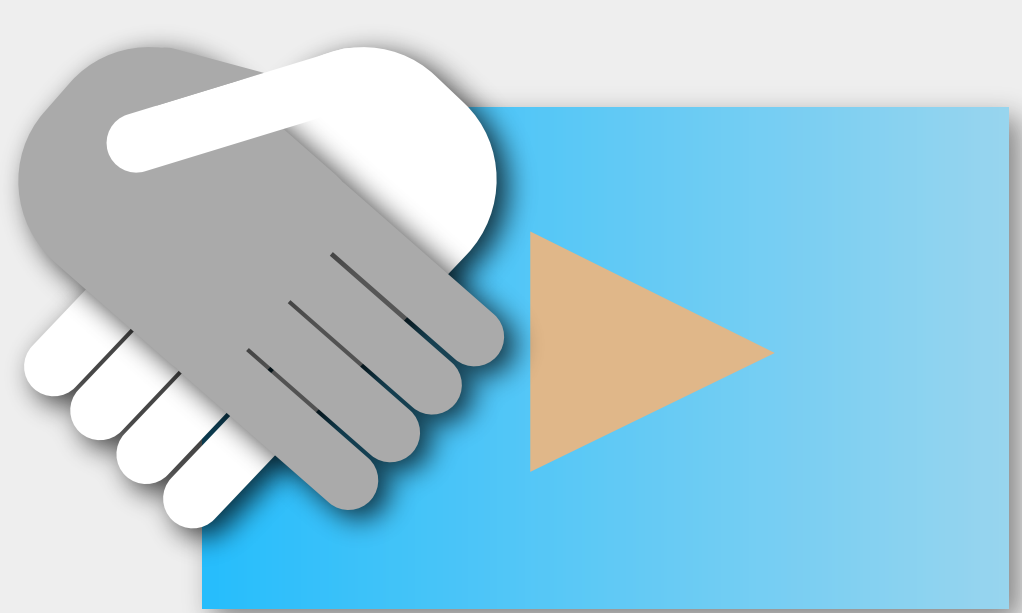
How are Users Interacting With Video



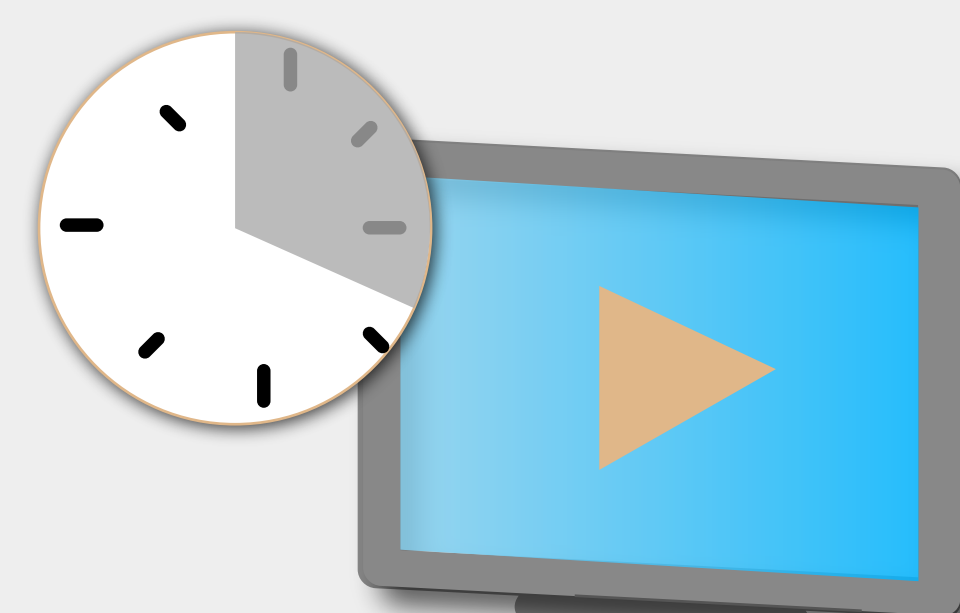
75% of online video viewers have interacted with an online video ad this month



90% of user say that seeing a video about a product is helpful in the decision process



36% of online consumers trust video ads



1/3 of all online activity is spent watching video