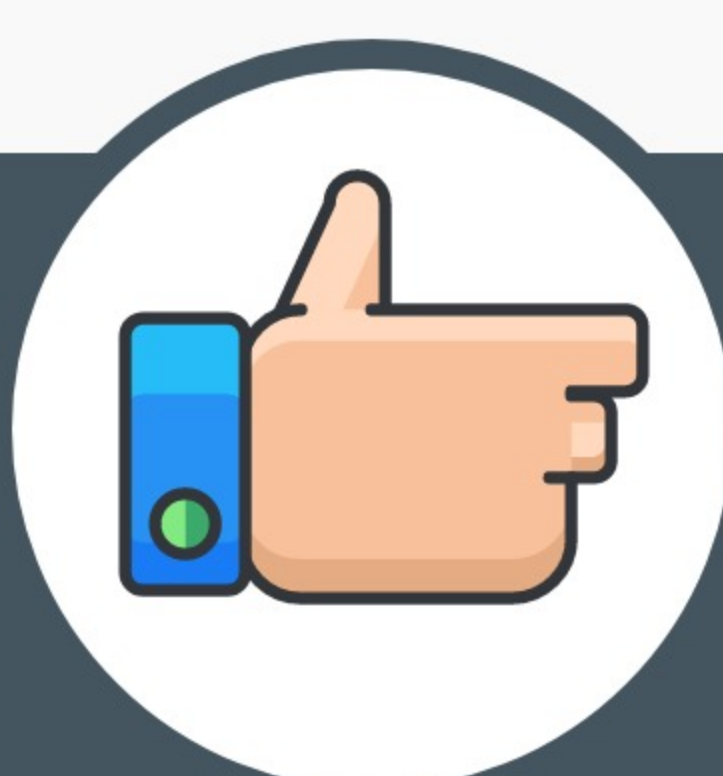




7 WAYS VIDEO CONTENT DRIVES BETTER RESULTS

1



INCREASED CUSTOMER CONVERSIONS

71% of marketers report that video conversion rates outperform all other forms of content.

2



STRONGER EMOTIONAL CONNECTIONS

Evoking emotion in marketing positively impacts customer decision-making, even in B2B markets.

3



BETTER EMAIL CLICK-THROUGHS

Adding video to emails has been shown to double click-through rates .

4



HIGHER RETENTION RATES

65% of viewers watch more than 3/4 of a video. That far outpaces text-based content retention rates.

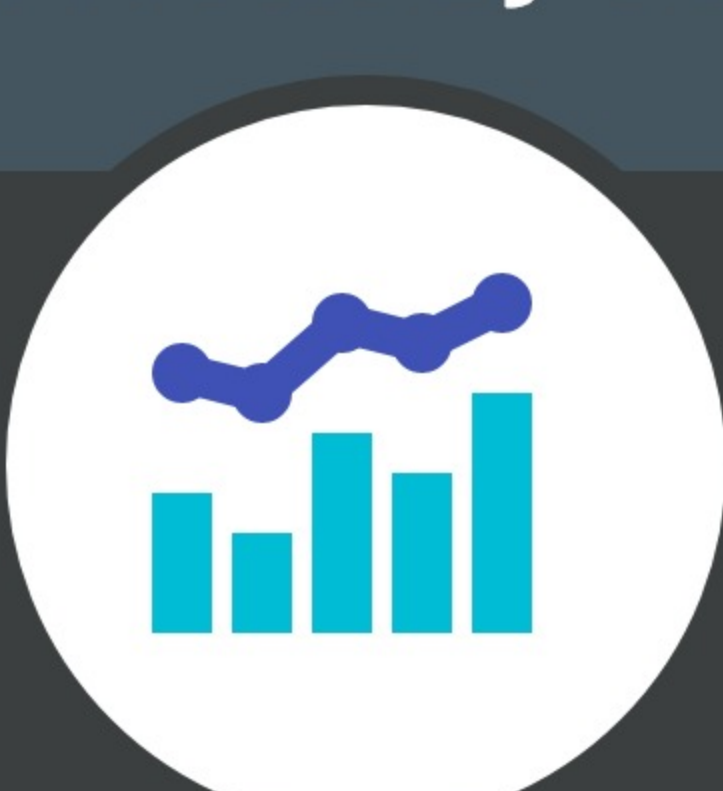
5



IMPROVED SEO

Adding a video to your website can increase the chance of a front page Google result by 53 times.

6



GREATER OPTIMIZATION OPPORTUNITIES

Video has a built-in feedback loop. Measure click-through rate, drop-off points, or number of times watched.

7



HIGHER SOCIAL ENGAGEMENT

Audiences are about 10 times more likely to engage, embed, share, and comment on video content than blogs or related social posts.