



Your Gateway to More Customers

54 Video Stats that will surprise you

A LOCALTRIFECTA CASE STUDY

Video drives search results

“Videos in universal search results have a **41% higher** click through rate than their plain text counterparts”

—ReelSEO

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

—Forrester

Video results appear in over **63%** of blended (aka universal) search results on Google

—Search Metrics

Each day, **3.4 billion searches** are completed

—eMarketer

Video increases engagement

“182 million viewers watched
39 billion videos in March 2013”

—comScore

85% of the US online population has watched a YouTube video; **65%** watch one video per week

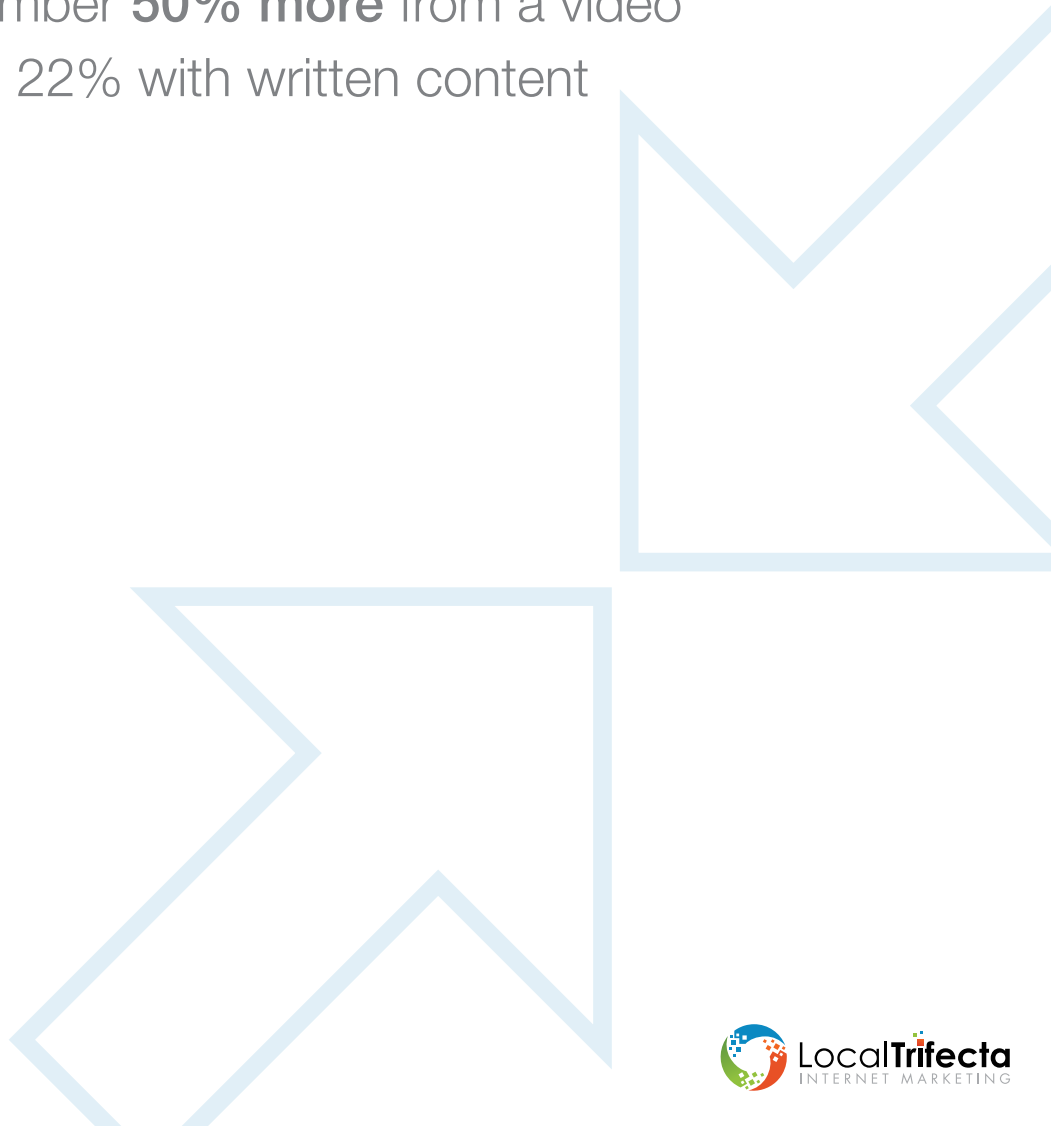
—comScore

60% of people prefer watching video
over reading text

—Forbes

People remember **50% more** from a video
compared to 22% with written content

—Wharton Business

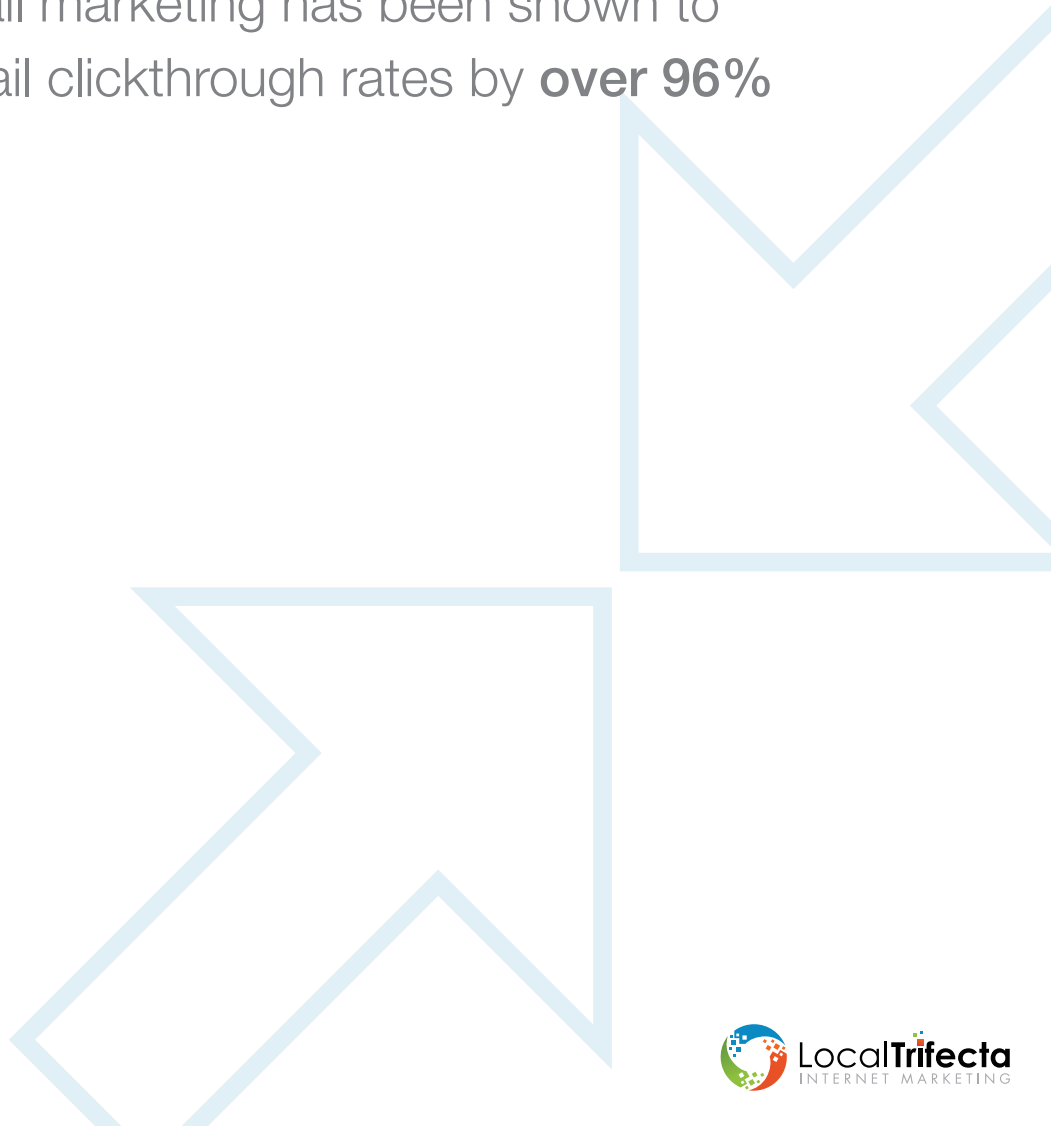


Landing pages with professional video generate
4-7x more engagement and response rates

—*Search EngineWatch*

Video in email marketing has been shown to
increase email clickthrough rates by **over 96%**

—*Flimp*



Video drives sales

“52% of consumers feel watching an online product video makes them more confident in their purchase”

— Internet Retailer



60% of consumers will watch product videos when they find them

—Website Magazine

52% of consumers say they are less likely to return a product after viewing a product video on a brand website or YouTube

—Website Magazine



Three out of five consumers will spend roughly two minutes watching a video that educates them about a product they plan to purchase and 37% will watch for more than three minutes

—*Marketing Charts*

Retail sites with video content increase conversion by **46%**

—*Treepodia*



Video increases conversion

“Visitors who view product videos are **85% more likely** to buy than visitors who do not”

—Internet Retailer

Retail site visitors who view video stay two minutes longer on average and are **64% more likely** to purchase than other site visitors

—comScore



Professionally produced video optimized for eCommerce outperforms user-generated video (UGC video) by **30%**, delivering a **24.7% lift** as compared with an 18.7% lift for the UGC video

—comScore



Video & social media

“Every minute: **30 hours of video** are uploaded to YouTube and 1.3 videos are viewed”

—Intel

YouTube is used by **77% of business** for sharing content online

—b2bmarketing.net



A video is **3x more likely** to be shared on Twitter than any other type of content

—Adobe

75% of all videos shared are shared on Facebook

—Adobe

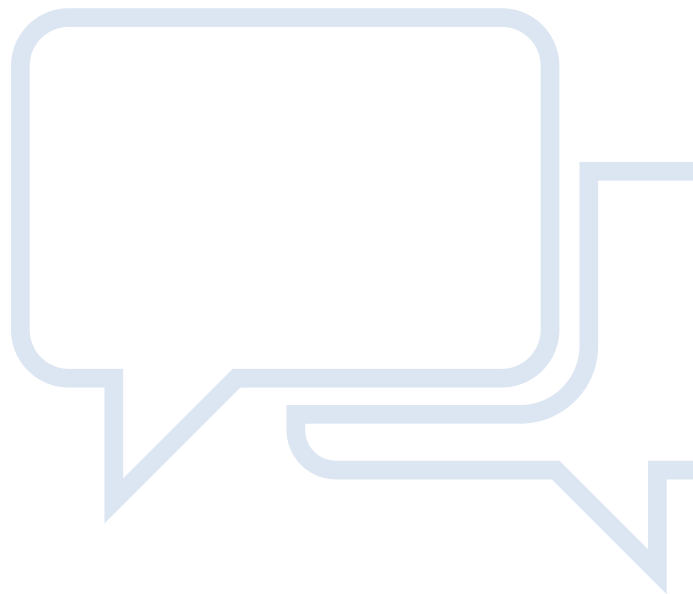


Video has a viral reach of **77%** on Facebook

—Adobe

Video has a social engagement of
66% of Facebook users

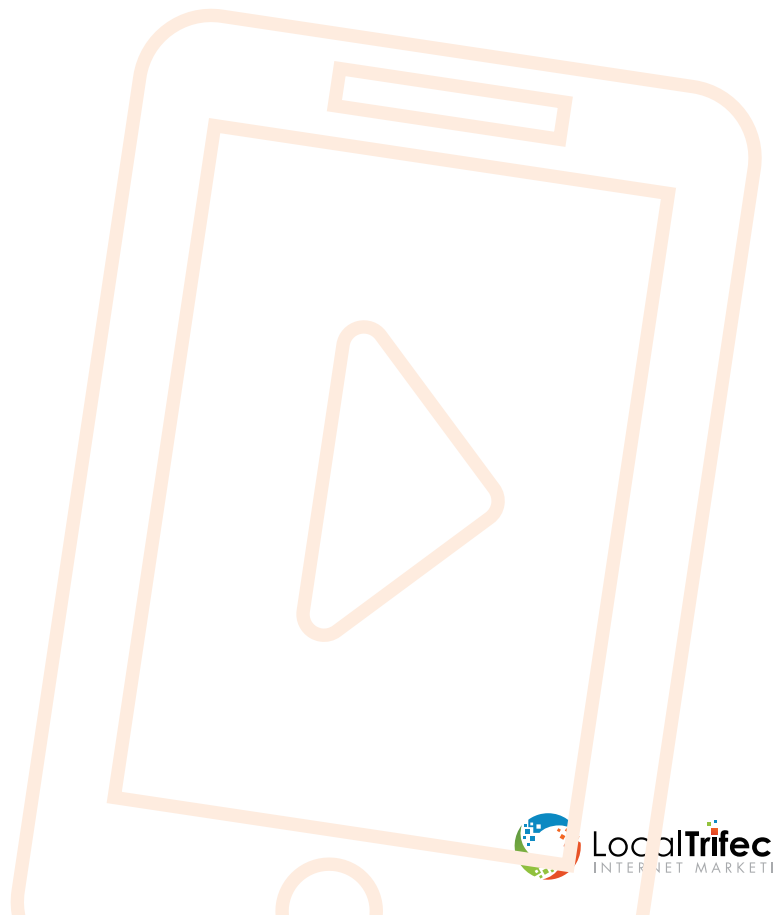
—Adobe



Mobile video is growing

“92% of mobile users share videos with others (sharing with social networks or actually on their own device were the main sharing methods)”

—Business2Community

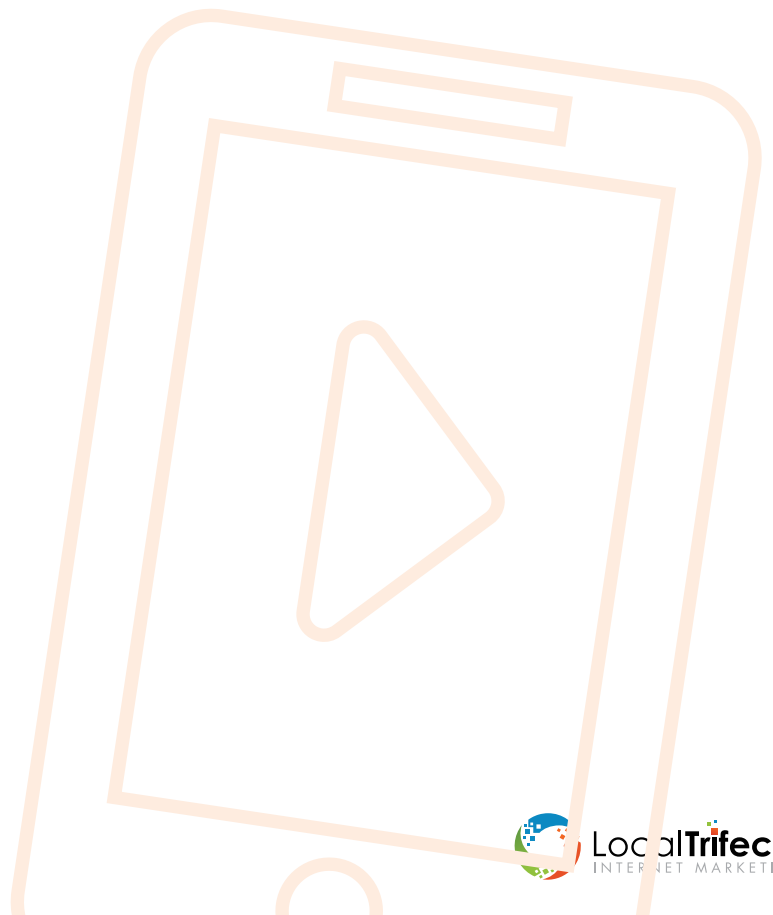


10% of video starts are on mobile devices

—*comScore*

66% of respondents spend more than one hour per week watching mobile video

—*Business2Community*

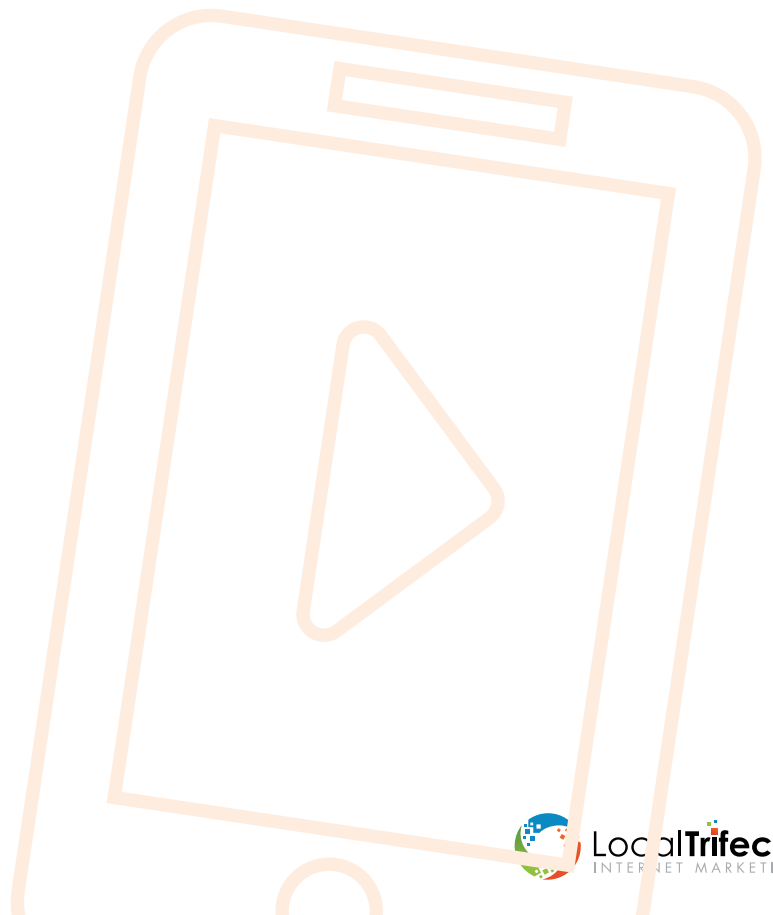


Mobile video users consume mobile video
throughout the entire day, every day of the week

—*Business2Community*

63% of usage happens at home,
often alongside a second screen (usually TV)

—*Business2Community*

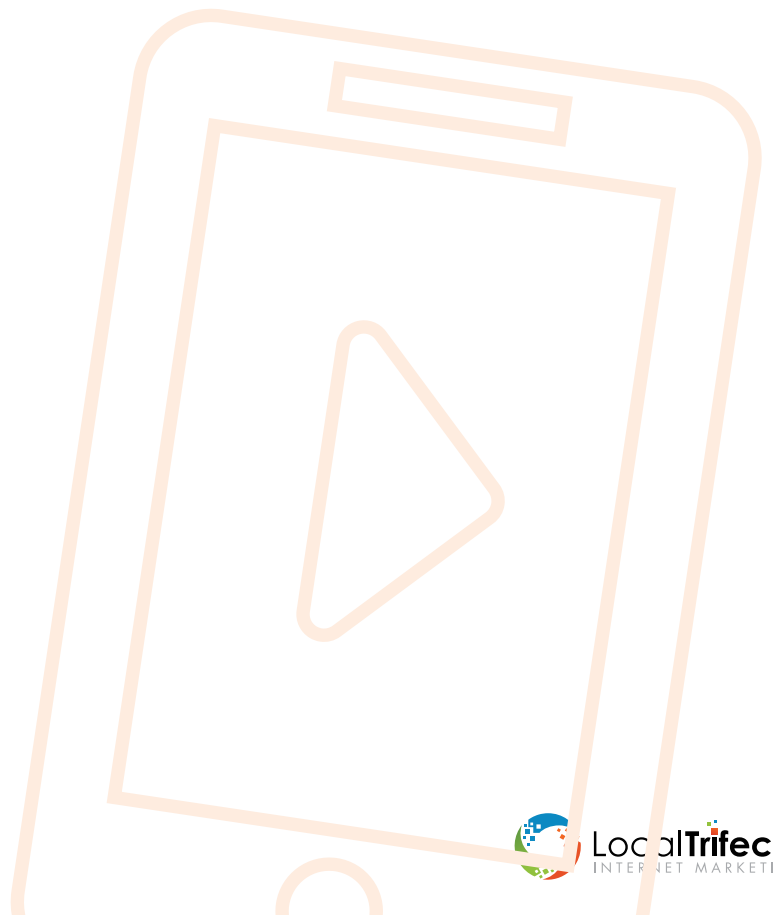


55% of videos are watched via mobile apps,
and **41%** via the mobile web

—*Business2Community*

33% of mobile phone users share video weekly,
16% share it daily.

—*Business2Community*

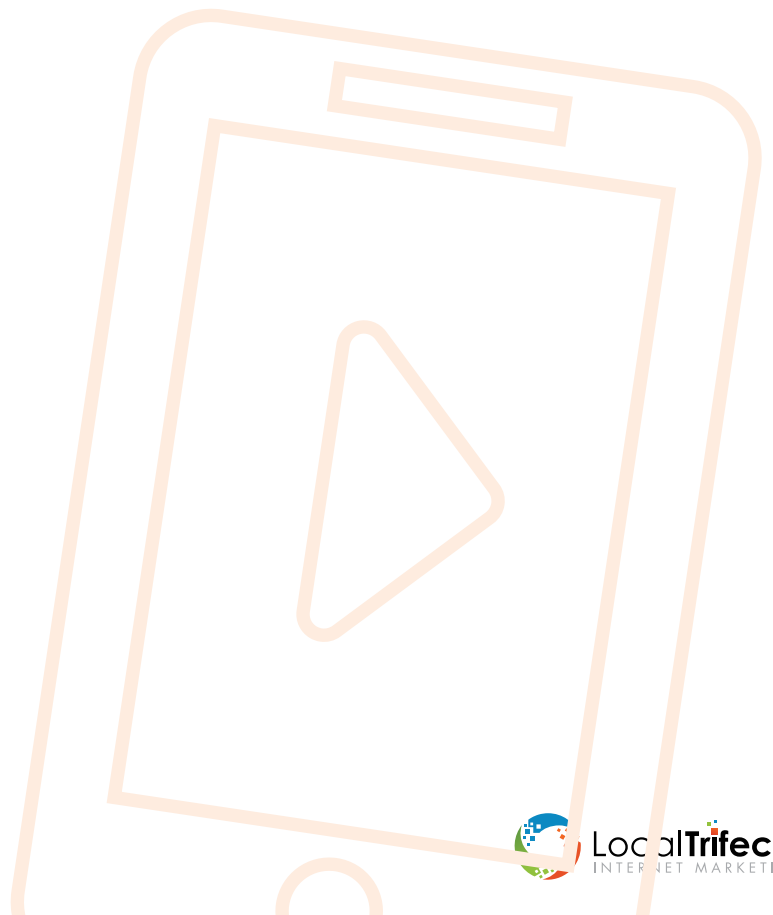


Funny, short videos were most likely to be shared (**66%**) followed by music videos (**52%**)

—*Business2Community*

60% of mobile video views are on iOS devices
(30% iPhone, 24% iPad, 6% iPod)

—*MarketingProfs*



Mobile commerce is growing

“Mobile commerce will reach \$119 billion by 2015”

—MobiThinking

Mobile and tablet shoppers are **3x times as likely** to view a video as laptop or desktop users

—Forbes



28% of smartphone owners will watch videos on their phones in an average month

—Experian

Nearly **40% of consumers** report that videos increase their likelihood of making a purchase on a mobile device

—Ecommerce Times



During a three-month period, **49% of smartphone owners** watched at least one product video

—*Ecommerce Times*

The most popular use for mobile action codes, such as QR and bar codes is linking to mobile video: **40% of codes** link to video content, including product demos

—*MediaPost*



Businesses are implementing online video

“70% of B2B business are using video as a marketing tactic”

—Marketing Profs

Online video provides up to a **90% conversion rate**

—Flimp

61% of business people watch videos to learn how to use a product or service

—IDG

58% of business people watch videos to find information on products they wish to buy

—IDG

After watching a video **46% of business people** visited a vendor website or contacted a vendor for more info

—IDG



42% of business people who watched a video purchased a product

—IDG

61% of businesses say online video is the top converter for sales

—Adobe Digital Report



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

—*Interactive Media Strategies*

Videos produced for business purposes will
grow in excess of **50 percent** annually
through at least 2015

—*Interactive Media Strategies*



SMB spending on digital media will grow to **\$16.6 billion** by 2015

—BIA/Kelsey

29 percent of executive-level retailers stated online video will be where they spend the majority of their budget in 2013

—eTail survey



Nearly **87% of US brand and agency marketers** polled in January 2012 said they created videos for content marketing

—*Outbrain*

29% of B2C marketing professionals worldwide believe video content is the most effective social media marketing tactic

—*eMarketer*



Online video production will account for **more than one-third** of advertising spending within the next five years

—*Borrell Associates*

76% of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter, and blog integration

—*Social Media Examiner*

