

VIDEO MARKETING STATS



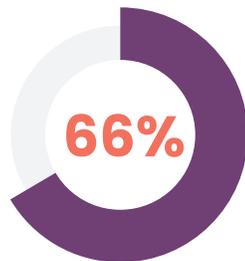
Almost 90%

of online marketing professionals use video in their marketing campaigns. (Wordstream)



In a single month, more videos are uploaded than the biggest American television networks created in three decades. (Wordstream)

Marketers can see **66%** more solid leads every year when they use video. (SmallBizGenius)



A video thumbnail can improve subscriber engagement by almost **41%** when it's included in an email. (Backlinko)

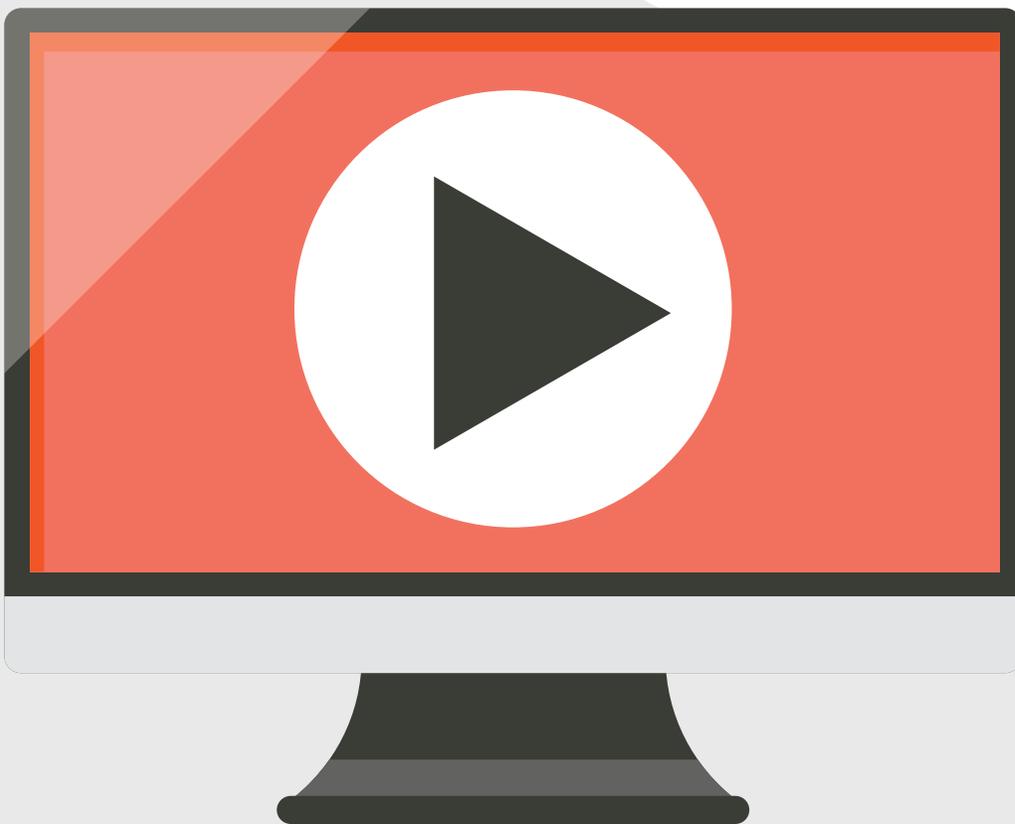


Almost 25%

of digital marketers have previously used an interactive video. (SmallBizGenius)



People view more than **50%** of their videos on mobile devices. (Wordstream)



Video can increase open rates by **19%** and click rates by **65%** while reducing unsubscribe rates by **26%**. (Campaign Monitor)



An annoying voiceover can cause up to **75%** of consumers to leave a purchase behind. (SmallBizGenius)

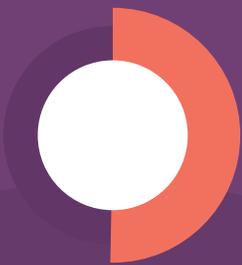
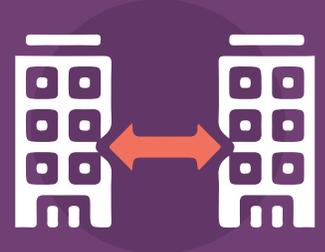


Over 90% of people who watch videos on their smartphones share them with their network. (Wordstream)

Product videos in ecommerce stores can increase purchases by up to **144%**. (Backlinko)



Nearly 75% of B2B marketers believe that video has a positive impact on their ROI. (Biteable)



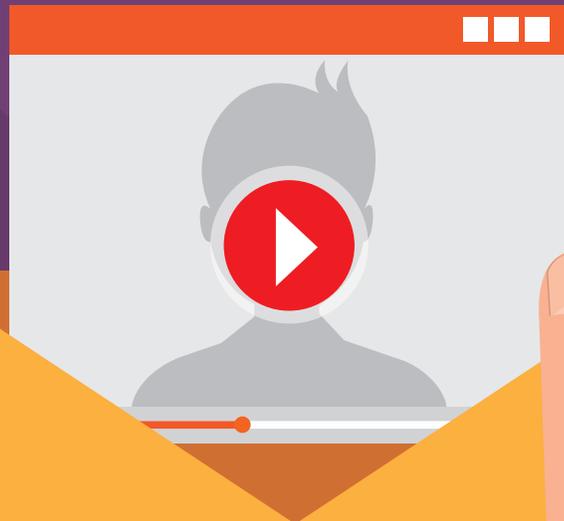
According to **51%** of digital marketers, video content has the highest ROI of all marketing channels. (Wordstream)



Video marketing can lead to an average brand awareness increase of **54%**. (TechJury)



Video content in emails can improve click-through rates by up to **300%**. (Biteable)



Video marketing can grow revenue by almost

50%

faster than marketing without video content. (Wordstream)





A video that's less than two minutes long will generate the most engagement. (Wordstream)



Adding video content to emails can potentially reduce opt-outs by

75%.

(Backlinko)



Over half

of consumers want the brands they love to provide more video content.

(SmallBizGenius)

Eight in 10

people will remember a video advertisement for the next 30 days.

(TechJury)



Video content on a landing page can improve conversion rates by more than

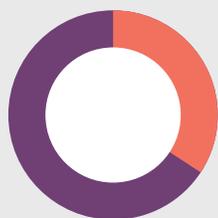
80%. (Wordstream)



Over **50%**

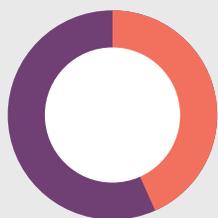
of people prefer to watch content online as opposed to TV. (SmallBizGenius)

VIDEO LENGTH IS CRITICAL:



33%

of customers will stop watching after 30 seconds,



45%

of them by one minute



60%

of them by two minutes.



Click-through rates on the initial email in a campaign can increase by

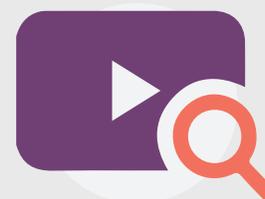
96%

(Backlinko)



Almost 100%

of businesses believe that informational videos help increase customer understanding of new products or services. (Wyzowl)



Before taking a trip to a store, almost **50%** of online shoppers

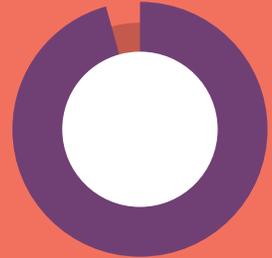
look for videos about products and services they might be looking for. (Biteable)



Businesses most often create these types of videos: explainers, how-tos, product demos, and testimonials. (Backlinko)



Eighty percent of people think that demo videos are useful. (SmallBizGenius)



Customers can retain up to **95%** of the content in a video, but only 10% of it when reading it. (Wordstream)

From increased open rates to a boost in revenue, these video email marketing statistics highlight how video is a critical strategy for ecommerce stores that want to improve customer acquisition and retention rates.



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VISCOM
S T U D I O S

125 Mason Circle, Suite E, Concord CA 94520

925 255-5195

<https://VisComStudios.com>