

The Top

15

Video Marketing Stats

for
2015



Now jam
packed with
43% more cat
video puns!

59%

of viewers will watch a video
to completion that is less than

one minute long.

– Wistia





92%

of mobile
video viewers
share videos
with others.

- Invodo

65%

of executives have visited a vendor's site after watching a video.

- Forbes



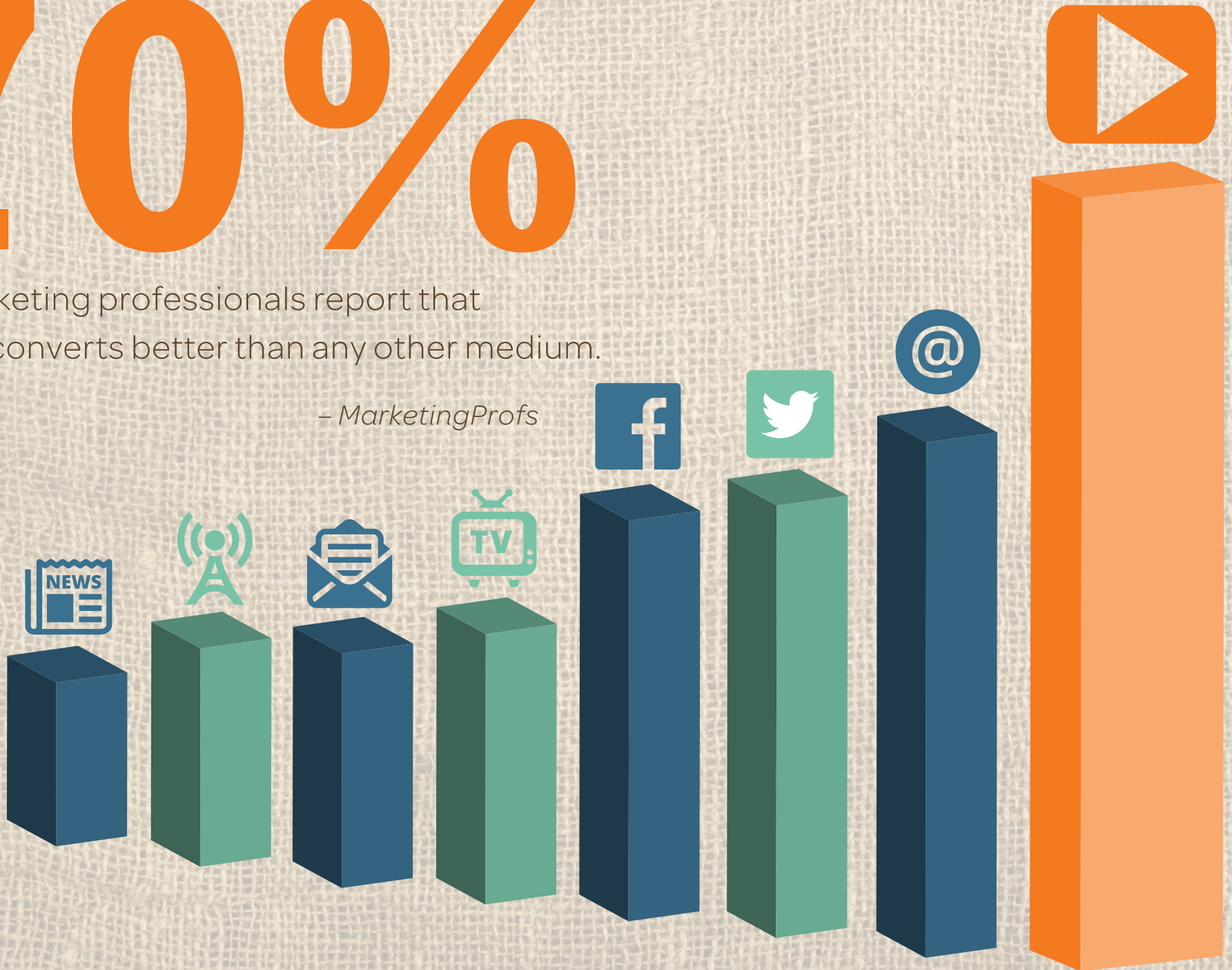
39% have called a vendor after watching a video.



70%

of marketing professionals report that video converts better than any other medium.

– MarketingProfs

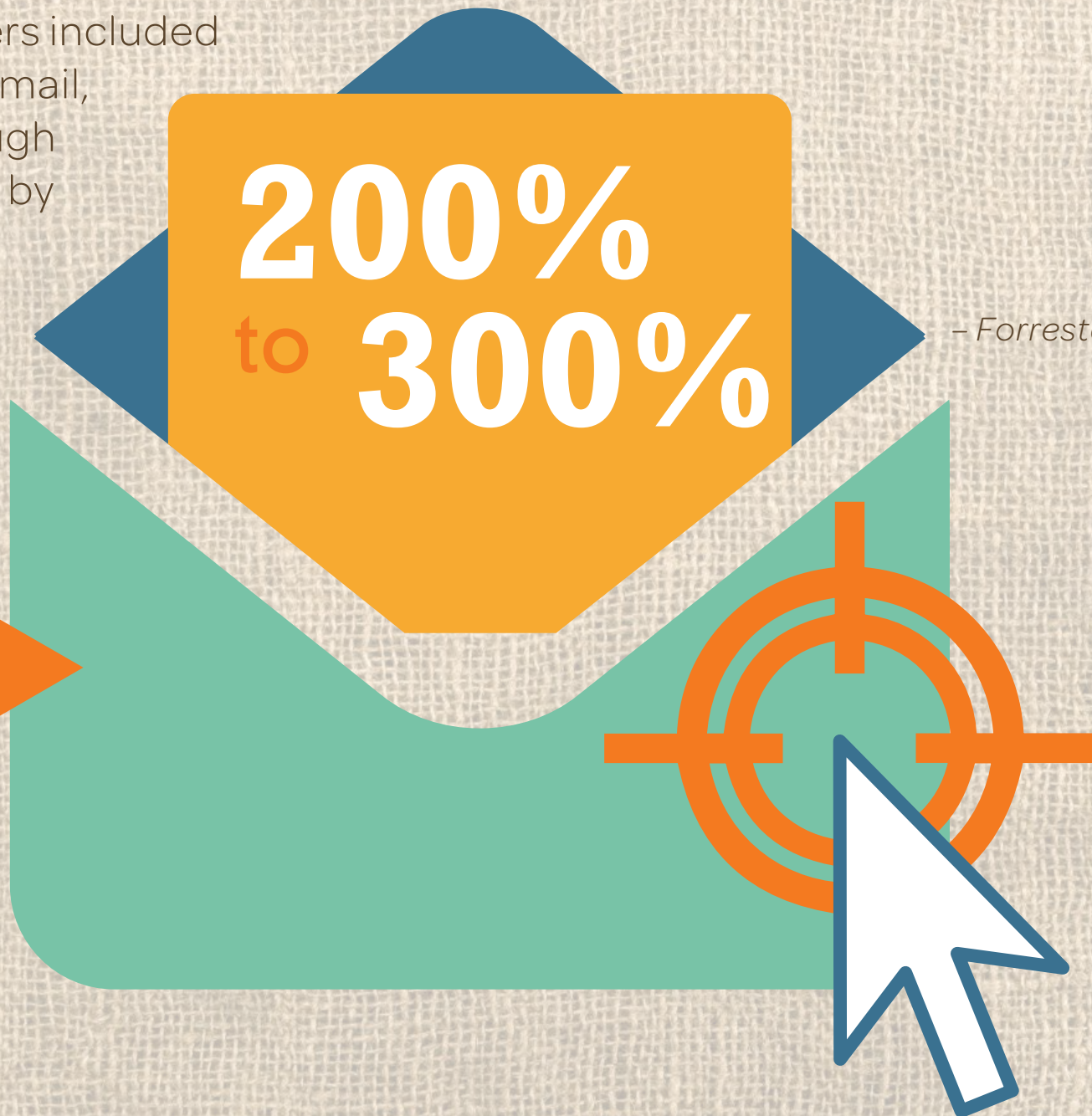


When marketers included a video in an email, the click-through rate increased by

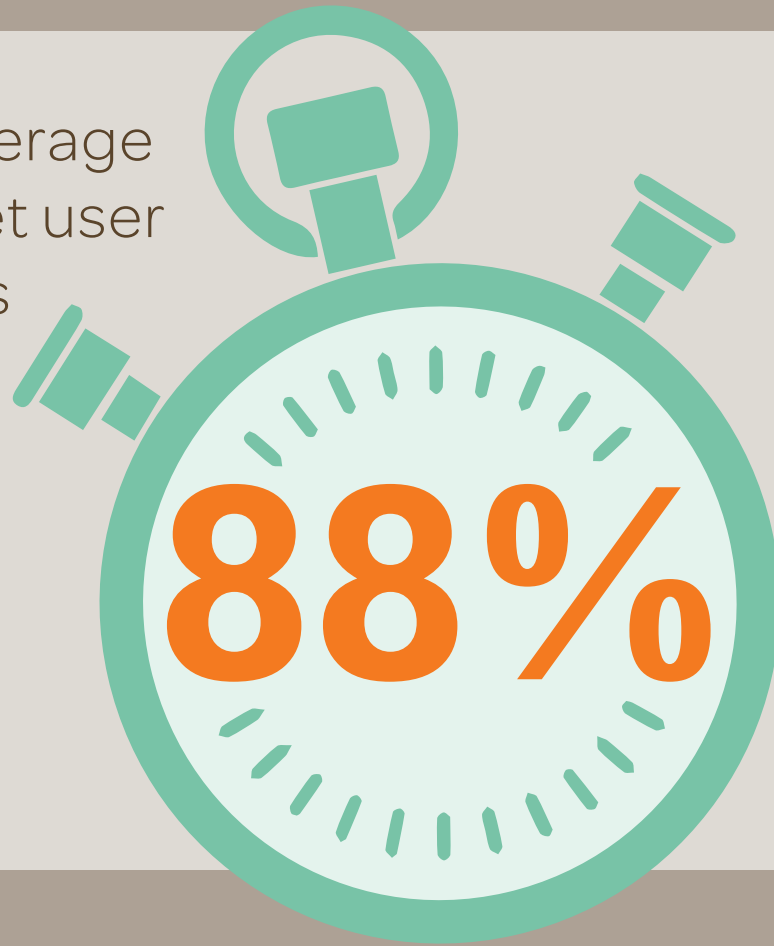
200%
to **300%**

- Forrester

Video also boosts email Open Rates by 19%



The average
internet user
spends



more
time on a
website
with video.

– *Mist Media*

300 hours

of video are uploaded to YouTube

every minute.

- YouTube

You Tube

You Tube

You Tube

You Tube

You Tube

You Tube

You Tube

That's a LOT
of cat videos!



64%

of consumers
are more likely
to buy a product
after watching
a video about it.

– comScore

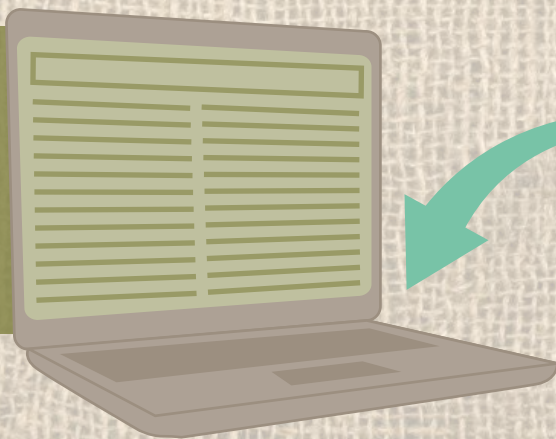


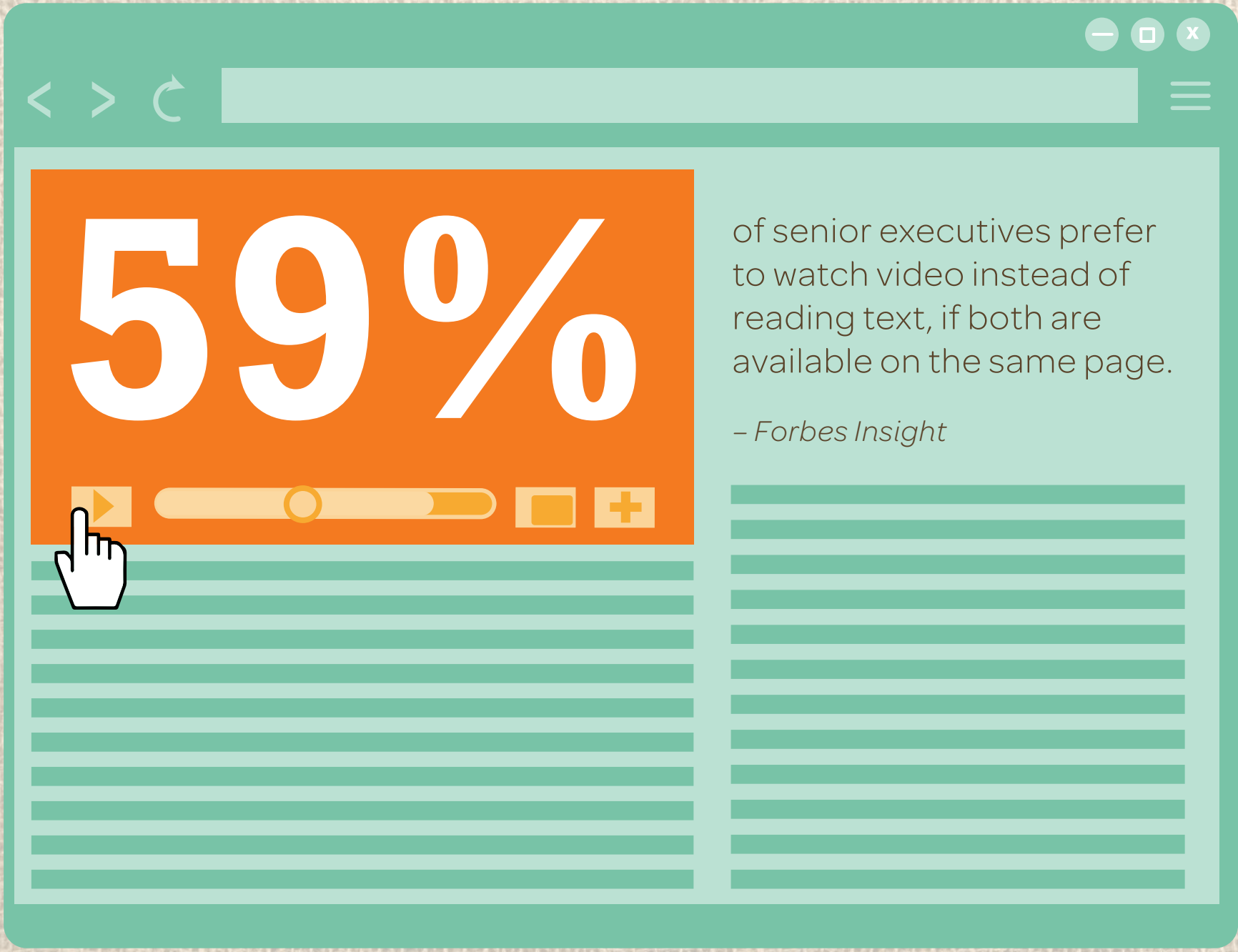
Visitors who view videos stay on web sites an average of

2 minutes longer

than those who don't view videos

- comScore





Homepage videos are shown to increase conversion rates by

20% or more.

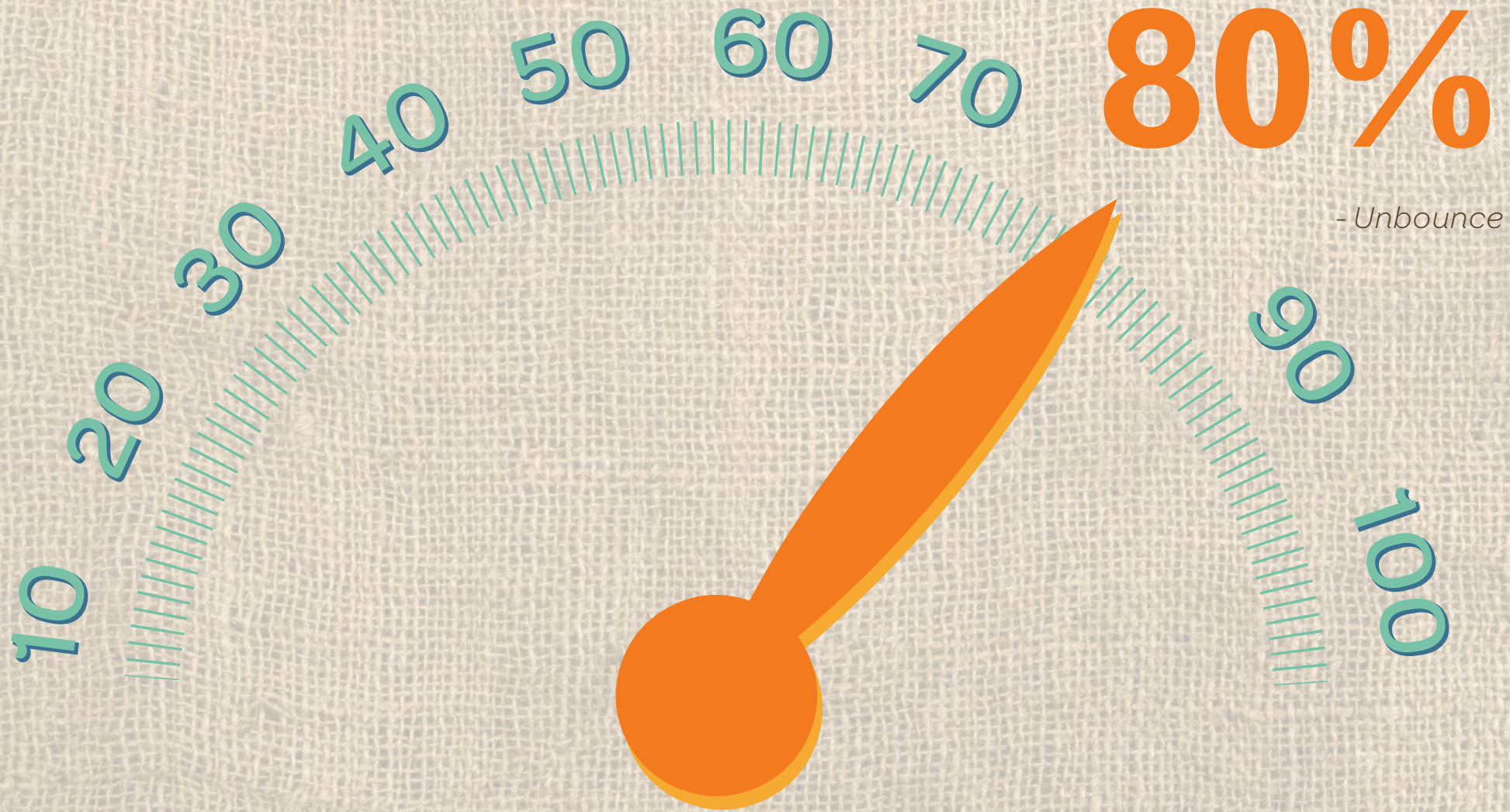
– ReelSEO



Read about how one client got a **34%** increase. >>

Fur real

Using video on landing pages can increase conversion by



- Unbounce

Mobile makes
up almost

40%



6 billion
hours of video
are watched
monthly on
YouTube.

of global watch
time on

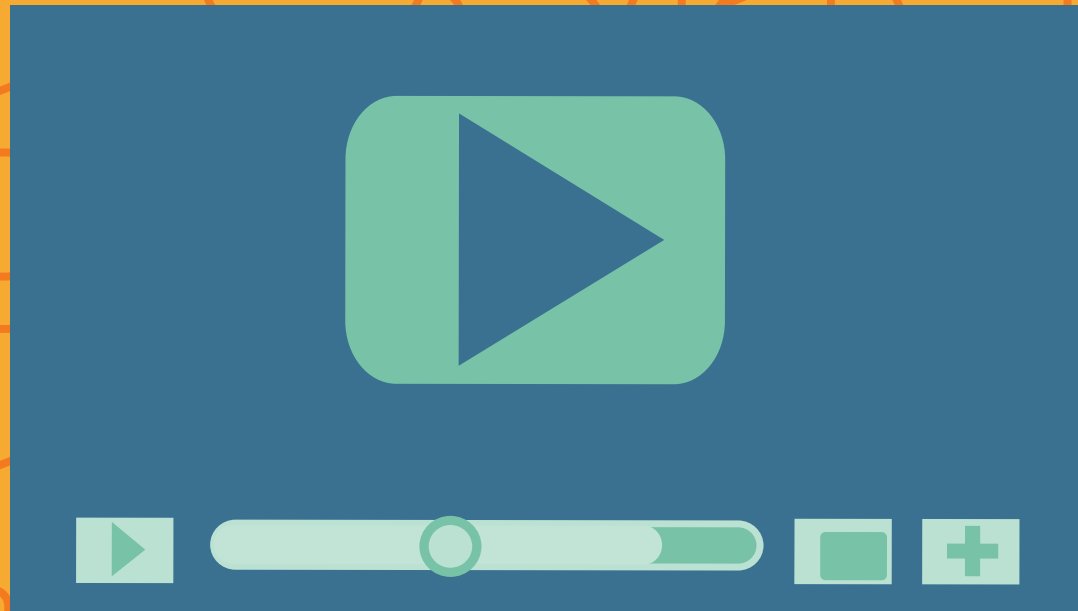
You Tube

– YouTube

1.8 Million Words

is the value of **one minute** of video.

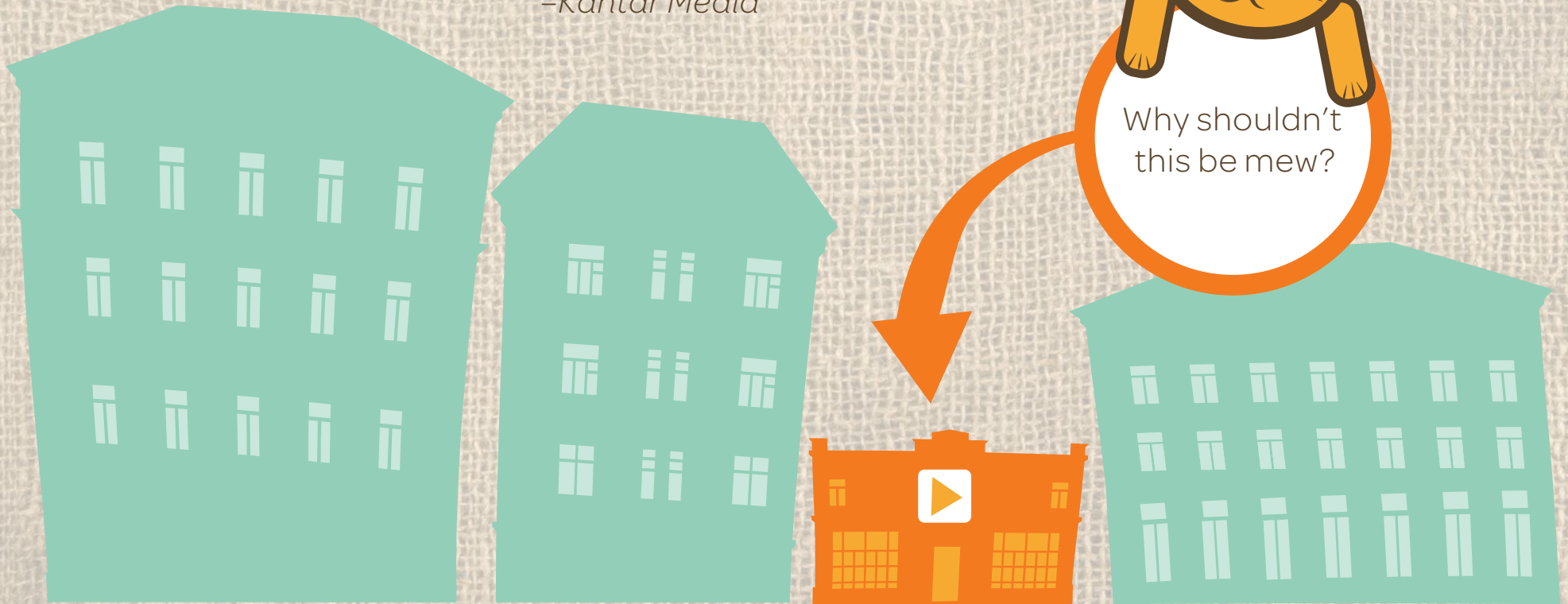
– Dr. James McQuivey, Forrester



Only 24%

of brands are using online video to market to consumers.

-Kantar Media



Who Did This Super Paw-someness?

OK. That was my last cat pun, now allow me to introduce you to Adélie Studios...

Adélie Studios specializes in visual storytelling. It's been our focus for more than a decade. Whether it's short explainer videos, infographics and other shareable visual content, we create the visuals that help hundreds of start ups on up to big brands stand out in an increasingly competitive environment. And most important of all, it's our passion. After all we create animated marketing videos...what's not fun about that?



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