

The Top

16

Video Marketing Stats



Even punnier
with 24% more
cat video
puns!

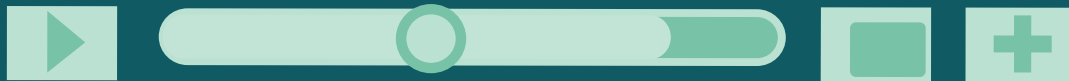
for
2016

Social video generates

1200%

more shares than text and images combined.

- Brightcove

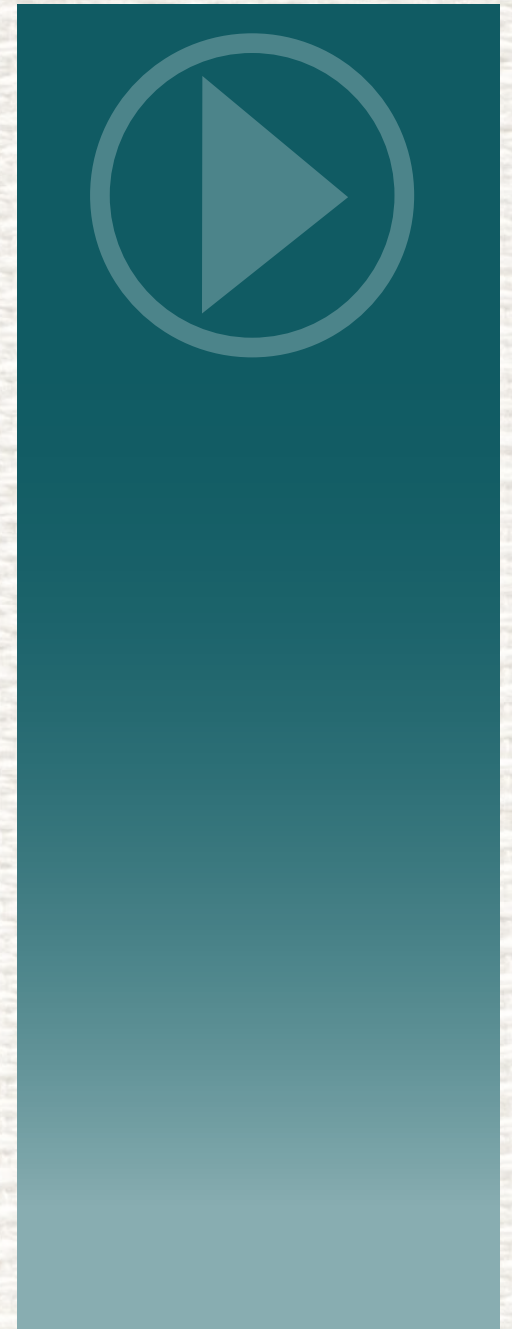
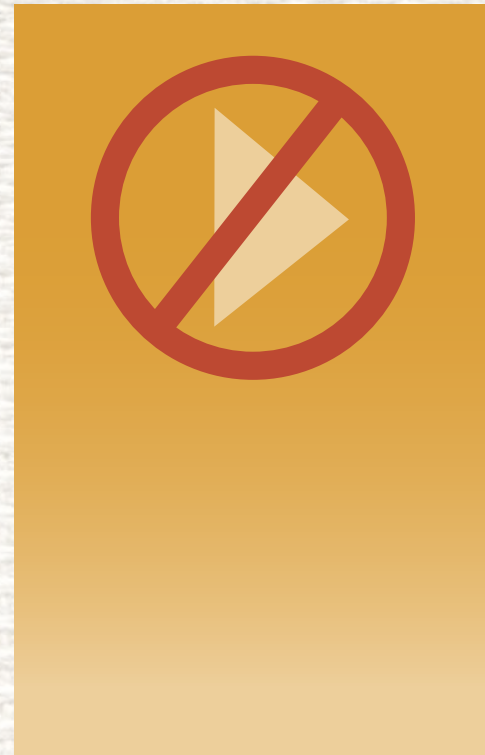


Companies using video enjoy

41% MORE

web traffic from search than non-users.

- Aberdeen



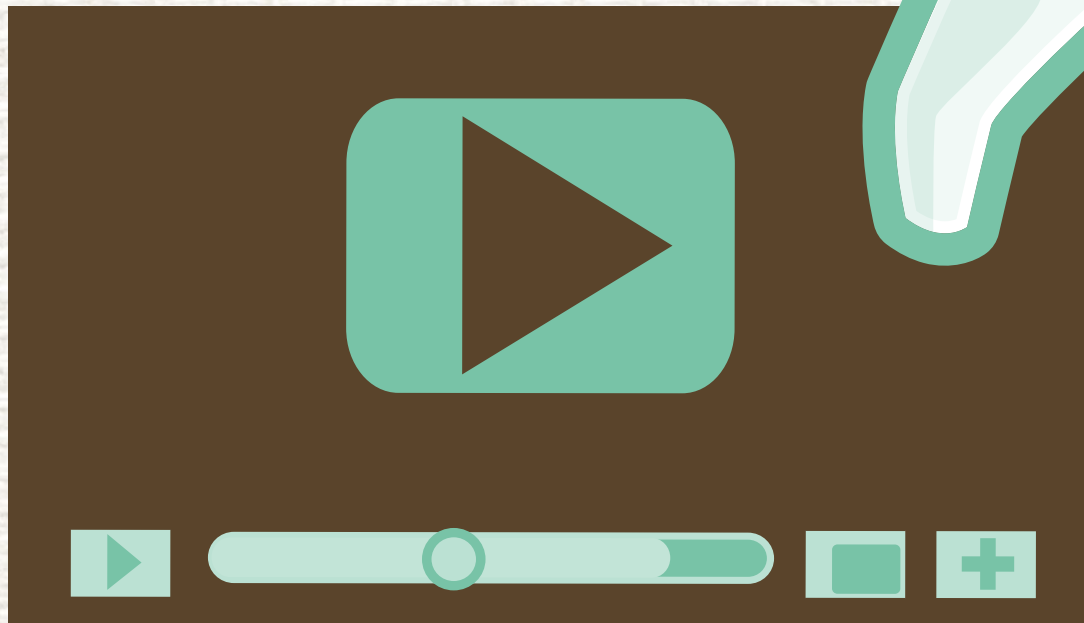
62% of consumers

are more likely to have a

NEGATIVE

perception of a brand that
published a poor quality video.

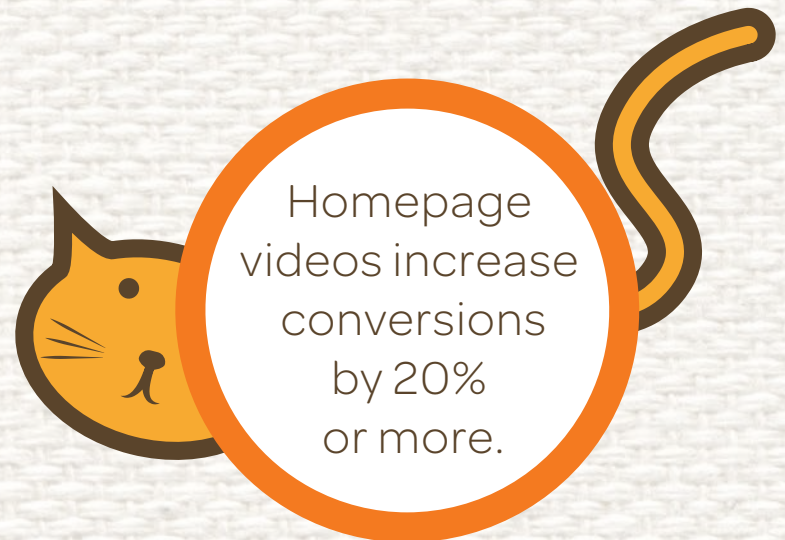
- Brightcove



Video on a landing page
can increase conversions by

**80%
or more.**

- Visually



Businesses using video
grow company revenue

49% faster

year-over-year than
organizations without video.

- Aberdeen

Native video
uploads
to Facebook

have

**10x
higher reach**

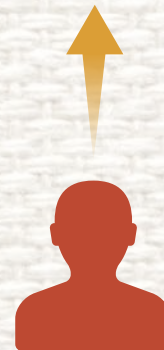
compared to shared
YouTube links.

- *Social Bakers*

facebook®



You Tube



Wow! That's
meow-nificent!



70% of marketers

claim video produces more conversions
than any other content.



- Vidyard

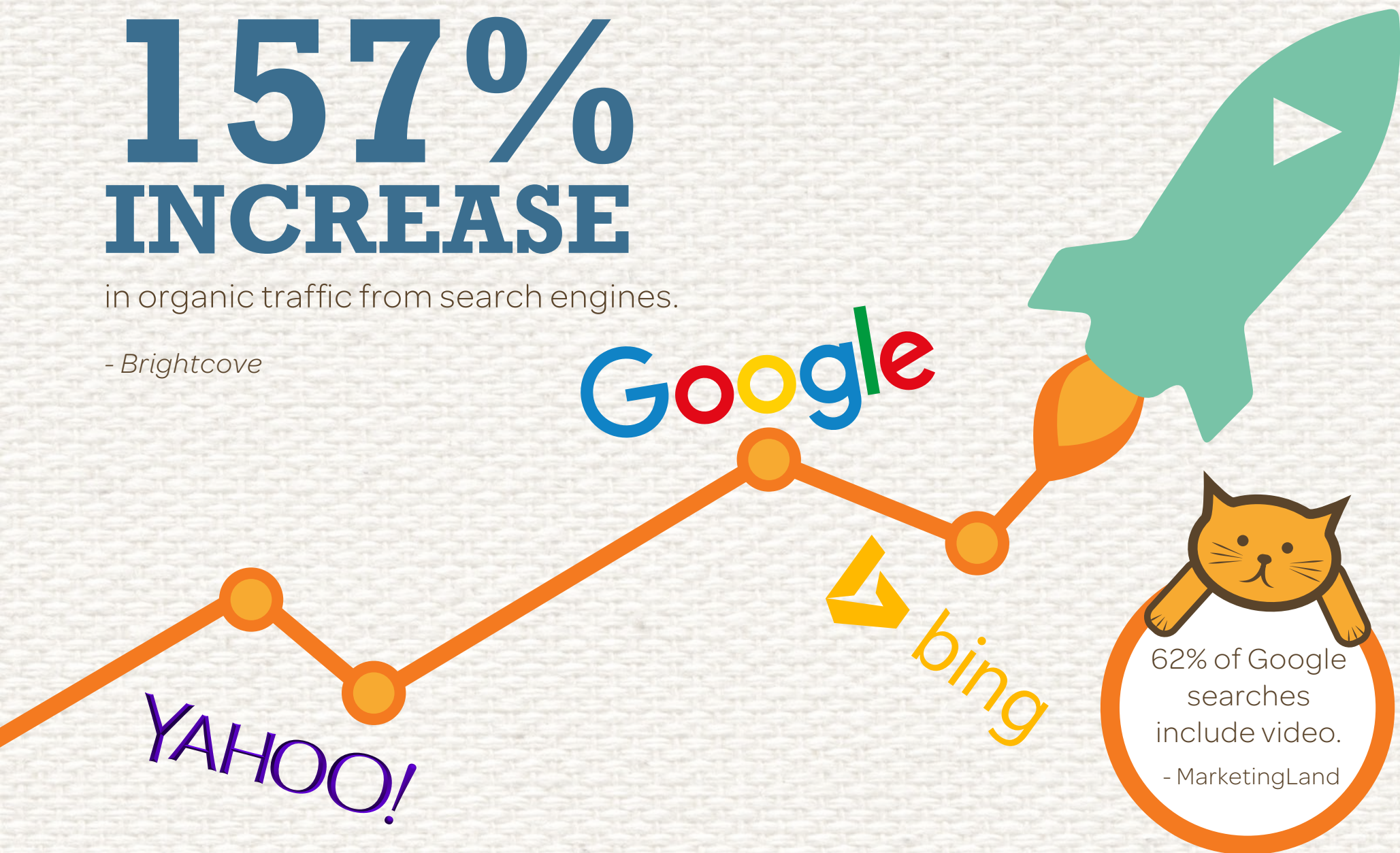


Video drives a

157% INCREASE

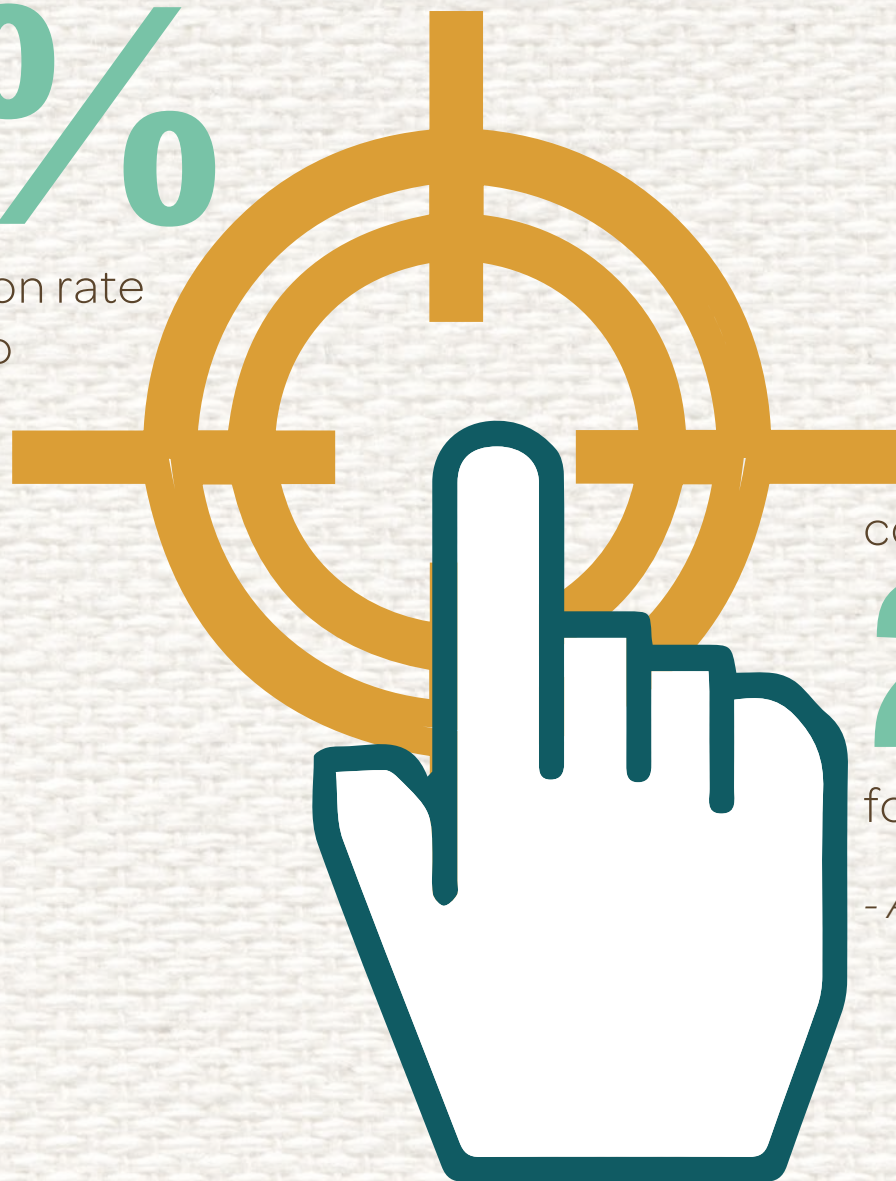
in organic traffic from search engines.

- Brightcove



4.8%

is the average conversion rate
for websites using video



compared to

2.9%

for those who don't.

- Aberdeen

YouTube is

11.3 X BIGGER

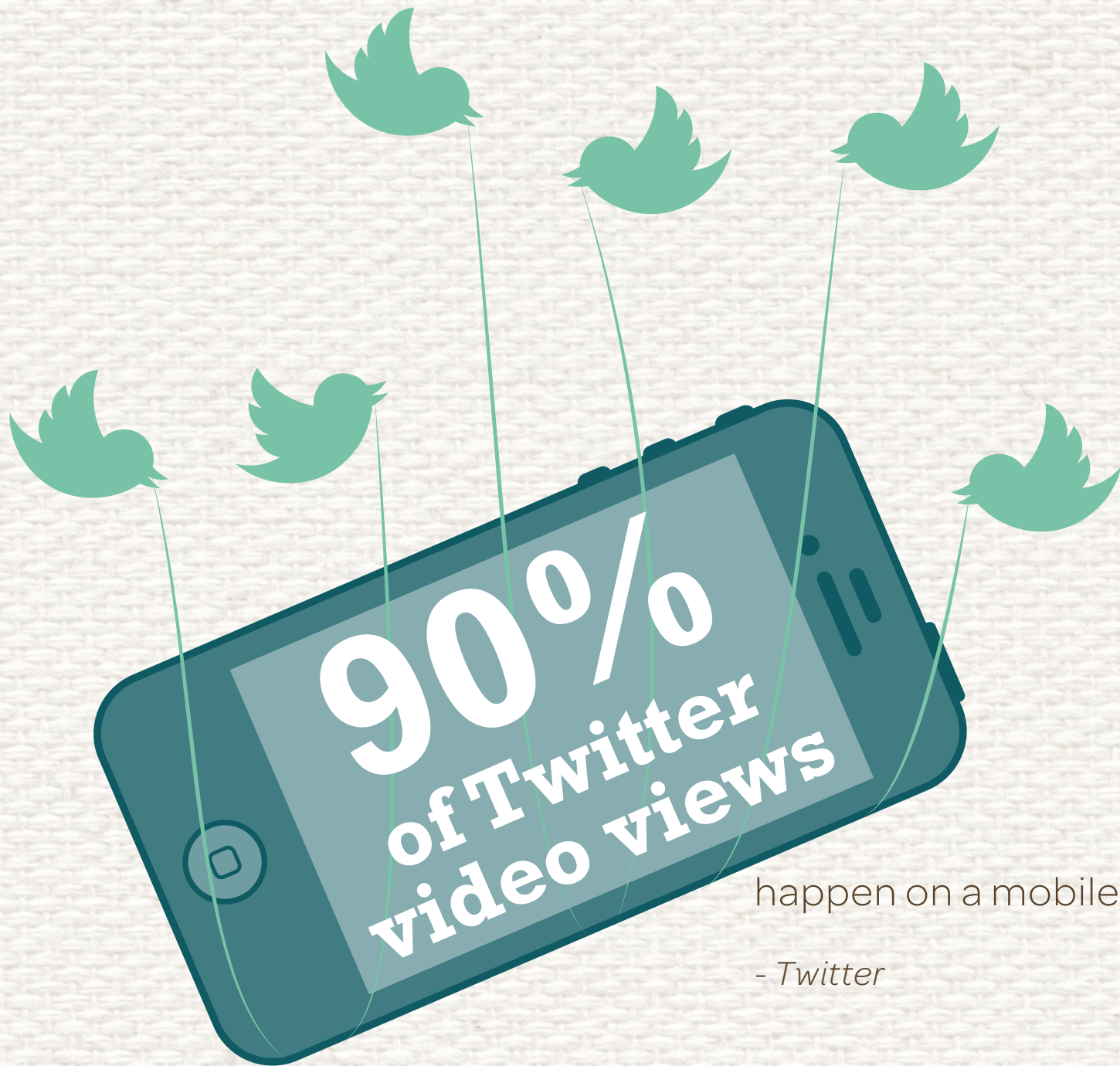
than Facebook in terms of hours viewed,
both on the web, and in-app.

- *VentureBeat*



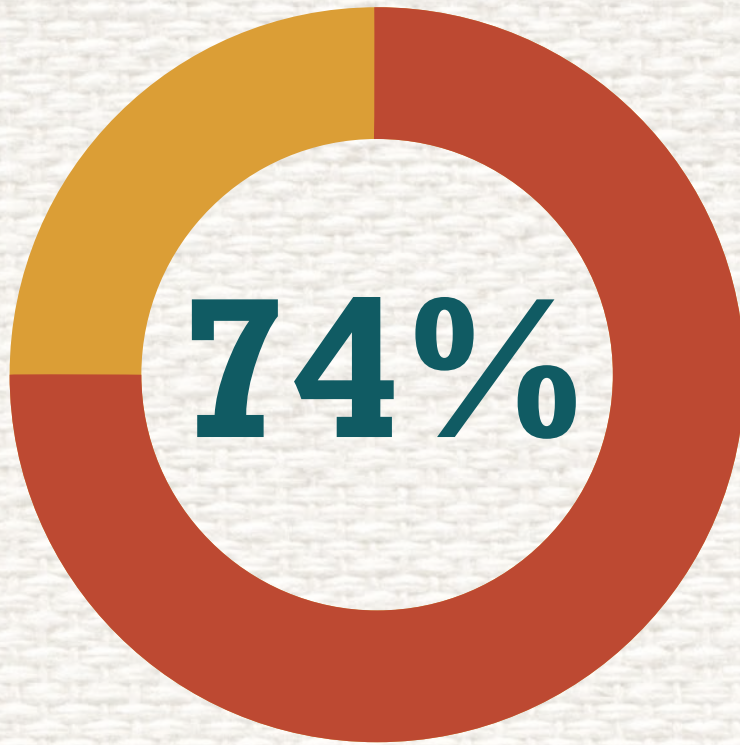
Every day,
Americans
watch 8,061 years of
video content on
YouTube, compared to
713 years of video
content on
Facebook.





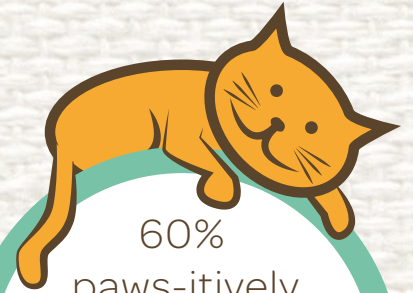
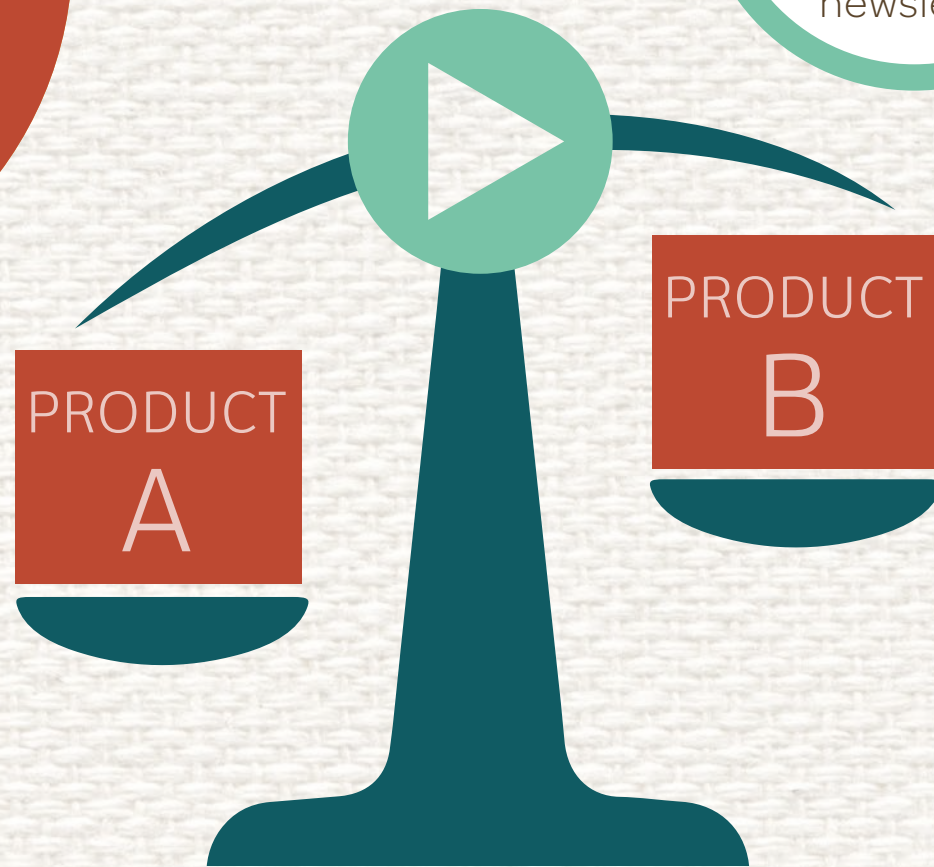
happen on a mobile device.

- Twitter



of millennials find
video helpful when
comparison shopping.

- Animoto



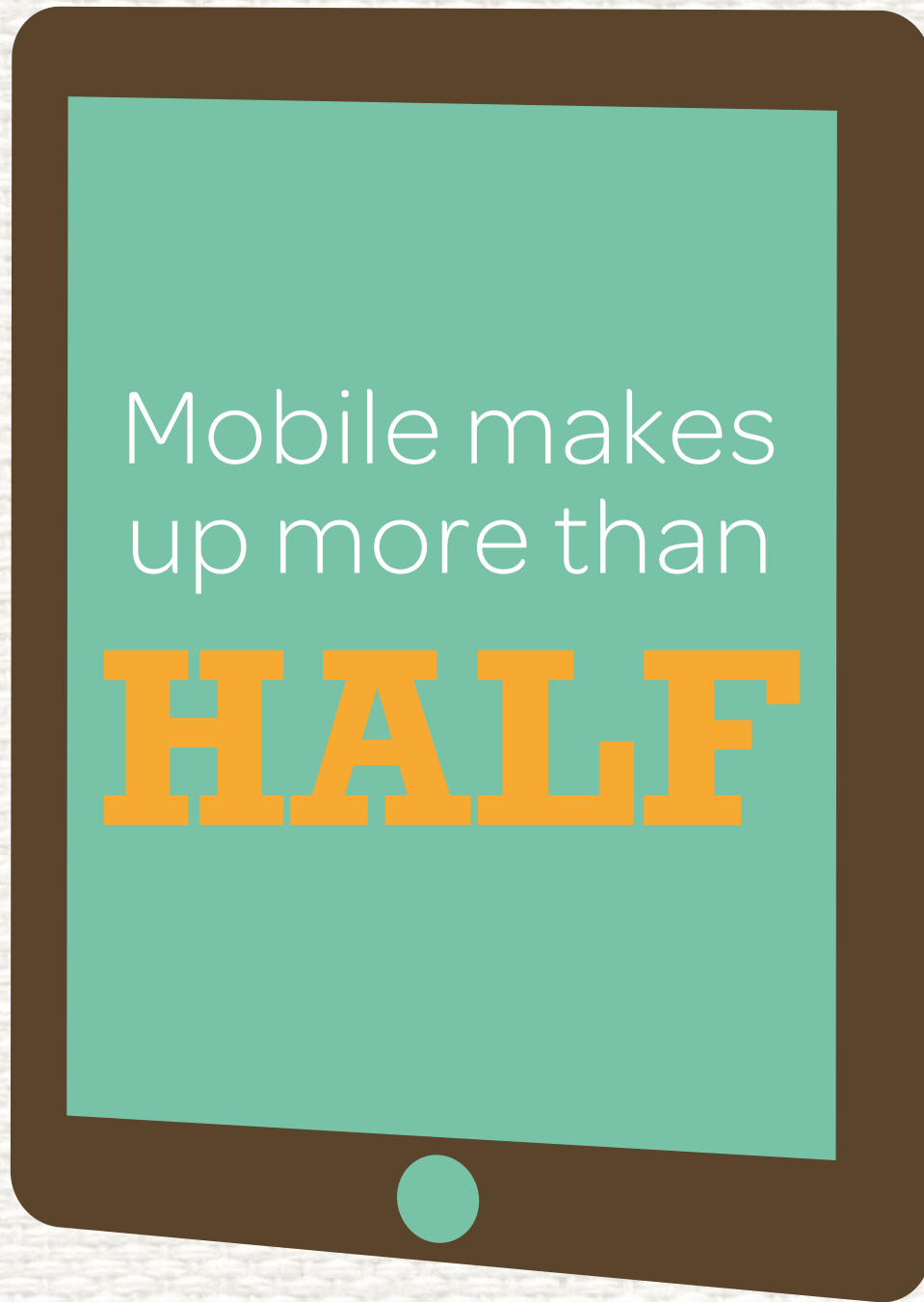
60%
paws-itively
prefer to watch
a video over
reading a
newsletter

40% of consumers

state that video increases the chance they'll purchase a product on their mobile device.

- Adobe





– YouTube

“How to”

searches on YouTube are up

70%

year over year.

- Google



4X

as many consumers
would rather

watch a video
about a product

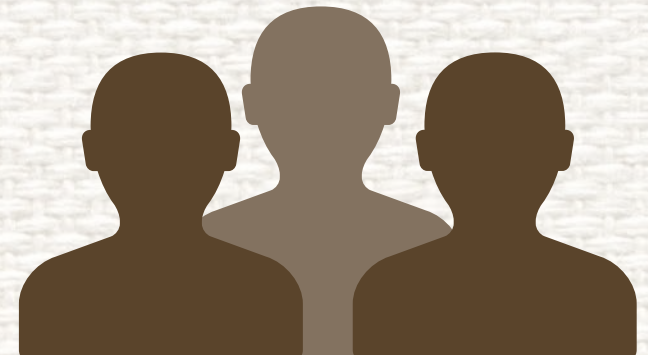


than read about it.

- eMarketer



Why shouldn't
this be mew?



These stats were the cat's pajamas! Who did them?

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?



twitter.com/adeliestudios



linkedin.com/company/adelie-studios



facebook.com/adeliestudios



youtube.com/user/adeliestudios



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