

The Top

16

Video Marketing Stats



Even punnier
with 24% more
cat video
puns!

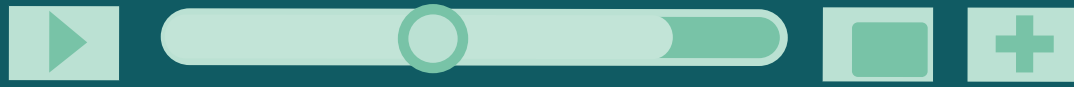
for
2016

Social video generates

1200%

more shares than text and images combined.

- *Brightcove*

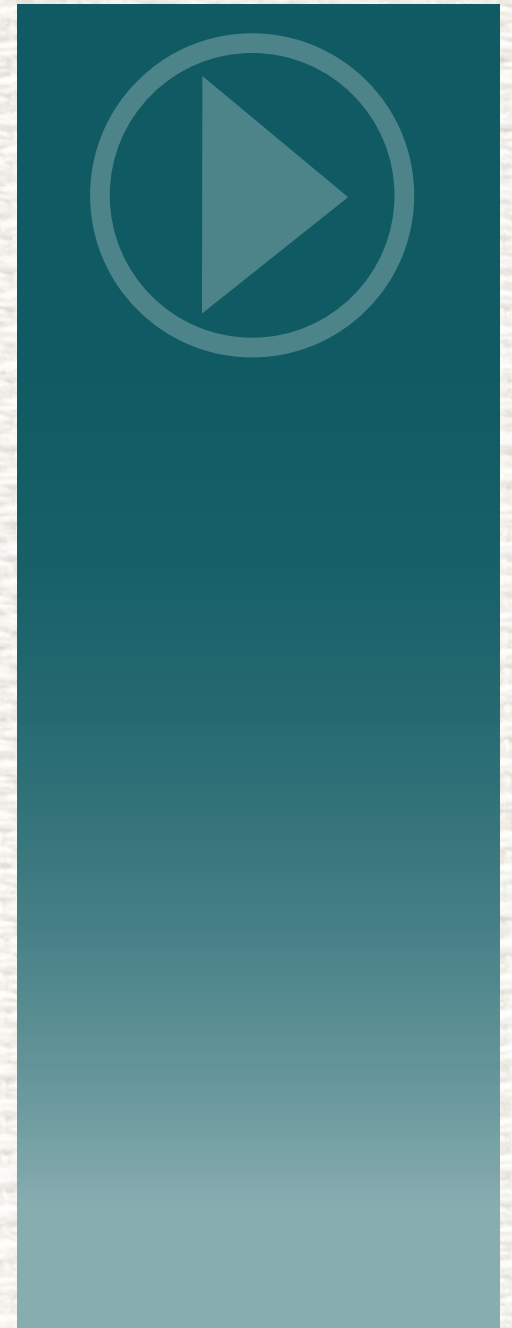
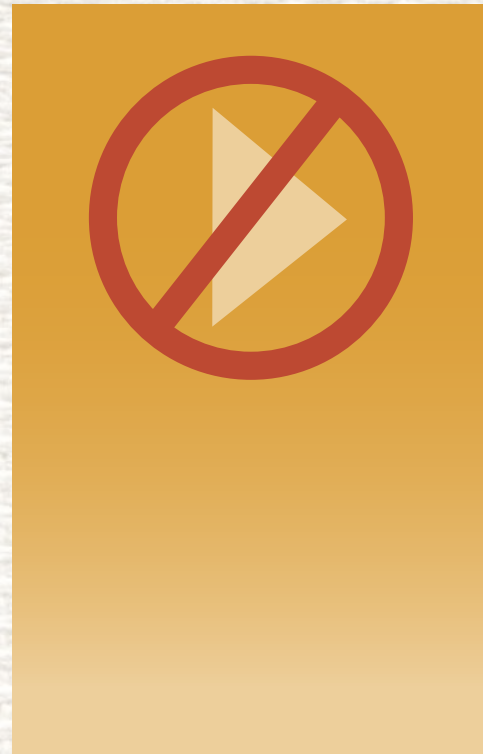


Companies using video enjoy

41% MORE

web traffic from search than non-users.

- Aberdeen



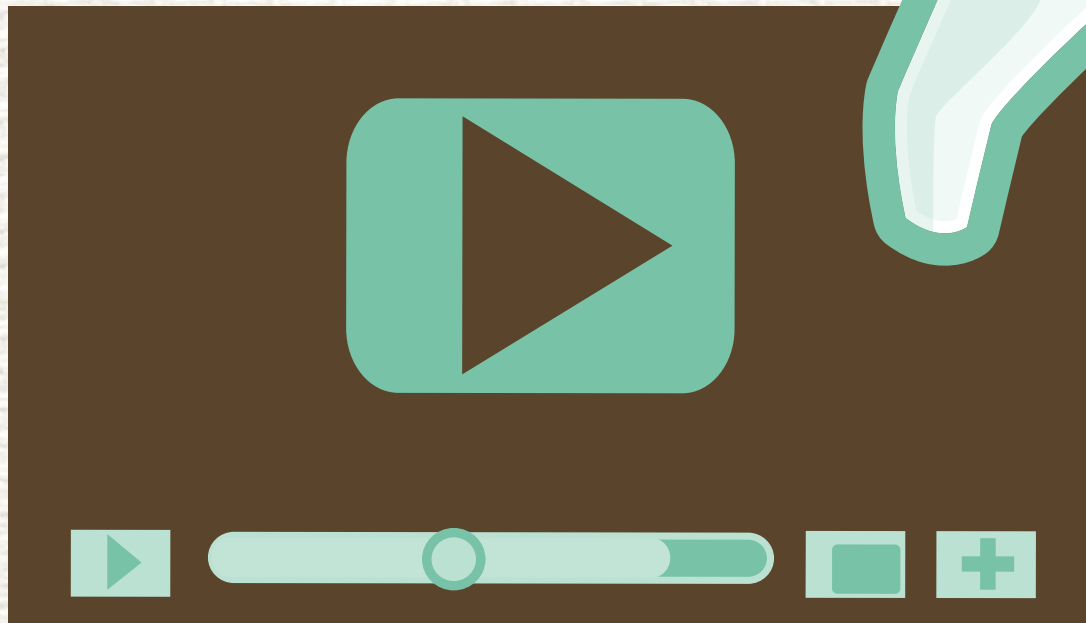
62% of consumers

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

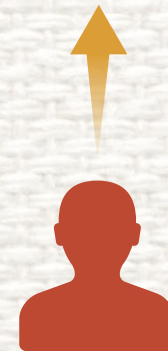
compared to shared YouTube links.

- Social Bakers

facebook



You Tube



Wow! That's meow-nificent!



70% of marketers

claim video produces more conversions than any other content.



- Vidyard

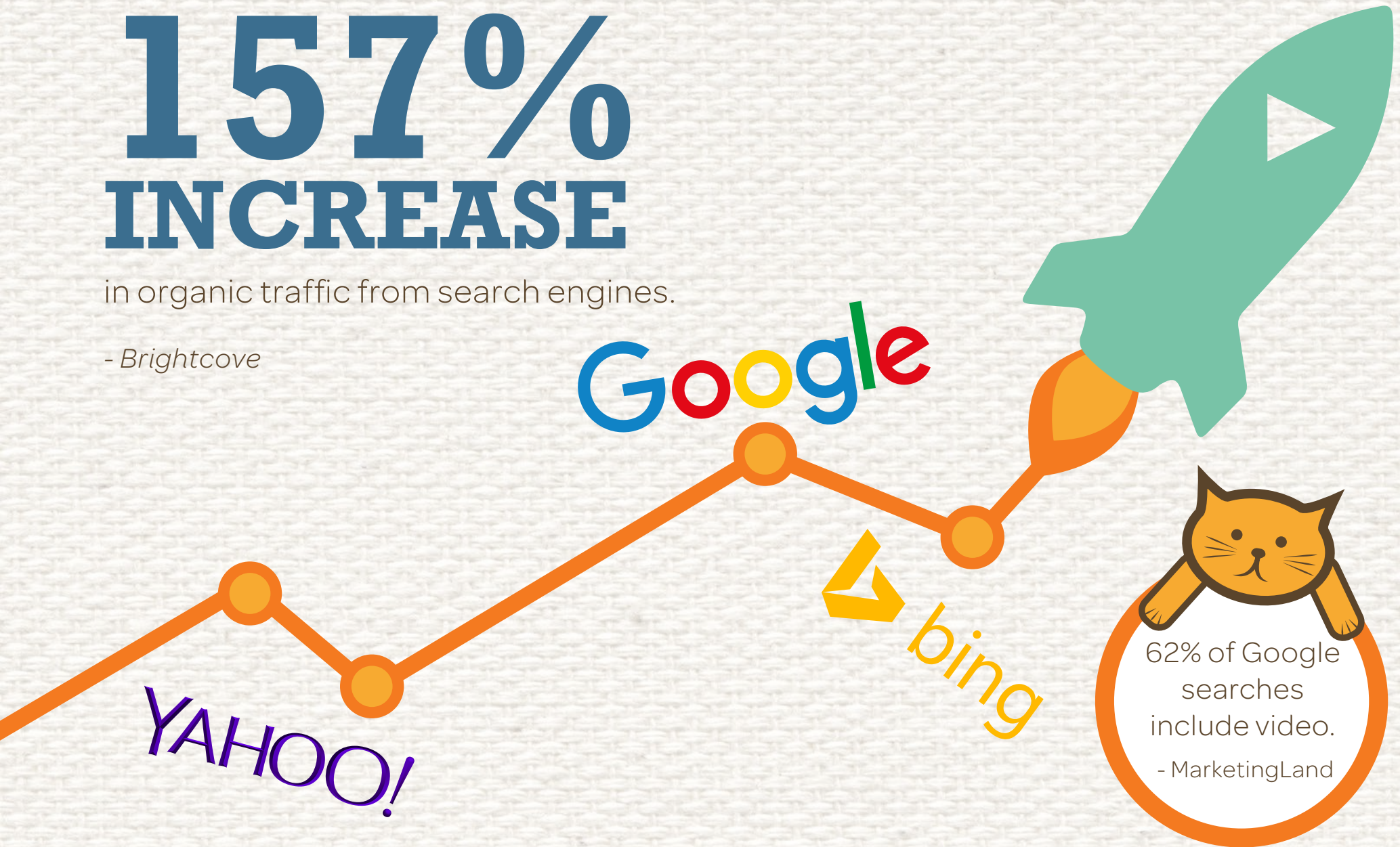


Video drives a

157% INCREASE

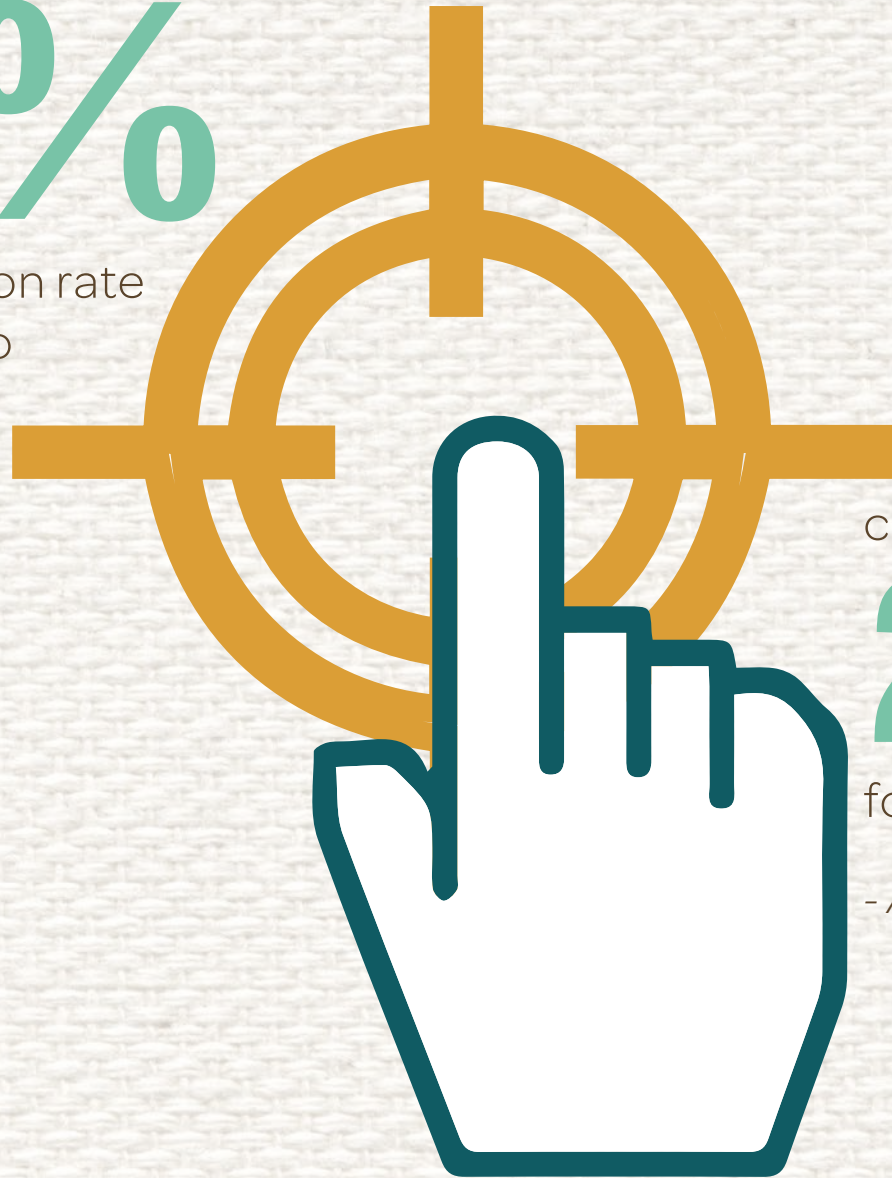
in organic traffic from search engines.

- 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.

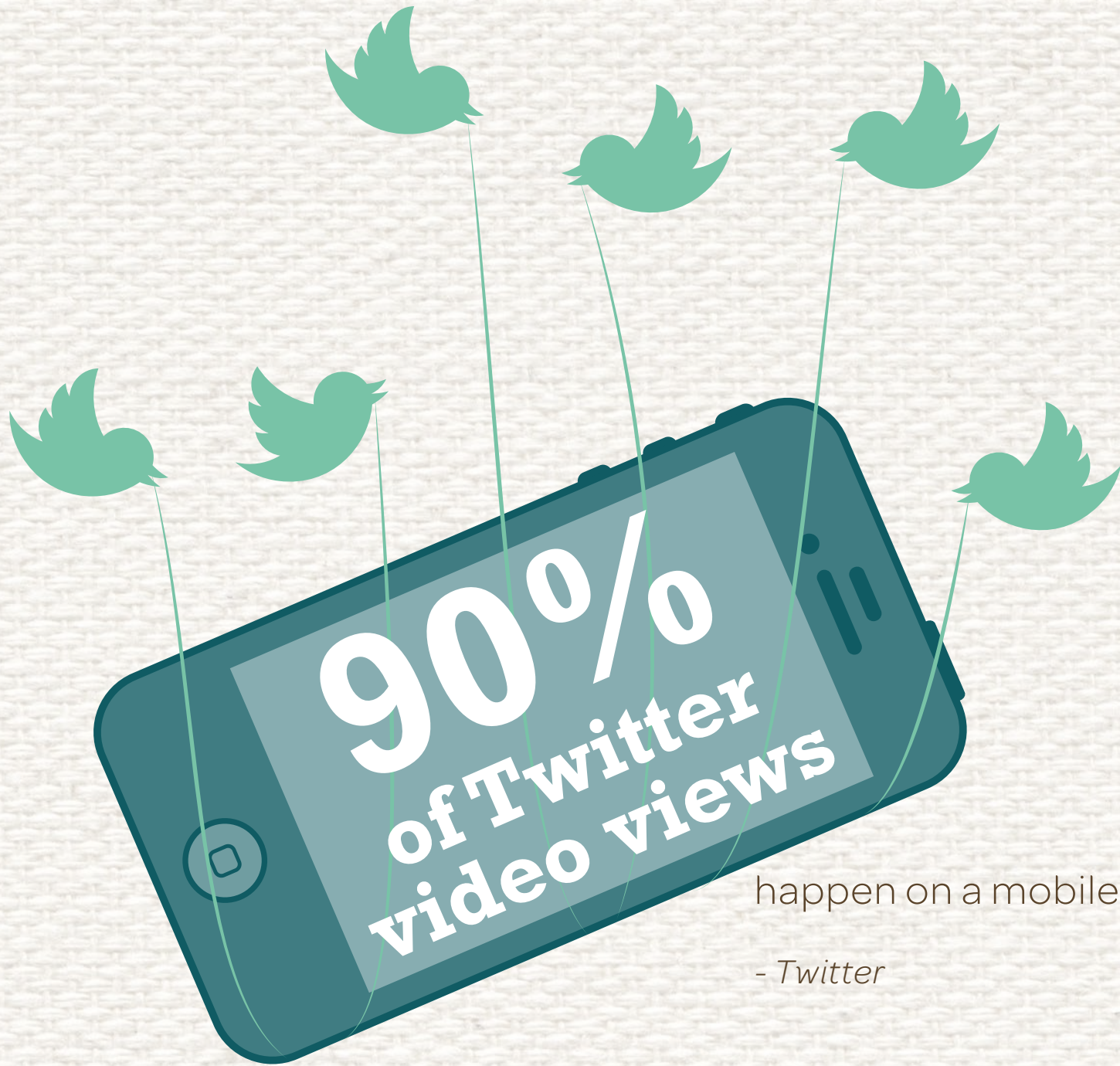
- *VentureBeat*



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

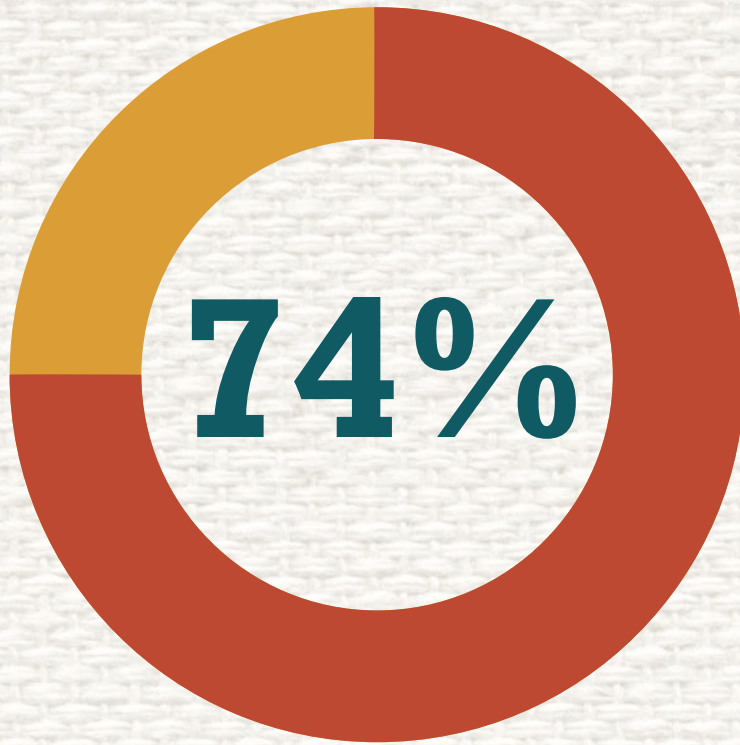


YouTube 



happen on a mobile device.

- Twitter

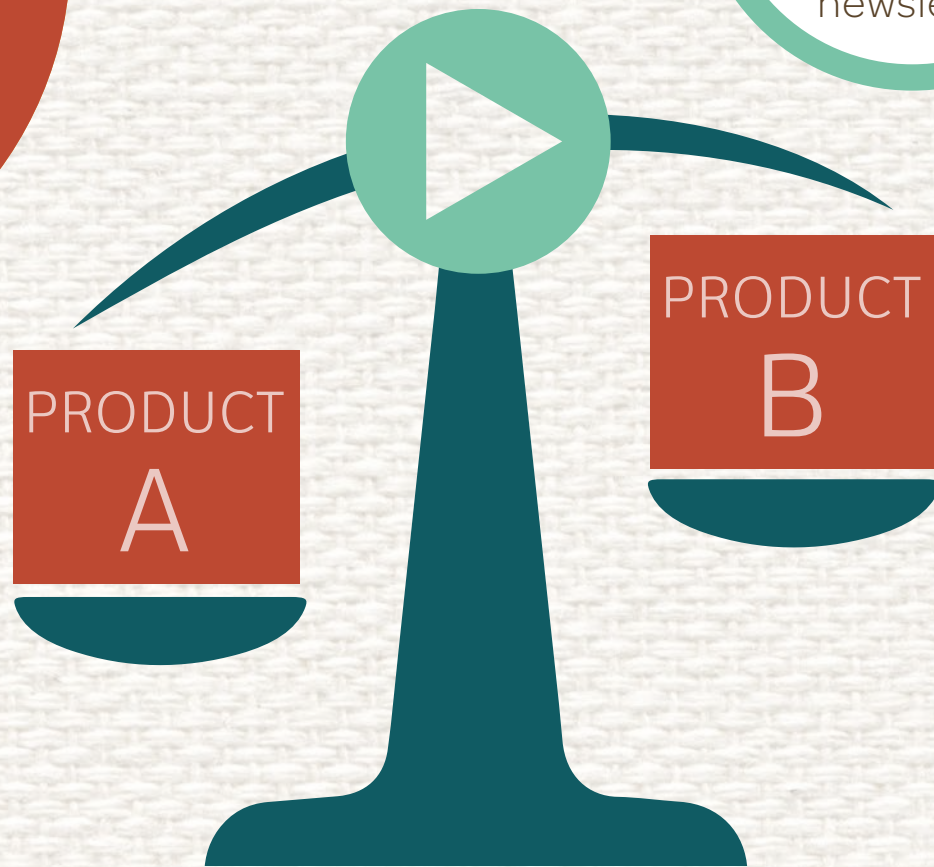


of millennials find video helpful when comparison shopping.

- Animoto



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

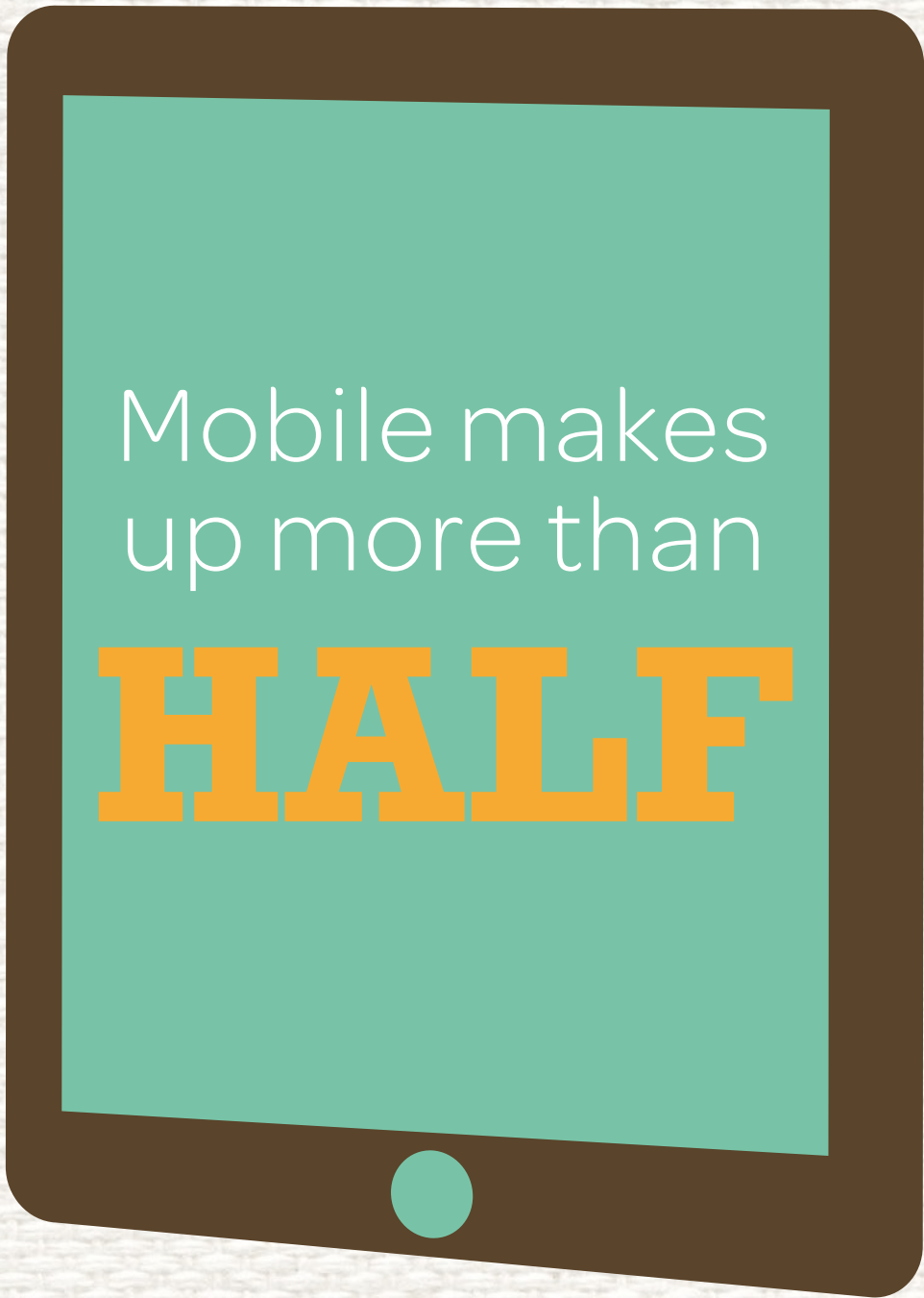


40% of consumers

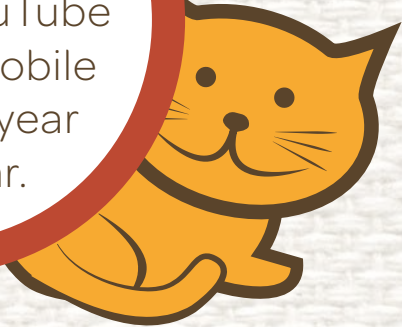
state that video increases the chance they'll purchase a product on their mobile device.

- Adobe





The number of hours people spent watching YouTube videos on mobile is up 100% year over year.



- YouTube

“How to”

searches on YouTube are up

70%

year over year.

- Google



4X

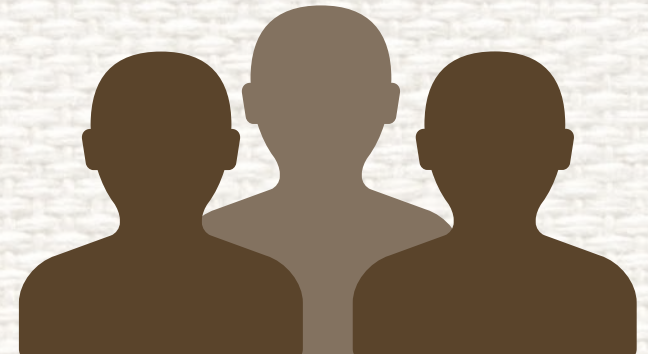
as many consumers would rather

watch a video
about a product



than read about it.

- eMarketer



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

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

Adelle 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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