

THE POWER

OF VIDEO

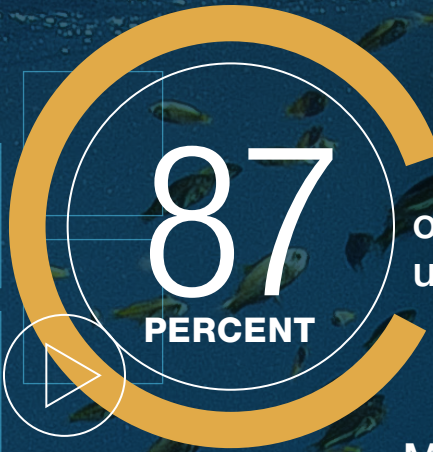


VIDEOS ATTRACT



300
PERCENT

more traffic and nurture leads.



87
PERCENT

of online marketers use video content.

More than

5000

MILLION HOURS

of videos are watched on YouTube each day.

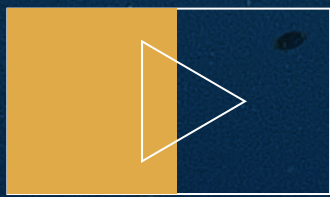
MARKETERS WHO USE VIDEO **GROW REVENUE 49% FASTER** THAN NON-VIDEO USERS.



64

PERCENT

of consumers will make a purchase after watching branded videos on social platforms.



FIFT-ONE
PERCENT

of marketing professionals worldwide name video as the type of content with the best ROI.

45 PERCENT

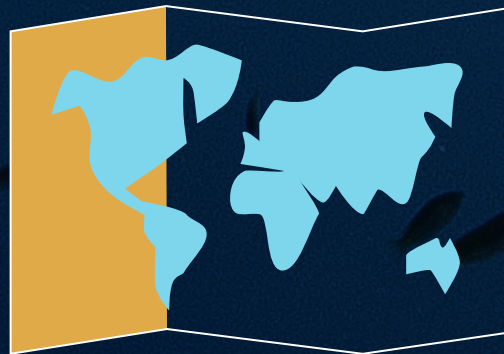
of people watch more than an hour of Facebook or YouTube videos a week.

93% OF MARKETERS USE VIDEO.



Social video generates **12 TIMES** more shares than text and images combined.

85% OF CONSUMERS WANT TO SEE MORE VIDEO CONTENT FROM BRANDS.



YouTube has over a billion users, almost **ONE-THIRD** of total internet users.

71

PERCENT

of people watch more video than they did a year ago.