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STATISTICS Cheat Sheet

Video Marketing Statistics

Video can improve people's understanding of your products or services by 74%

YouTube is the second most popular search engine worldwide

By 2017, it is predicted that 74% of all internet traffic will be video

100 million internet users watch videos online every day

65% of video viewers watch more than $\frac{3}{4}$ of a video

It is 50x easier to achieve a page 1 ranking on Google with a video

Emails that include a video receive an increase click-through rate by 90%+

Blog posts incorporating video attract three times as many inbound links as blog posts without video

Mobile and tablet shoppers are three times as likely to view a video as laptop or desktop users

More than 1 billion unique users visit YouTube each month

YouTube users spend more than 6 billion hours watching videos each month

52% of consumers say that watching product videos makes them more confident in online purchase decisions

Videos are shared 1200% more times than links and text combined

Video equals higher viewer retention. The information retained in one minute of online video is equal to about 1.8 million written words

85% of the US internet audience watches videos online



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The 25-34 age group watches the most online videos

Adult males spend 40% more time watching videos on the internet than females

Retail site visitors who view video stay two minutes longer on average and are 64% more likely to purchase than other site visitors

The average user spends 88% more time on a website with video

59% of executives would rather watch video than read text

46% of users take some sort of action after viewing an ad

Enjoyment of video ads increase purchase intent by 97% and brand association by 139%

75% executives watch videos related to their business online at least once a week

By 2018 it is predicted that 79% of all internet traffic will be video

Half of YouTube views are on Mobile devices

Facebook recently stated that the site receives 1 billion views a day of their video content

33% of tablet owners watch one hour of video per day on their devices

81% of companies are producing video content for their website

More than a third of marketers (35%) are planning on using short form video as part of their marketing

73% marketers plan to increase their use of original videos

70% of marketers say that video performs better than other content for producing conversions

52% of marketers say videos provide the best ROI



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According to marketers, video is in the top 3 most effective social media tactics

92% of mobile video viewers share videos with others

64% of consumers are more likely to buy a product after watching a video about it.

Only 24% of brands are using online video to market to consumers

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