

invodo

# VIDEO STATISTICS:

The Marketer's Summary 2015



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# VIDEO HELPS YOU SELL MORE

SHOUT IT OUT LOUD -  
**VIDEO WORKS!**

From happy customers to more sales,  
video and visual content  
power e-commerce.

Video Viewers

**1.6X**

more likely to buy

# 73%

OF CONSUMERS  
ARE MORE LIKELY TO  
**MAKE A PURCHASE**  
AFTER WATCHING VIDEOS  
THAT EXPLAIN A  
PRODUCT OR SERVICE.

# 96%

OF SHOPPERS  
**FIND VIDEOS HELPFUL**  
WHEN MAKING PURCHASE  
DECISIONS ONLINE.

# 58%

OF SHOPPERS CONSIDER  
COMPANIES THAT PRODUCE  
VIDEO CONTENT TO BE  
**MORE TRUSTWORTHY.**



# SHOPPERS LOVE VIDEO

IF YOU'VE GOT  
**VIDEO,**  
YOU BETTER BELIEVE YOUR SHOPPERS ARE  
**READY TO WATCH.**



# 70%

OF E-COMMERCE VIDEO VIEWERS  
WATCH A VIDEO TO 80% COMPLETION.

# 59%

OF CONSUMERS  
ARE LIKELY TO  
**WATCH VIDEO**  
ON A COMPANY'S SITE.



B2B BUYERS NAME

**VIDEO**

AMONG THE

**TOP THREE MOST USEFUL**

**TYPES OF CONTENT**

FOR MAKING WORK PURCHASES.

**1 IN 4**

SHOPPERS SAY THEY'VE

**USED YOUTUBE**

**TO SEARCH FOR A VIDEO**

RELATED TO A PRODUCT THEY'RE

CONSIDERING WHILE IN STORE.

# 93%

OF CONSUMERS

**FIND VIDEO HELPFUL**

WHILE COMPARISON SHOPPING...

...AND

# 93%

**FIND VIDEO HELPFUL**

FOR INSTRUCTIONS POST-PURCHASE.

# RETAILERS USE VIDEO



YOUR PEERS ARE USING  
**VIDEO.**

BY THIS POINT,

**IT'S NEARLY EVERYWHERE!**

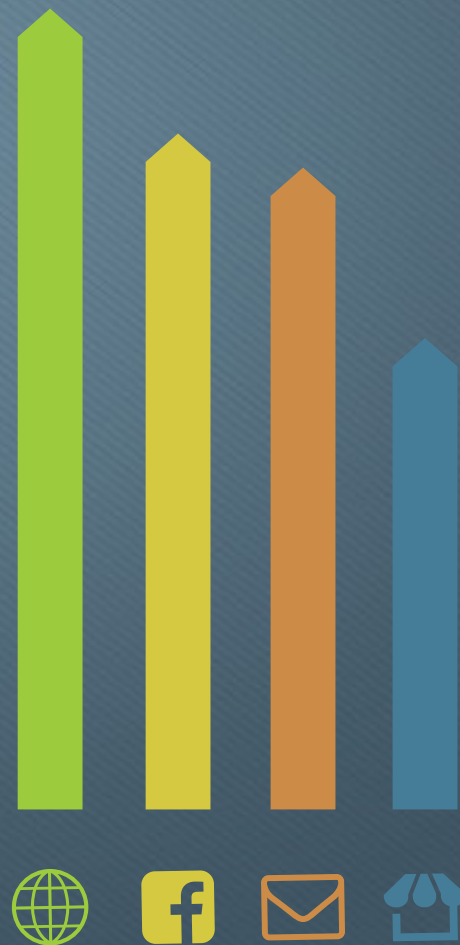
## WHERE ARE RETAILERS USING VIDEO?

**68%** ON THEIR WEBSITES

**57%** ON SOCIAL

**54%** IN EMAIL

**39%** IN-STORE



# 74%

OF B2C MARKETERS AND

# 92%

OF B2B MARKETERS

**USE VIDEO**

IN THEIR MARKETING EFFORTS.

# 47%

OF RETAIL EXECUTIVES NAME

**VIDEO AS A TOP  
MARKETING PRIORITY,**

A TOP 3 TACTIC.

# VIDEO IS GROWING AND GROWING

WHEN IT COMES TO BITS AND BYTES,  
**VIDEO TAKES UP A  
HUGE CHUNK**  
OF INTERNET TRAFFIC.

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THE NUMBER OF DIGITAL VIDEO CONSUMERS  
IN THE U.S. IS EXPECTED TO INCREASE FROM  
**194.5 MILLION THIS YEAR**  
**TO 212.5 MILLION IN 2018.**  
THAT'S NEARLY 2/3 OF THE POPULATION!

GLOBALLY,  
VIDEO WILL REPRESENT  
**79%**  
OF ALL TRAFFIC  
**BY 2018.**

## ONLINE VIDEO VIEWING NOW ALMOST ON PAR WITH TV VIEWING

**75%**

OF PEOPLE

**WATCH STREAMING VIDEO**

**SEVERAL TIMES A WEEK**

VS.

**77%**

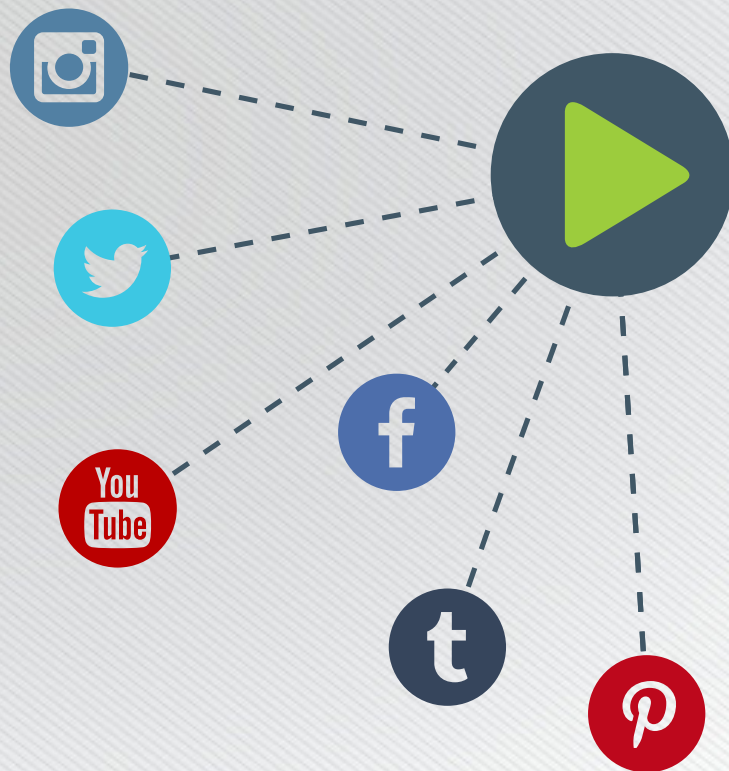
**WATCHING TV.**



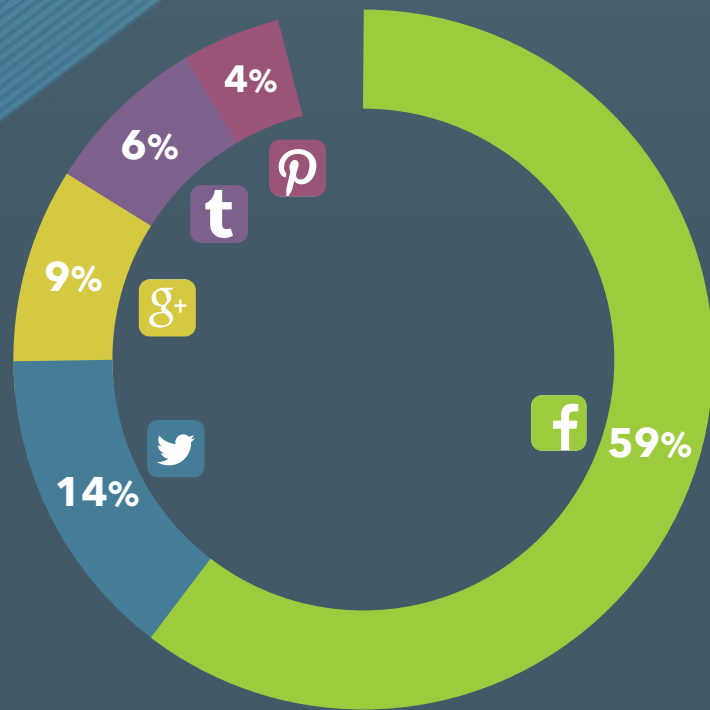


# VIDEO IN SOCIAL MEDIA

WHEN WE WERE KIDS, WE LEARNED THAT  
**IT'S ALL ABOUT SHARING.**  
WHEN IT COMES TO VIDEO,  
IT LOOKS LIKE THAT MESSAGE STUCK WITH US.



# THE MAJORITY OF VIDEO SHARES ARE ON FACEBOOK.



**300 HOURS**  
OF VIDEO ARE UPLOADED  
TO YOUTUBE PER MINUTE.

**76%**  
OF CONSUMERS USE FACEBOOK FOR  
PERSONAL VIDEO SHARING,  
**52% USE EMAIL,**  
AND **50% USE YOUTUBE.**

# 323 DAYS

OF VIDEO ARE VIEWED

**EVERY MINUTE**

ON FACEBOOK.



ACCORDING TO TWITTER,  
**VIDEOS AND  
PHOTOS GET THE  
MOST RETWEETS.**

# VIDEO ON MOBILE

EVEN WHEN THEY'RE ON THE GO,  
**SHOPPERS TURN TO VIDEO.**



SMARTPHONES AND TABLETS ACCOUNT FOR  
**26% OF ALL ONLINE VIDEO VIEWING.**  
FOR COMMERCE,  
SMARTPHONES AND TABLETS ACCOUNT FOR  
**38% OF ALL VIDEO VIEWING.**

MOBILE VIDEO TRAFFIC  
**WILL GROW 14x**  
**BY 2018.**

**77% OF ALL TABLET USERS  
WATCH VIDEO ON THEIR DEVICES  
AT LEAST ONCE A MONTH.  
THIS WILL INCREASE  
TO 87% IN 2018.**

**VIDEO VIEWING ON  
SMARTPHONES, COMPUTERS,  
AND TABLETS  
PEAKS BETWEEN  
12-5 PM.**

# VIDEO IN DIGITAL ADVERTISING

WANT TO CAPTURE ATTENTION WITH  
ONLINE ADVERTISING?

**VIDEO'S WHERE YOU  
SHOULD LOOK.**





WHEN IT CAME TO ENGAGEMENT RATE,  
**RICH MEDIA ADS HIT 16.85%,**  
COMPARED WITH  
**2.14% FOR STANDARD BANNERS**  
AND **1.62% FOR MOBILE.**

VIDEO DISPLAY  
ONLINE ADVERTISING SPEND  
**WILL INCREASE**  
**39.5% THIS YEAR.**

**1 IN 10 MOBILE ADS**  
DELIVERED IN THE UNITED STATES  
**ARE VIDEOS.**



# MORE THAN VIDEO

# ABC

WHAT'S BEYOND VIDEO?

**VISUAL COMMERCE!**

HERE'S WHY VISUAL, INTERACTIVE  
CONTENT WILL TAKE E-COMMERCE TO  
**THE NEXT LEVEL.**



THE BRAIN  
PROCESSES  
VISUALS  
**60,000 X**  
**FASTER**  
THAN TEXT

PEOPLE REMEMBER  
**10% OF WHAT THEY HEAR**  
& **20% OF WHAT THEY READ,**  
BUT **80% OF WHAT**  
**THEY SEE & DO.**

**92.6%**  
OF SHOPPERS SAY  
**VISUALS ARE THE**  
**TOP INFLUENTIAL FACTOR**  
**AFFECTING PURCHASE DECISIONS.**



**42% OF SHOPPERS**  
WOULD LIKE TO SEE MORE  
**PRODUCT DESCRIPTION/  
SERVICE DEMONSTRATION VIDEOS,**  
SUCH AS **360 DEGREE VIEWS**  
**OF PRODUCTS.**

# VIDEO ROCKS. NOW WHAT?

SO IT'S PRETTY CLEAR THAT

**VIDEO IS A BIG DEAL.**

READY TO DIVE IN DEEPER AND MAKE YOUR  
VIDEO AND VISUAL CONTENT DO MORE FOR YOU?

**JUST CLICK AND  
CHECK THESE OUT**



VIDEO COMMERCE BENCHMARKS REPORT:  
2014 YEAR IN REVIEW



SCALING YOUR VIDEO PROGRAM:  
3 METRICS THAT HELP YOU PROVE VIDEO ROI



THE MARKETER'S GUIDE TO VIDEO SEO:  
THE UNTAPPED VIDEO SEO OPPORTUNITY

# ABOUT INVODO

At Invodo, we believe in showing not telling. So we help our clients create rich, interactive, visual experiences by combining the right blend of vision, creative content, and technology. The result is measureable customer engagement before and after a sale. Learn more about getting visual at [www.invodo.com](http://www.invodo.com).



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