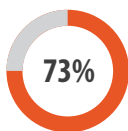
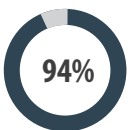


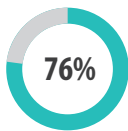
THE IMPACT OF VIDEO



73% of all US adults are more likely to purchase after watching an online video that explains the product or service



94% of consumers watched a video online last week



76% of smartphone owners watch videos at least once per week from their phones



58% of consumers consider companies that produce content to be more trustworthy



77% of consumers consider companies that create online video as more engaged with customers



Retailers with video on most of their product pages realize 79% higher conversion rates than those without video



Shoppers who view product video are 174% more likely to purchase



40% of 18-24 year olds watch videos more than 10 times per week



50% are less likely to return a product after viewing a product video



85% of shoppers find online shopping more efficient when video is part of the process



Customers that watched 10+ videos spend an average of 119% more than those who watched just one video



Customers spend on average 2 additional minutes per page when there video is included

What Consumers Watch Most



67% instructional videos



64% product and service videos



64% humorous videos

Best Practices for Increasing Revenue



Video above the fold



Make video callouts simple and obvious



Ideal length is less than 30 seconds



Show a 360 view of the product



Add shopping hotspots