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

Rearlictors 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

360

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