

Video Statistics	
Conversion Rates	Video in an email leads to 200-300% increase in click through rate
	Including video on a landing page can increase conversion by 80%
	YouTube reports mobile video consumption rises 100% every year
	Combining video with full page ads boosts engagement by 22%
	After watching a video, 64% of users are more likely to buy a product online
	Real estate listings that include a video receive 403% more inquiries than those without
	50% of executives look for more information after seeing a product/service in a video
	65% of executives visit the marketer's website and 39% call a vendor after viewing a video
Who Uses Video	86% of colleges and universities have a presence on YouTube
	65% of U.S. marketers plan to increase their mobile ad budgets to account for video
	87% of online marketers use video content
	22% of U.S. small businesses plan to post a video in the next 12 months
	96% of B2B organizations use video in some capacity in their marketing campaigns of which 73% report positive results to their ROI
User Interaction	90% of users say that product videos are helpful in the decision process
	75% of online video viewers have interacted with an online video ad this month
	92% of mobile video consumers share video with others
	75% of executives watch work-related videos on business websites at least once a week
	1/3 of all online activity is spent watching video
	80% of users recall a video ad they viewed in the past 30 days
	36% of online consumers trust video ads
	The average user is exposed to an average 32.3 videos in a month
Spending	By 2016 video ad spending will reach \$5.4 Billion
	Video ads make up 35% of total online ad spending
Content	Most popular form of online video content – 31% music, 39% comedy, 33% news
	Enjoyment of video ads increase purchase intent by 97% and brand association by 139%

	59% of executives would rather watch video than read text
	5% of viewers will stop watching a video after 1 minute and 60% by 2 minutes
	The average user spends over 16 minutes watching online video ads every month
	4 out of 5 users will click away if the video stalls while loading according to Google
	Dr. James McQuivey estimates that one minute of video is equal to 1.8 million words.
	More video content is uploaded in 30 days than all three major U.S. T.V. networks combined have created in 30 years
Credits – Statistics taken from <a href="https://www.insivia.com/50-must-know-stats-about-video-marketing-2016/">https://www.insivia.com/50-must-know-stats-about-video-marketing-2016/</a> and obtained from an article by Lindsay Kolowich at blog.hubspot.com June 14, 2016	