VIDEO STATISTICS: THE MARKETER’S SUMMARY 2014
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At Invodo, we’re all about video statistics. We know that video drives conversions, increases shopper engagement, improves online and offline marketing campaigns, boosts SEO, and so much more. The proof continues to roll in year after year.

That’s why we’ve created Video Statistics: The Marketer’s Report 2014. We summarized all the major video data released over the last year from sources including eMarketer, MediaPost, Internet Retailer, MarketingProfs, our own research, and beyond. In addition, we’ll share four things you can do now to make the most of these statistics. We hope this report will be valuable to you in all steps of the e-commerce video process, from building the business case for a video program to comparing your results.
We know video works, but we’re not the only champions of video and visual commerce. Across the industry, marketers experience the benefits.

- Shoppers who view video are 1.81x more likely to purchase than non-viewers.¹
- Retention rate for visual information can reach 65% vs. 10% for text-based information.²
- 74% of all Internet traffic in 2017 will be video.³
- 51.9% of marketing professionals worldwide name video as the type of content with the best ROI.⁴
- Retailers cite 40% increases in purchases as a result of video.⁵
- Online video reaches 60% of the US population.⁶
- 65% of video viewers watch more than ¾ of a video.⁷
- In an eye-mapping study of Search Engine Results Pages (SERPs), video results commanded more attention than other listings.⁸

² Social Media Today. Internet Marketing Trends and Tactics for 2014 [INFOGRAPHIC].
⁴ eMarketer. Which Content Marketing Tactics Get the Best ROI?
⁵ Multichannel Merchant. Give the Consumers What They Want: Video.
⁷ ReelSEO. 65% of Viewers Watch More than Three-Quarters of a Video.
⁸ KissMetrics. 7 Marketing Lessons from Eye-Tracking Studies.
Online video is now an integral part of a consumer’s online experience. Internet users turn to video for all online activities, including entertainment, news, social sharing, and shopping. Within e-commerce, video helps consumers feel confident in their online purchases.

- In December 2013, 188.2 million Americans watched 52.4 billion online videos. This marked the first time the 50 billion video view mark was breached.9
- 90% of consumers watch online video.10
- 57% of online shoppers are more confident in making a purchase and less likely to return a product.11
- 71% of consumers say that video is the best way to bring product features to life.5
- There will be 201.4 million US digital video viewers in 2017, representing 78.1% of Internet users and 62.7% of the US population.12
- The average US consumer spent 24 minutes a day watching online video, more time than any other digital media activity except social media and email.13
- Two out of three consumers watch product videos some or all of the time they are encountered.14
- 31% of online Americans upload videos to the Internet.15

11 MediaPost. U.S. Smartphone Users Most Video-Centric.
12 eMarketer. Made-For-Web Video Remakes the TV Landscape.
13 eMarketer. Social, Digital Video Drive Further Growth in Time Spent Online.
14 Chain Store Age. Retailers Must ‘Think Visual’.
15 MarketingProfs. 31% of Online Americans Post Videos, 11% Want to Be Viral Stars.
MARKETERS USE VIDEO

Marketers who use video in email cite increased clickthrough rates, increased time spent reading the email, increased sharing and forwarding, increased conversion rates, and increased dollars generated as the top benefits.

Video fits into all aspects of consumer outreach.
Marketers crave video for every situation, from high-level branding to product detail, initial advertising outreach to retargeting, and social media to campaign-specific videos. Marketers know that video meets consumers’ needs and therefore drives business results.

• 93% of marketers use video for online marketing, sales, or communication.16

• 72% of retailers said that product page enhancements including video were the number one merchandising priority for 2013.17

• 72% of B2C marketers use video for content marketing, a top five tactic.18

• 80% of marketers have plans to incorporate video into their email campaigns.19

• 70% of retailers use product videos.20

• 59% of brands would like to share more videos in the next 12 months.21

• Marketers who use video in email cite increased clickthrough rates, increased time spent reading the email, increased sharing and forwarding, increased conversion rates, and increased dollars generated as the top benefits.22

• Video in email can boost opens 20% and increase click-through rate 2-3x.23

• Using the word “Video” in email subject lines boosts open rates 18.5%, click rates by 64.8%, click to open rates by 39%, and reduces unsubscriptions by 26%.24

16 eMarketer. As Barriers Tumble, Video Marketing Adoption Grows.
19 MarketingProfs. Video in Marketing Emails: Trends and Benchmarks [Infographic].
20 MediaPost. 57% of Consumers Rely On Product Videos.
21 MarketingProfs. Marketing Trends, Stats, and Events That Made the News in 2013 [Infographic].
22 eMarketer. Video is the Next Frontier for Email Marketers.
23 Invodo. Ten Lessons From Silverpop’s Digital Marketing University NYC.
24 MarketingProfs. The Most (and Least) Effective Keywords in Email Subject Lines.
2013 was a big year for video in social media. With the emergence of platforms like Vine, Instagram’s addition of its video feature, YouTube’s continued growth, and the implementation of autoplay video ads on Facebook, video’s importance in social media continues to grow. How do online consumers use and share videos on social media, and how do marketers benefit?

- B2B and B2C marketers worldwide name video as a top three most effective social media marketing tactic.  
  25 eMarketer. Which Social Media Marketing Tactics Work Best?
- Over 50% of 25-54 year olds share videos online.  
  26 eMarketer. Video Ad’s Success Hinges on Social Sharing in the Early Days.
- Branded Vines are shared on Twitter 4x as often than other branded videos.  
  27 AdWeek. Twitter Vines Get Shared 4x More than Online Video.
- 60% of U.S. Internet users visit YouTube at least once a week.  
  28 eMarketer. Just How Popular is YouTube?
- Between 2012 and 2013, video viewing on Facebook increased 93% on tablets and 47% on PCs and smartphones.  
- More than 100 hours of video are uploaded to YouTube each minute.  
  30 Mashable. 40% of the Top 1,000 Most Popular Instagram Videos are From Brands.
- 40% of the top 1000 videos on Instagram are from brands.  
  31 MarketingProfs. Agencies Intrigued, and Confused, by Video Ads on Social Networks.
- YouTube hit one billion monthly active users in March 2013.  
- 49% of advertisers plan to run video ad campaigns on Facebook, 18% on Vine, and 14% on Instagram.  
  33 MarketingProfs. Agencies Intrigued, and Confused, by Video Ads on Social Networks.
Video is the fastest-growing ad format, with spending rising 41.4% this year and 40% next year.

Marketers continue to shift their advertising dollars away from traditional methods and into digital. The results of these digital campaigns prove that rich media ads, especially those that involve video, drive better engagement, more clicks, and beyond.

- Video is the fastest-growing ad format, with spending rising 41.4% this year and 40% next year.³⁴
- 58% of worldwide marketing professionals say that digital video ads drive better engagement than TV ads.³⁵
- Consumers who view video ads on a mobile device are 3x as likely to click through.³⁶
- Brands and agencies rank video as the most effective form of native advertising.³⁷
- Video ad sharing rate has increased 50x since 2006.³⁸
- 92.4% of media executives use pre-roll and in-stream advertising to deliver online video to consumers. 72.4% use owned media channels to deliver video.³⁹
- Use of interactive elements in video advertising increased 4.5x between January and June 2012. This doubled in 2013 and is expected to double again in 2014.⁴⁰

³⁴ eMarketer. Digital Video Takes TV Dollars.
³⁵ Marketing Charts. Most Global Marketers Feel Online Video Offers Better Engagement Opportunities than TV.
³⁶ Mobile Marketer. Click-Through Rate Triples for Mobile Video Ads: Report.
³⁸ ReelSEO. Sharing of Video Ads Has Increased Nearly 50 Times In Last Eight Years.
³⁹ eMarketer. Advertisers Deploy, Optimize Video Content.
⁴⁰ eMarketer. Interactive Video Ads Create Two-Way Communication.
VIDEO ON MOBILE

72.1 million US smartphone users watched video on their devices at least monthly in 2013. This is expected to rise to 86.8 million, more than 1/4 of the U.S. population, in 2014.

64% of people in the U.S. now own smartphones. This gives millions of shoppers the ability to access to video anytime and anywhere. Consumers watch e-commerce video from their tablets and smartphones on their couches and in stores. How many videos have you watched from your mobile device this week?

- Mobile was the fastest-growing platform for video viewership last year.41
- Mobile shoppers are 3x as likely to view a video than desktop shoppers.42
- 72.1 million US smartphone users watched video on their devices at least monthly in 2013. This is expected to rise to 86.8 million, more than ¼ of the U.S. population, in 2014.43
- 33% of tablet owners will watch one hour of video a day on their device.44
- 57% of smartphone owners watch product video in stores.45
- 48% of online video advertisers have added mobile video to their marketing mix.46
- 21% of affluent tablet users watch product videos on their device while shopping.47
- Mobile video viewers watch more frequently from video apps (like the YouTube app) than from the mobile web (like youtube.com on their device).48
- 25.7% of all tablet video views occur between 8PM and 12AM.49

41 MediaPost. U.S. Mobile Video Audience Spikes To 45 Million.
42 OnlineVideo.net. Who Are Omnichannel Shoppers? And Why is Video Crucial to Them?
43 eMarketer. Long-Form Video Content Rivals Short, Even on Smartphones.
44 ReelSEO. 33% of Americans Own Tablets, Watch 1 Hour of Video Content Per Day.
45 ReelSEO. 57% Of Online Consumers Have Confidence In Product Videos [Report].
46 MarketingProfs. Digital Video Advertisers Up Budgets, Shift Spend From Display and TV.
47 eMarketer. Affluent Shoppers Make Mobile an Essential Stop in the Purchase Funnel.
48 eMarketer. Do Millennials Watch Online Videos Differently?
Clearly, there’s a lot out there that proves the value of video for marketing. Armed with the knowledge provided in these statistics, here are four things you can do now to improve your video marketing.

Get Started!
If you haven’t already started your video program, now’s the time! 85% of top e-retailers already do. Use these statistics to prove the value of video to internal stakeholders at your company. When presented with a carefully planned video strategy that includes video types, timelines, and goals, these statistics will make a strong impression on your team.

Audit Your Video
Go through your web properties as your customer would. Do your videos work seamlessly across browsers and devices? Beyond that, are your video CTAs visible and actionable so site visitors click to view? This idea transcends video – are you providing the best experience to your customers? A responsive website that serves the right content for each device will not only improve video view rates but enhance customer experience as a whole. Work with your web development team to ensure that your video is optimized across devices.

Consider Your Customer Journey
Once you’re comfortable with the functionality of your videos, go one step further and consider how your customers use video as they move through the purchasing process. To maximize the impact of video, cover your customers’ entire journey. For shoppers early in the process, use video in marketing campaigns and on places like your homepage to convey your branding and drive interest. As shoppers navigate farther into your site, category-level video differentiates similar products and guides shoppers to whichever best meets their needs. Customer support videos can also support consumers throughout the process. Product-level video seals the deal and gives the shopper all the details they need to make a purchase.

All of these stages of video directly impact your sales. Consider your customers’ path to purchase: do your videos cover your customer’s whole journey? Are the right videos in the right place (for example, product detail videos on product pages, and category-level videos on category pages)? Examining your gaps in coverage should influence your ongoing video strategy and future rounds of production.

Get the Most Out of Existing Video Content
One of the best (and often overlooked) ways to maximize the return on your video investment is to use your video in as many ways as possible. Adding video to your marketing campaigns can contribute to the success of your e-mails, catalogs, in-store promotions, and more. Videos are also effective at boosting the impact of cart abandonment emails or retargeting ads. Without any additional filming, videos can be edited for social media or customer support. Video can be quite flexible – get creative with your video and see the returns roll in!

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50 the e-tailing group. 15th Annual Mystery Shopping Study Summary Report.
51 Invodo. Mobile + Video: Enhancing the M-Commerce Experience.
Invodo’s video programs combine strategy, production, and technology to improve conversion rates, reduce returns, and increase consumer engagement. The Invodo video platform manages production workflow, delivers video SEO, and collects integrated analytics to drive ongoing optimization of video strategy.