



55%

of shoppers use online video while actually shopping in a store.



95%

of consumers retain a message when they watch it on video compared to 10% with text.



96%

Higher click-through rate when video is included in an email than those without.

Video's Performance and Return on Investment

80%

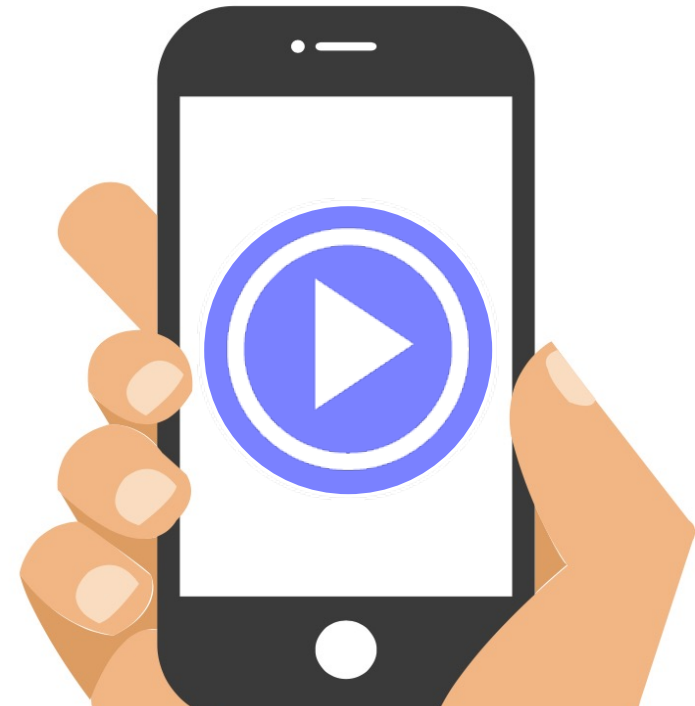
Increased conversion rate when including video in a landing page.

2X

more likely to purchase after viewing a video than non-viewers.

92%

of users watching video on mobile will share it with others.



75%

of all video plays happen on mobile devices.