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Here at Invodo, **WE LOVE VIDEO**. But we’re not the only ones! 2015 was a record-breaking year for video.

Don’t believe us?

Check out these stats!
SHOPPERS LOVE VIDEO
92.6% of shoppers say visuals are the most influential factor affecting purchase decisions. —Vouchercloud

64% of shoppers say they are more likely to buy from retailers who incorporate visual content into the in-store experience. —Invodo
3 out of 4 shoppers will interact with visual content on product pages. —Invodo

Videos rated at least four out of five stars had more than twice the average buy rate of videos rated three stars or less. —Invodo
4x AS MANY SHOPPERS WOULD RATHER WATCH A VIDEO ABOUT A PRODUCT THAN READ ABOUT IT. —Animoto

9 IN 10 CUSTOMERS AGREE THAT ONLINE SHOPPING IS MORE EFFICIENT AND EFFECTIVE WITH VISUAL CONTENT. —Invodo
VIDEO IS GROWING FAST
VIDEO WILL REPRESENT 79% OF ALL GLOBAL INTERNET TRAFFIC BY 2018.

—Cisco

VIDEO VIEWS GREW 42% YEAR-OVER-YEAR FROM 2014 to 2015.

—Invodo
VIDEO ON MOBILE
VIDEO MAY BE GROWING FAST, BUT VIDEO ON MOBILE IS GROWING EVEN FASTER … 6X FASTER.

—Invodo

MOBILE VIDEO VIEWS INCREASED 150% YEAR-OVER-YEAR FROM 2014 TO 2015, WHILE DESKTOP VIEWS INCREASED BY 25%.

—Invodo
MOBILE VIDEO TRAFFIC ACCOUNTED FOR 55% OF TOTAL MOBILE DATA TRAFFIC IN 2015.
—Cisco

MOBILE VIDEO BUDGETS WILL INCREASE 11x BETWEEN 2015 & 2020.
—Cisco
55% of consumers watch at least one video per week on a mobile device.

—Animoto

Was the first time ever that mobile video views exceeded desktop video views.

—Invodo

Q4 2015
55% of shoppers often research on mobile devices, where visual content helps inform their product selection.

—Invodo

68% of shoppers expect a consistent set of visual content across desktop and mobile devices.

—Invodo
SOCIAL VIDEO GENERATES 1200% MORE SHARES THAN TEXT AND IMAGES COMBINED.
—Brightcove

61% OF CONSUMERS ARE MORE LIKELY TO WATCH COMPANY-PRODUCED VIDEOS THAT FRIENDS HAVE SHARED.
—Reach Engine
1 in 4 shoppers say they have used YouTube to search for a video related to a product they are considering in-store.

—Google

82% of Twitter users watch video content on Twitter.

—Twitter
100 MILLION HOURS OF VIDEO PER DAY ARE WATCHED ON FACEBOOK. —Facebook

ADDING VIDEO TO A COMPANY UPDATE ON LINKEDIN INCREASES THE CHANCES OF BEING SHARED BY 75%. —Smashing Pixels
VIDEO IN DIGITAL MARKETING
50% of advertisers are shifting budgets from TV to digital video. –AOL

52% of marketing professionals worldwide name video as the type of content with the best ROI. –Syndacast
MARKETERS USING VIDEO RECEIVE 41% MORE WEB TRAFFIC FROM SEARCH THAN NON-USERS.
—Aberdeen (via Vidyard)

REPLACING AN IMAGE WITH VIDEO ON A LANDING PAGE INCREASES CONVERSIONS BY 12.62%.
—Visual Website Optimizer
SITES WITH VIDEO ON THE MAJORITY OF PRODUCT PAGES HAD A 68% HIGHER AVERAGE ORDER VALUE THAN SITES WITH VIDEO ON ONLY A FEW PRODUCT PAGES.

—Animoto

73% OF B2B MARKETING PROFESSIONALS SAY THAT VIDEO HAS POSITIVELY IMPACTED MARKETING RESULTS.

—ReelSEO
MILLENNIALS & VIDEO
80% of Millennials consider video content when researching a purchase decision.

—Animoto

7 out of 10 Millennials are likely to watch a company video when shopping online.

—Animoto
STILL NOT CONVINCED?
48% of shoppers will leave a site and seek information elsewhere when visual content is not available.
—Invodo

62% of consumers are more likely to have a negative perception of a brand with a low-quality video experience.
—Brightcove
VIDEO ROCKS. NOW WHAT?

By now, you know that VIDEO IS A BIG DEAL. Check out our resources to learn more!

- 2015 Product Video Benchmarks Report
- ECOURSE: The Ultimate Guide to Product Video Success in 2016
- INFOGRAPHIC: The Mobile Explosion of 2015
ABOUT
INVODO

Invodo provides rich online product content that drives more sales for retailers and brands. From video to interactive shopping experiences, Invodo’s technology-enabled services provide a complete approach to planning, creating, publishing, and optimizing content. Invodo has helped leading retailers scale their visual content across thousands of products to drive conversion.