AP FILMS

10 VIDEO MARKETING STATISTICS FOR 2020

Internet Users Everywhere Enjoy Video Content

85%

of all internet users in the United States *watched online video content monthly on any of their devices.*

(Statista, 2018)

Demand for Video Content is Increasing

54%

of consumers want to see more video content *from a brand or business they support.*

(HubSpot, 2018)

Video as a Powerful *Marketing Tool*

87%

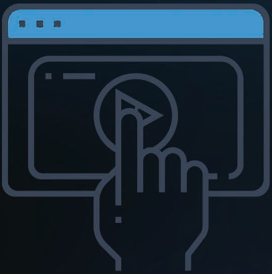
of marketing professionals use video *as a marketing tool.*

(Wyzowl, 2019)

Consumers Love Seeing *Videos on Social Media*

Videos are a consumers' favourite type *of content to see from a brand on social media.*

(Animoto, 2018)



Video Marketing = *Profit*

88%

of video marketers are satisfied with the ROI *of their video marketing efforts on social media.*

(Animoto, 2018)

Video Marketing *as a Lead Generation Channel*

Video marketers get

66%

more qualified leads per year.

(Optinmonster, 2019)

Videos Engage Users *For*

Longer on Your Website

The average user spends

88%

more time on a website with video.

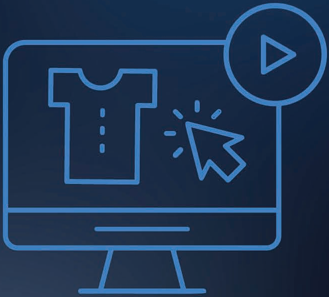
(Forbes, 2018)

Power of Video *in Purchasing Decisions*

8 out of 10

people have purchased a piece of software or app after watching a brand;s video.

(Wyzowl, 2019)



Growing Popularity *of Video*

Internet users spent

06:48
hours min
per week **watching videos online in 2019.**

(Limelight, 2019)

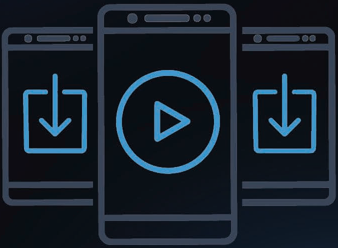
Video's Role *in Internet Traffic*

In 2022,

82%

of the global internet **trafic will come from video streaming and downloads.**

(Cisco, 2019)



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