



# Does On-Line Video Lead to Increased Sales?

Watching video is growing at an amazing rate, so, lets see how it relates to your business and increasing sales.

Statistics compiled by Rip Media Group

## 1. Purchases start with a Search

89% of consumers use Google, Bing or another search engine to find information on products, services or businesses prior to making purchases.



While searching, on-line video that is found is often picked above text or graphic content. This is where our story begins!



## 2. The Impact of Video on You



# 1,800,000 Words

= The value of one minute of video!

1 Minute

Dr. James McQuivey of Forrester Research.

# 68%

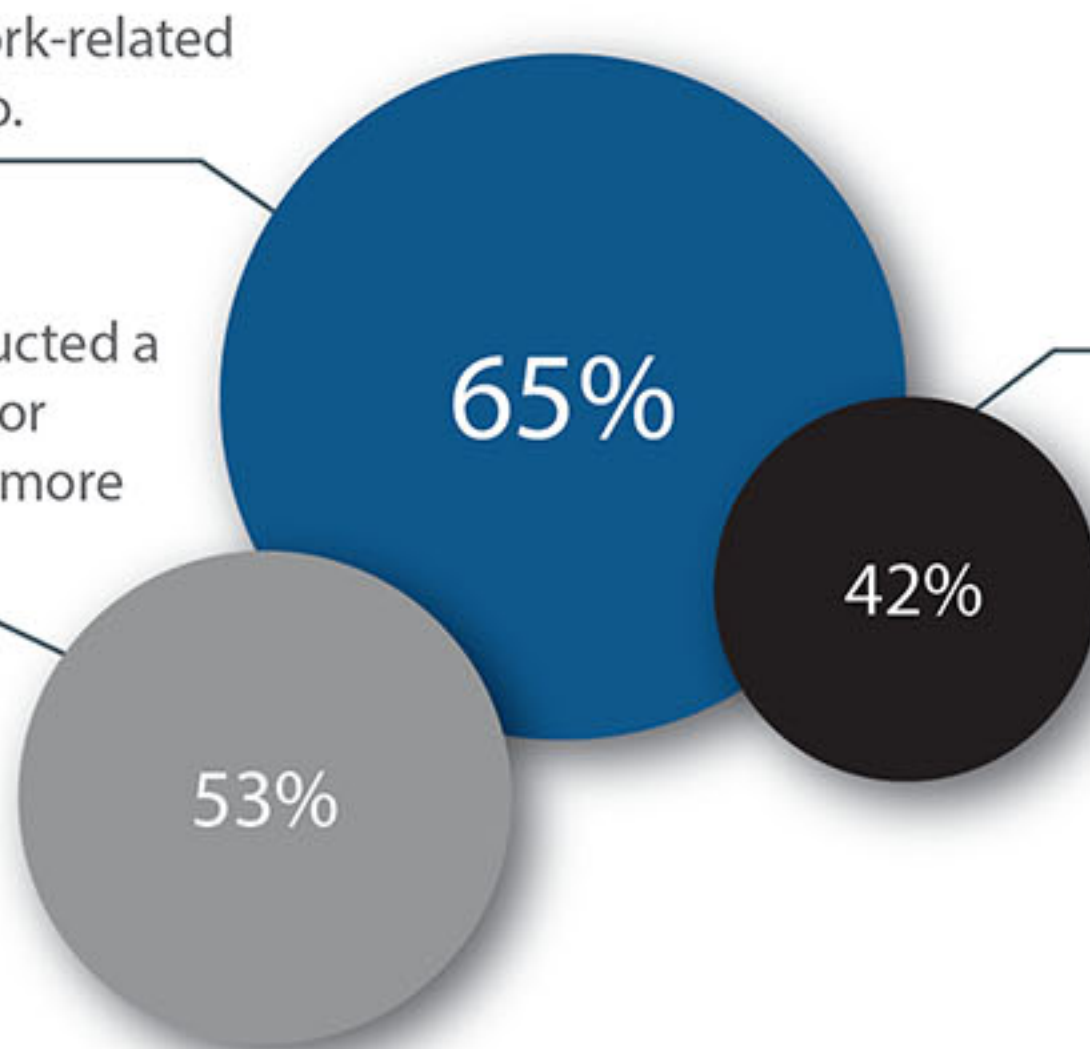
Studies show that if you only stimulate the auditory sense, people retain just 10% of that information. But when you stimulate both the auditory and the visual senses, you end up with a retention rate of 68%.

## 3. Video & Business Executives



Of U.S. executives visit a vendor's website after viewing work-related online video.

Of executives conducted a search for a vendor or product/service for more information.

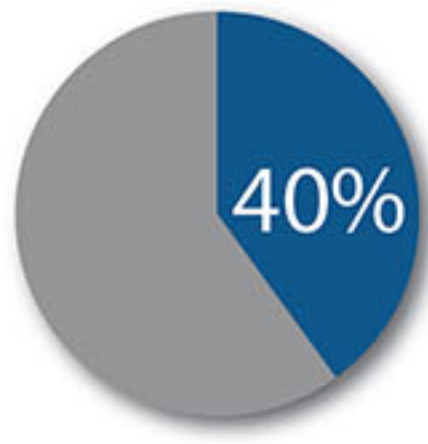


Of executives made a business related purchase.

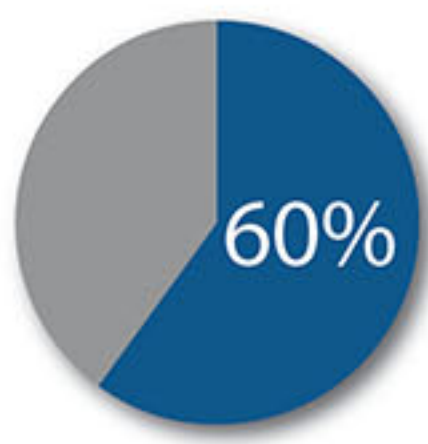
## 4. How do People React to Video?



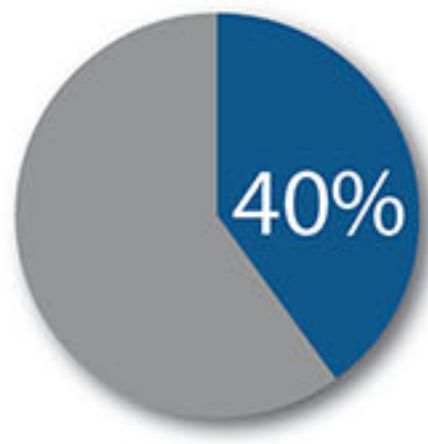
Online video now accounts for half of all mobile traffic



Access video content through tablets.



Access video content through smart phones.



Will choose another search result if a site is not mobile

# +300

Mobile and tablet shoppers are three times as likely to view a video as laptop or desktop users. (NPD)

# +200

People were over 2x more likely to visit a site upon seeing a video than control subjects who had not watched the video in a comScore

# -50%

A Comscore press release states that user generated video is only half as effective as a professionally produced video.

## 5. What is your Competition Doing About Video?



Of marketers plan to add video to their sites. Online video was the fastest-growing ad format in 2012 with nearly 55% growth.

## 6. What is Your Company Doing About Video?



The two biggest challenges to content marketing listed by B2B companies

# 41%

Of companies said their content is not engaging enough

# 20%

Have trouble producing enough content, says Schwartz Communications.

## 7. What are you waiting for?



When marketers included a marketing or explainer video in an email, the click-through rate increased by 200% to 300%. Forrester Marketing



Of marketing say buyers were more likely to purchase or convert after viewing an email campaign that incorporated video.



Of consumers say that watching product videos makes them more confident in their online purchase decisions.

Sources:  
Report from Fleishman-Hillard.  
Forbes in October 2010  
ComScore study  
Bytemobile Mobile Analytics Report

Schwartz Communications  
Invodo  
PRWeb  
Forrester Marketing

eMarketer estimates  
GIGAom

Rip Media Group was founded by a team of sales and marketing directors who developed creative, visual, and compelling campaigns that result in record setting growth. RipMedia focuses on increasing sales, creating demand, and generating growth in public as well as charitable organizations.

<http://www.RipMediaGroup.com>

