



Video Marketing by the numbers

Not convinced video marketing is the way of the future?

Here are a few statistics to help you understand exactly how popular video marketing has become in recent years, according to news shared by HubSpot:



Video is projected to claim **more than 80% of all web traffic by 2019**

According to YouTube, mobile video consumption grows by

100%

87%

of online marketers are currently using video content in their digital marketing strategies

Video ads now account for more than

35%

of all ad spending online

59%

of company decision makers would rather watch a video than read an article or blog post



A third of all the time people spend online is dedicated to watching videos

64%

of customers are more likely to buy a product online after watching a video about it



Embedding videos in landing pages can increase conversion rates by

80%

90%

of customers report that product videos help make purchasing decisions

Adding a video to marketing emails can boost click-through rates by

200-300%

Digital Marketing Expert James McQuivey estimates that a **single minute of video content is equivalent to 1.8 million words**

