

The Top

17



Now with  
17% more  
cat video  
puns!

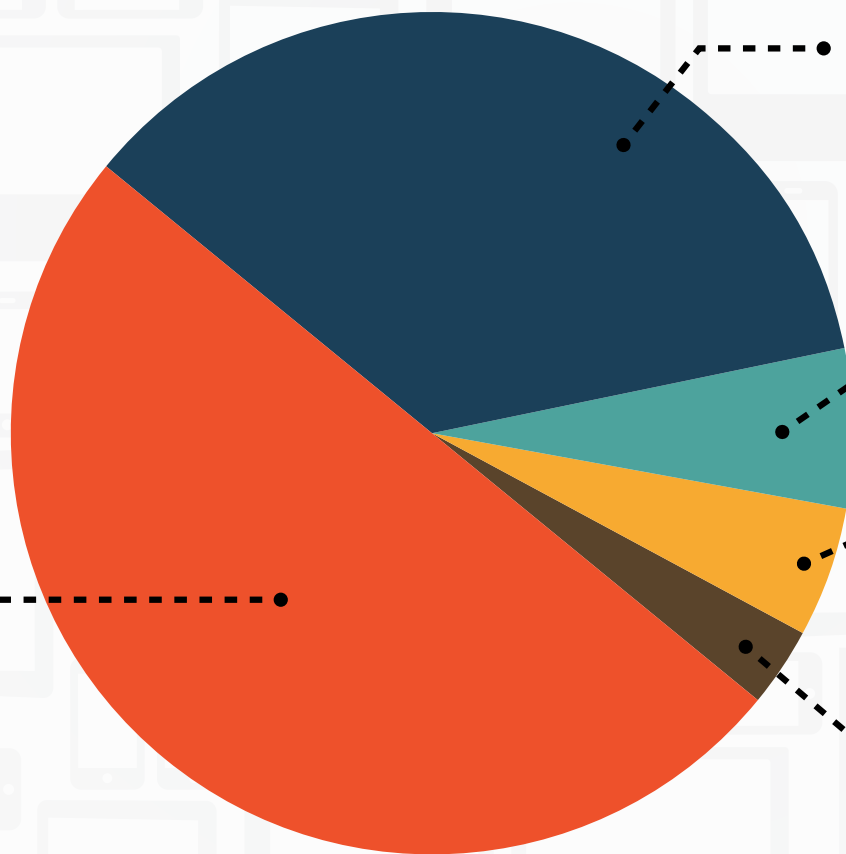
Video Marketing Stats

for 2017

# HALF

of social video views  
take place on YouTube.

- Brightcove



Facebook  
is second at 36%.  
The remaining 14%  
is divided between  
Snapchat, Twitter  
& Instagram.

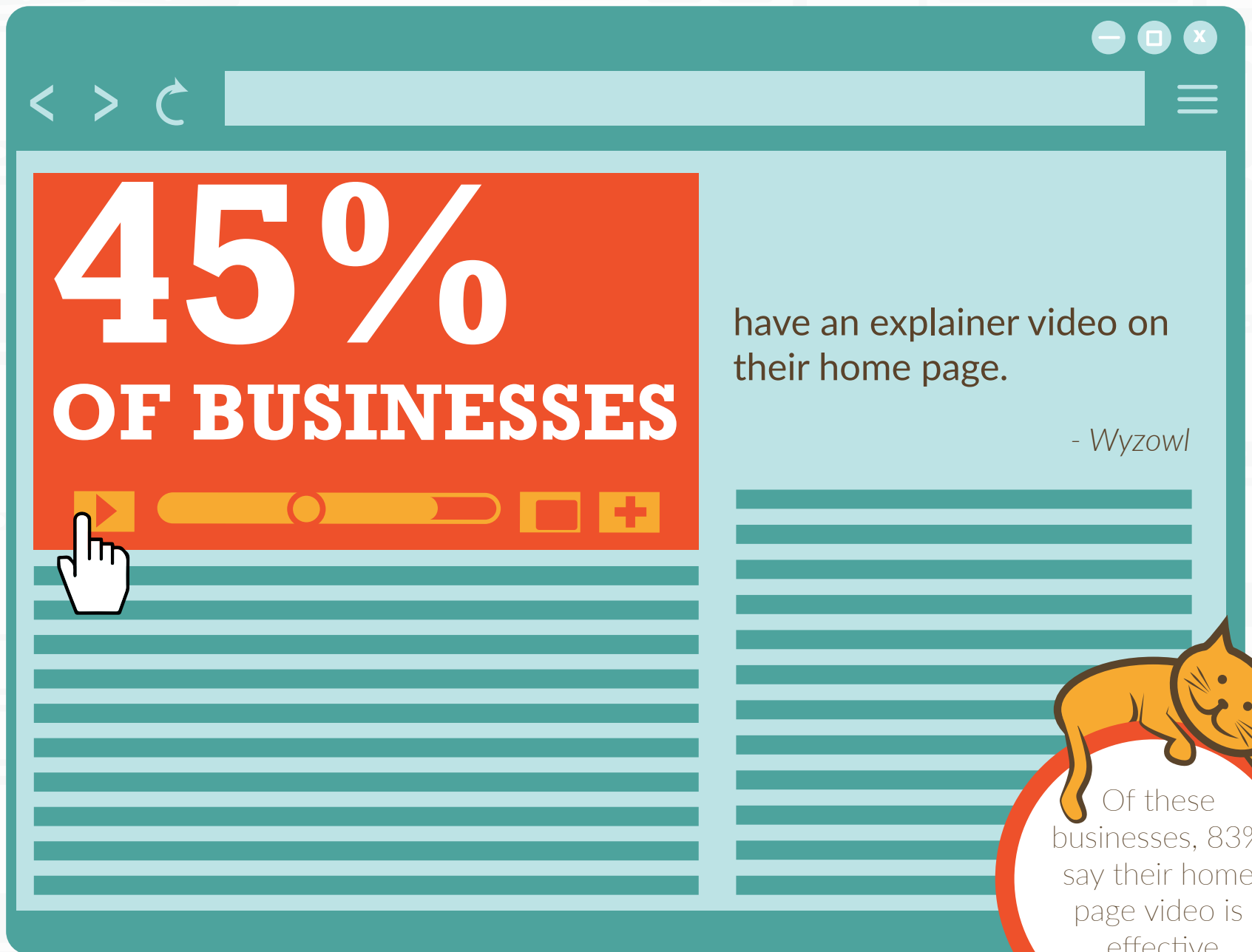


Adding a unique  
image to your video can  
increase your play rate by

35%

- Wistia







# 51%

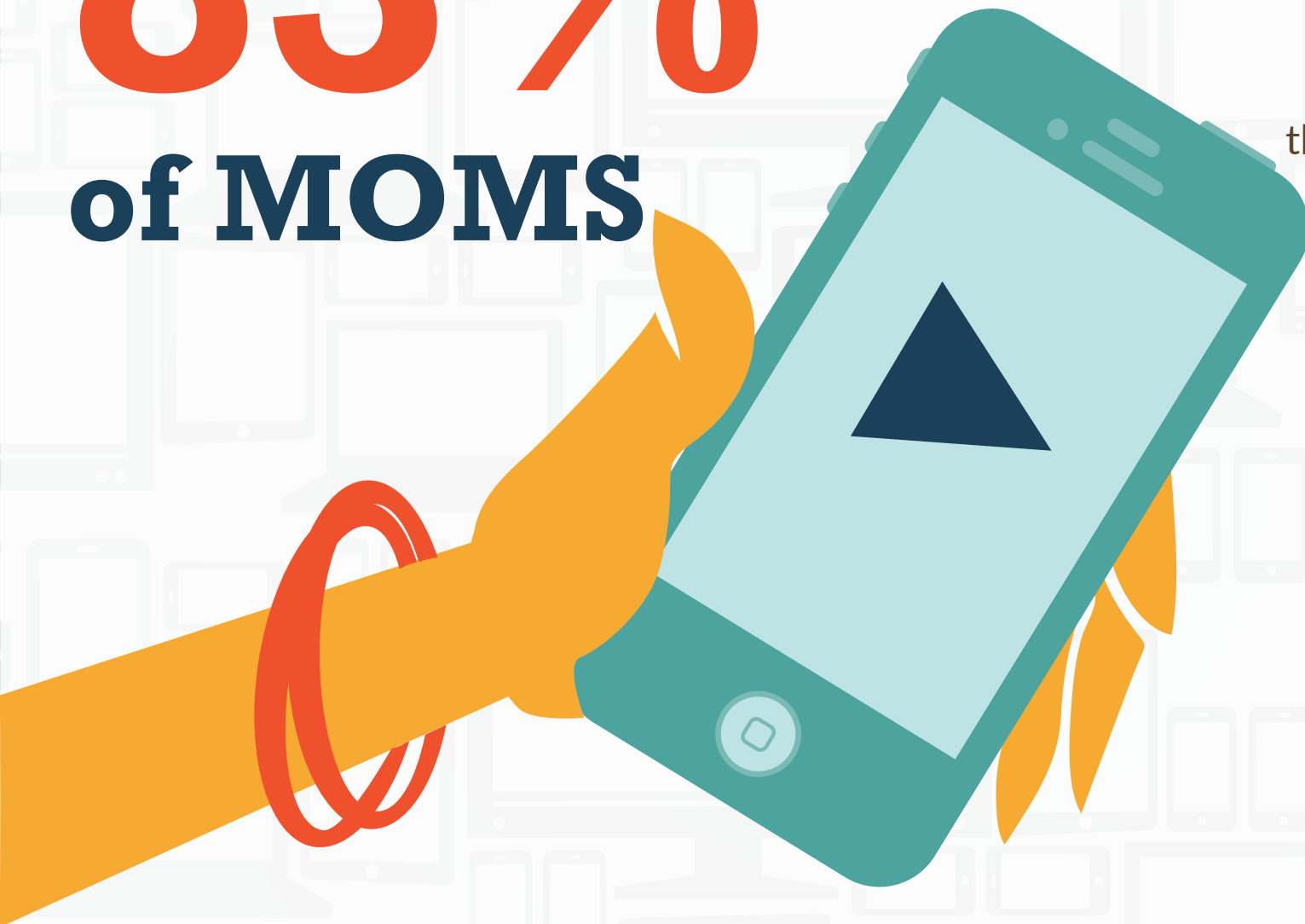
of executives under 40 reported making a purchasing decision after watching a brand's video.

- Forbes



# 83%

## of MOMS



search for answers to  
their parenting questions  
online & of those,  
3 out of 5 moms turn  
to online video first  
for their answers.

- Google



# How do consumers prefer to watch video content?

41% YouTube



36% Mainstream TV



7% Facebook



1% Instagram



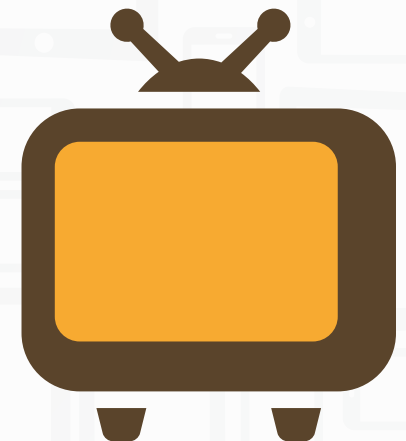
1% Twitter

- Groundbreak



reaches more 18-49  
year-olds than any  
cable network in  
the United States.

- YouTube







**68%**  
**OF CONSUMERS**  
would prefer watching an



## **EXPLAINER VIDEO**

to solve any product  
related problem.

- Wyzowl

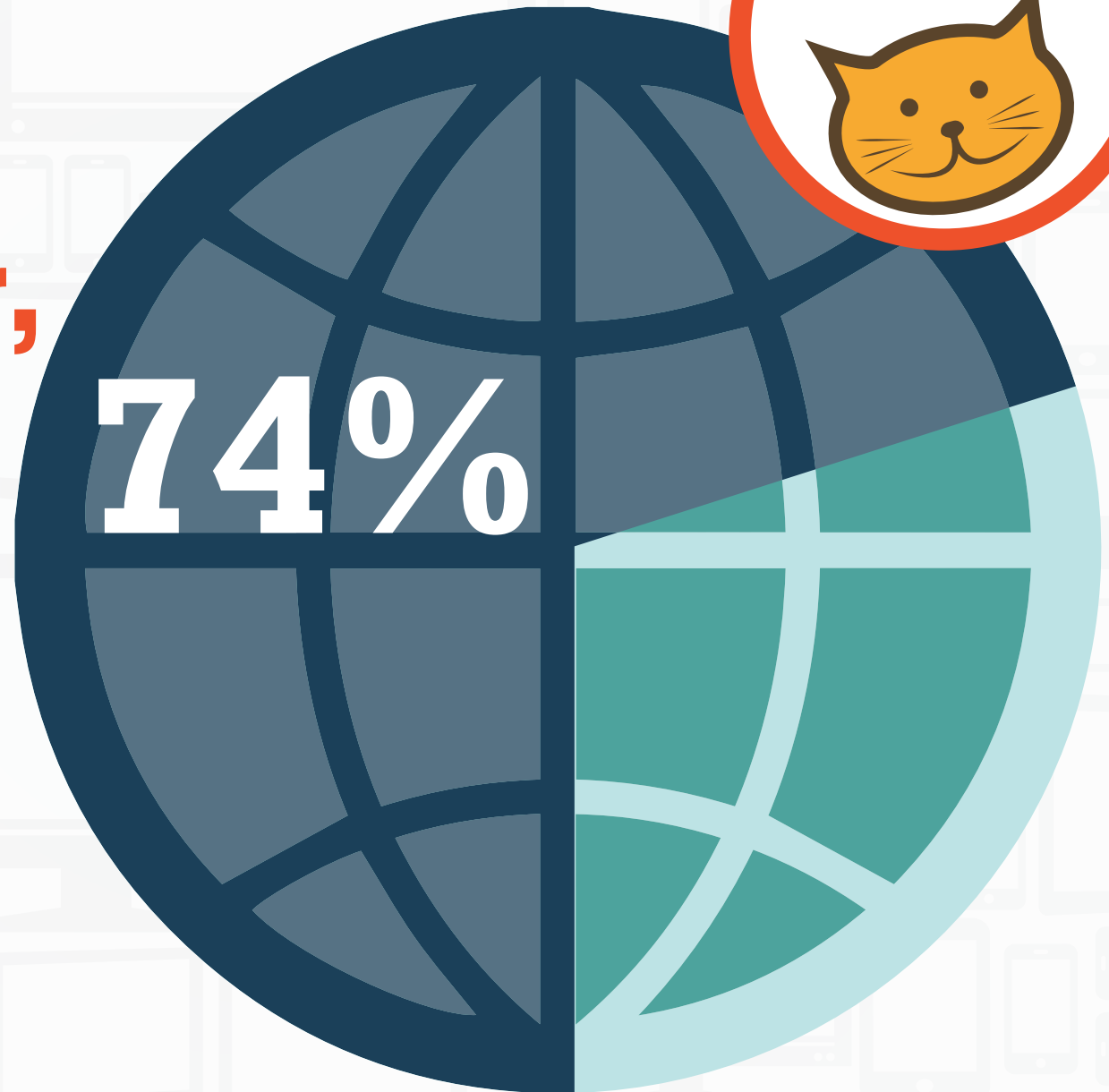


**This year,**

video content  
will represent

of all internet traffic.

- Cisco



That's a LOT  
of cat videos!





**51%**  
**of all video plays are on  
mobile devices.**

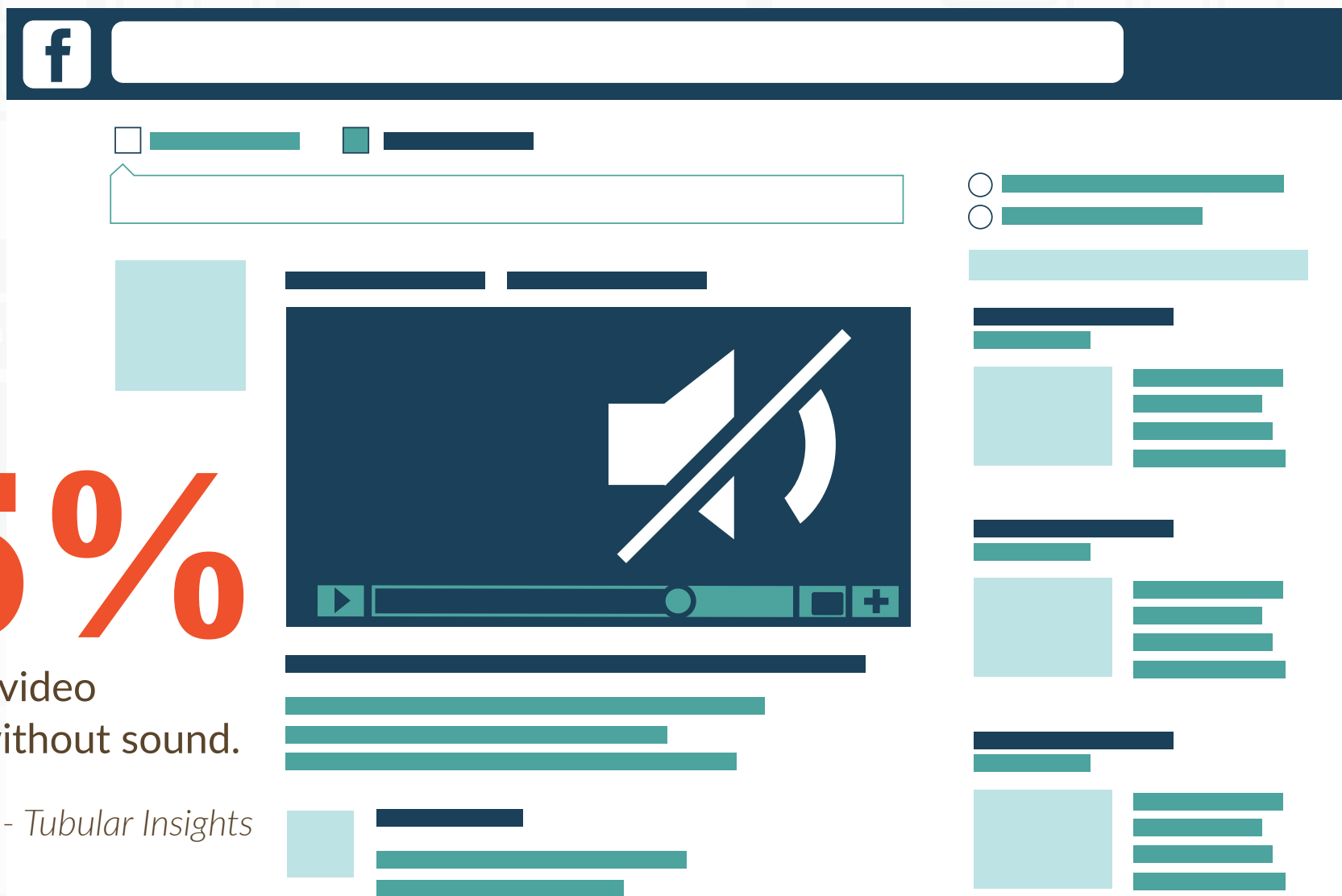
this growth  
represents a  
**15% increase**  
from last year  
and a **203% increase**  
from 2014.

- Ooyala

# 85%

of Facebook video  
is watched without sound.

- Tubular Insights

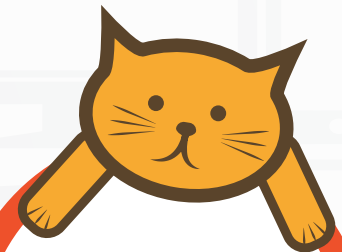


Zappos sells

**up to 30%  
more**

when using product videos.

- *Business Insider*



Wow! That's  
meow-nificent!

Video  
posts on



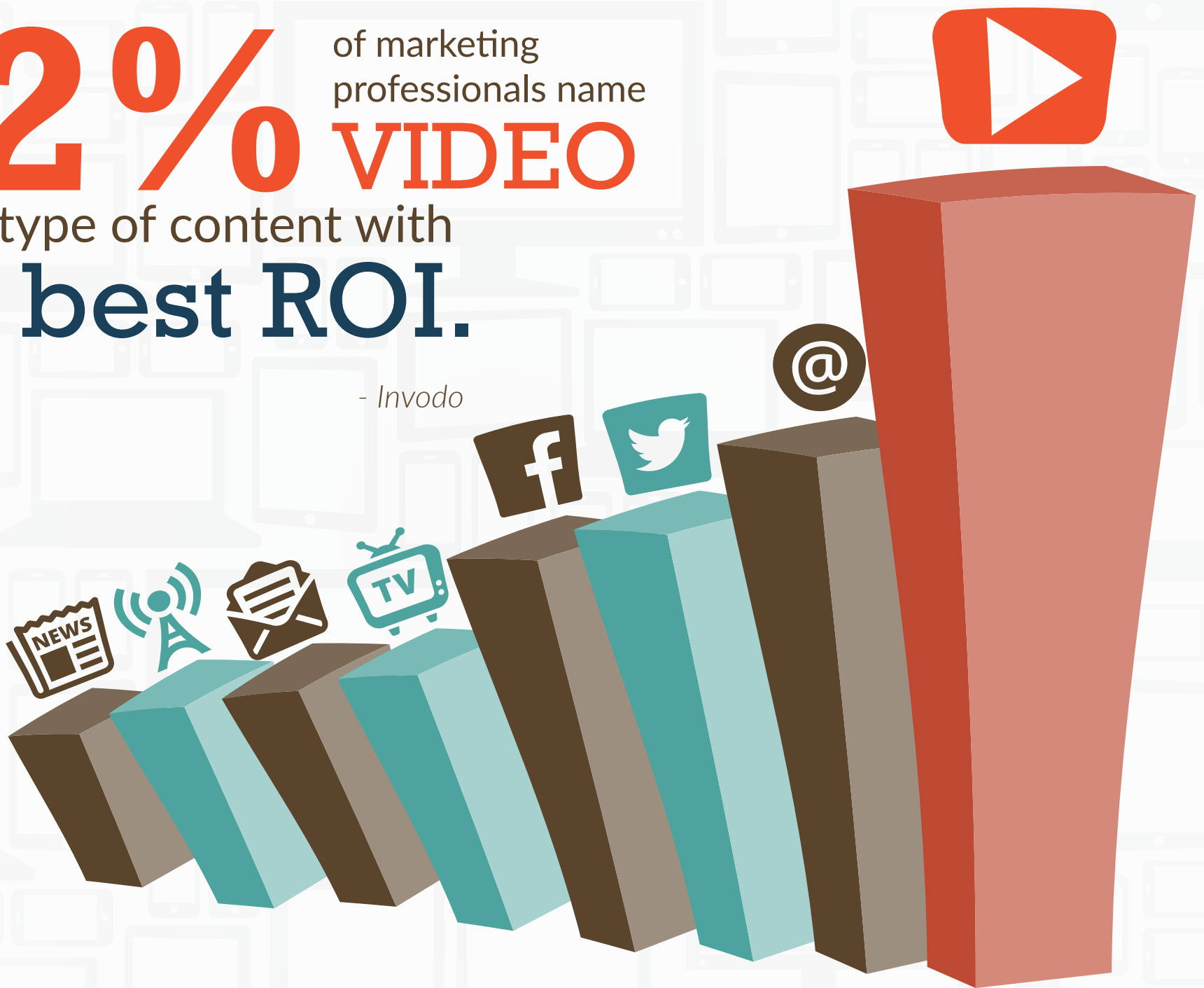
have **135%** greater organic  
reach than photo posts.

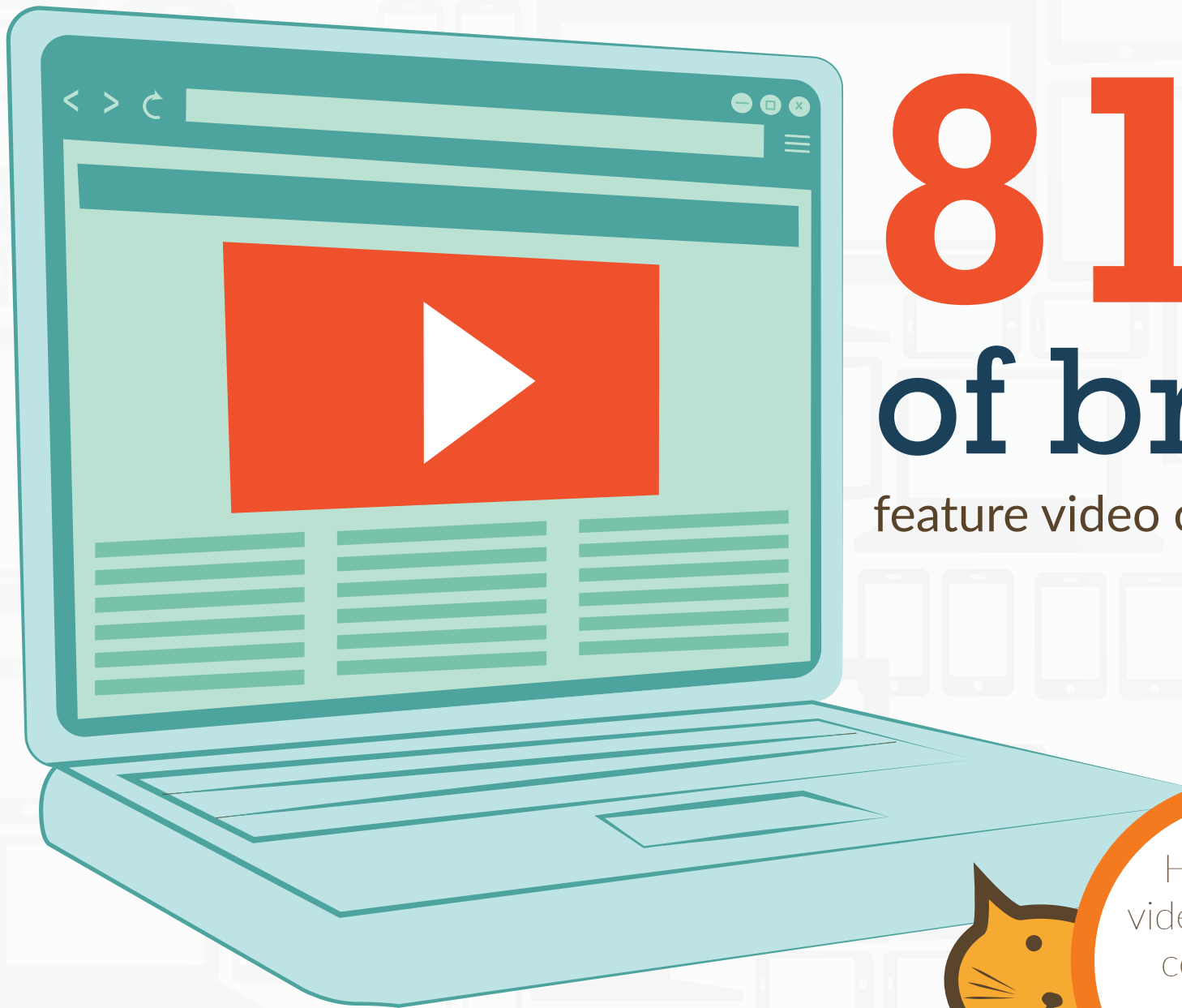
- Socialbakers



**52%** of marketing professionals name  
**VIDEO**  
as the type of content with  
**the best ROI.**

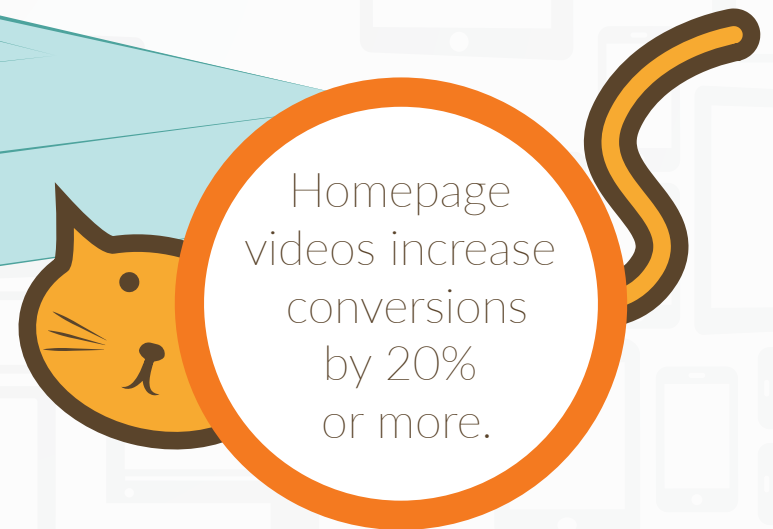
- Invodo





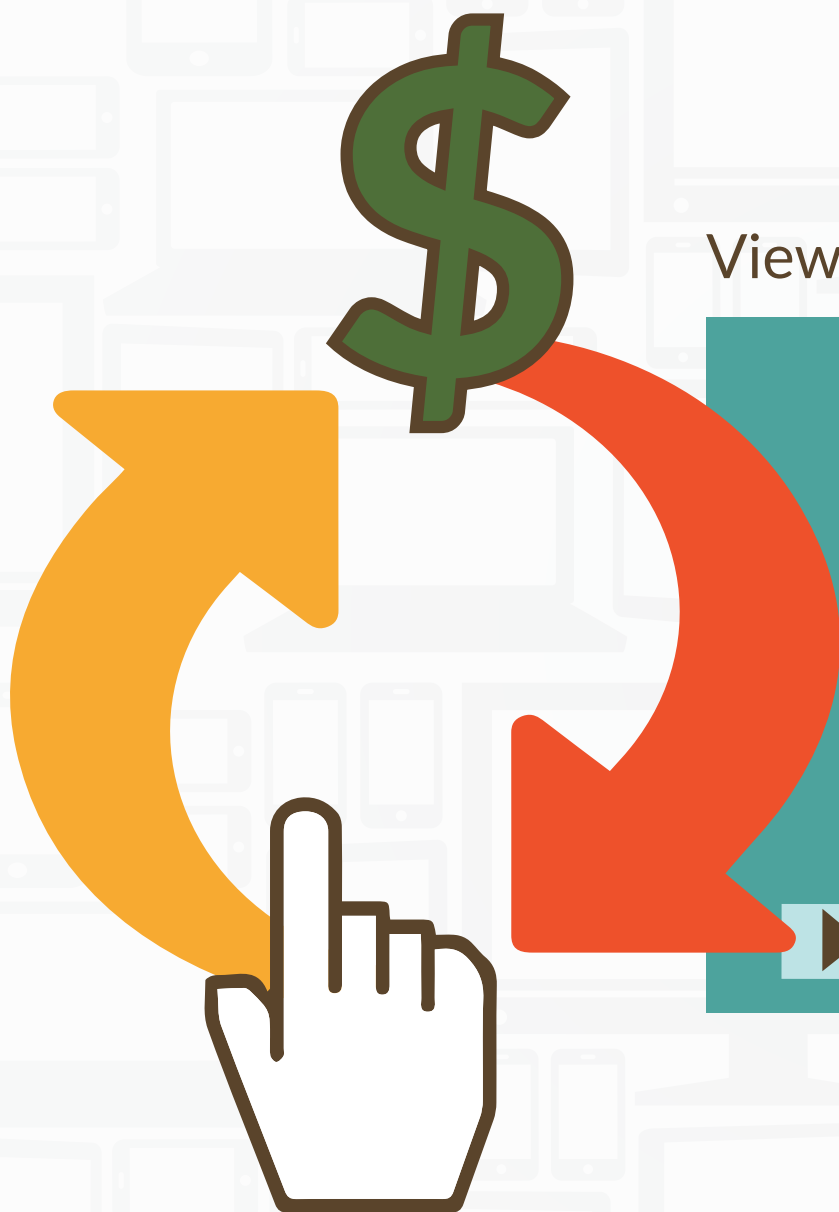
**81%**  
**of brands**  
feature video on their website.

- *Insidecxm*



Homepage  
videos increase  
conversions  
by 20%  
or more.





Viewers who completed a product video were

**25%**  
**more likely**

to convert than passive visitors.

- Wistia



Where both text and video are available on the same web page,

**69% of users  
would prefer  
to watch video**



to learn about a  
product or service.

Why shouldn't  
this be mew?



- Wyzowl



# Who created these paw-some video stat graphics?

OK. That was my last cat pun, now allow me to introduce you to Adélie Studios...

Adélie Studios specializes in visual storytelling. It's been our focus for more than a decade. Whether it's short explainer videos, infographics and other shareable visual content, we create the visuals that help hundreds of start ups on up to big brands stand out in an increasingly competitive environment. And most important of all, it's our passion. After all we create animated marketing videos...what's not fun about that?



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