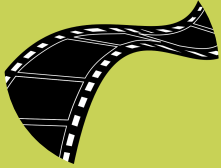


The Science

What the experts are saying and stats that prove the point



**Video is
what they
want!**

Why Video? And Why You Shouldn't Wait!

66% of consumers prefer watching a video to reading about a product (Tubular)

Our brains process visuals 60,000 times faster than text (t-sciences.com)

Viewers retain 95% of a message in a video compared to 10% reading text (Insivia)



**ROI - Isn't
that the
point?**

Viewers retain 95% of a message in a video compared to 10% reading text (Insivia)

Video increases organic website traffic by on average 157% (Conversion LX)

Including a video can boost conversion rates by up to 80% (Forbes Magazine)

84% of consumers have made a purchase after watching a video (Tubular)



**Social media
is the fast
lane.**

Social video generates 1200% more shares than text and image combined (Spectrio)

11 billion hours of video are watched every day on YouTube (YouTube)

93% of brands got new customers because of a video on social media and grew revenue 49% faster. (Animoto, Wordstream)

Branded video has grown 99% on YouTube and 258% on Facebook. (Hubspot)