

Why is video relevant to driving online sales?

WELL, ACCORDING TO MARKETERS...

81%

described video as extremely or very important in engaging customers

81%

stated that video allowed deeper engagement with audiences

72%

agreed that video helped them deliver messages more clearly and effectively to target customers

V

But what about the most important people...

YOUR CUSTOMERS?



WHEN VIDEO IS USED...

Time spent on a web page increases by 243%

243%

74%

LEADING TO...

Videos increase people's understanding of your product or service by 74%

AND KA-CHING!!

73% of all consumers are more likely to make a purchase after watching videos explaining a product or service

73%

The time is right to exploit the commercial **potential of video!**

The number of video consumers will

double by 2016 to 1.5bn

2014

2016

In one month, the average Australian spends

11 of 17 hours (65%)

online streaming video

65%

Over 85% of 15-24 year olds

spend their online time watching video

But it's not just the kids...

81% of 55+ year olds

watch online video for a total

of 10 hours in one month

10

Commscore July 2013 | TechValidate/Limelight July 2013

Internet Retailer | WireWAX | ReelSEO

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