

TOP 10 VIDEO TRENDS FOR 2018

#1 55% of people watch videos online every day

(Source: Digital Information World)

#2 92% of mobile video consumers share videos with others

(Source: RendrFx)

#3 90% of users say that product videos are helpful in the decision process

(Source: Hubspot)

#4 Social video generates 1200% more shares than text and images combined

(Source: SmallBizTrends)

#5 Including a video on a landing page can increase conversion rates by 80%

(Source: Unbounce)

#6 After watching a video, 64% of users are more likely to buy a product online

(Source: Hubspot)

#7 Companies using video enjoy 41% more web traffic from search than non-users

(Source: SmallBizTrends)

#8 59% of senior executives agree that if both text and video are available on the same topic on the same page, they prefer to watch video

(Source: Digital Information World)

#9 Video in an email leads to 200-300% increase in click-through rates

(Source: Hubspot)

#10 Top three most effective types of video content: Customer testimonials (51%); Tutorial videos (50%); Demonstration videos (49%)

(Source: Curata)

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