

Video is the future of Marketing



of marketers who use video say that it's an important part of their marketing strategy.



87%

of video marketers say video has increased traffic to their website.



96%

of people have watched an explainer video to learn more about a product or service



86%

of people would like to see more video from brands in 2020



74%

of people say they've been convinced to buy or download a piece of software or app by watching a video.



59%

of non-video marketers say they expect to start using video as a marketing tool in 2020



Leverage video marketing to grow your business