



SwitchVideo

Increase Conversion Rates with Video

1-Minute video equates to



1.8 million words

95%



Of viewers retain the information they receive via video.



Video is shared **1200%** more on social media than any other content type.

92% of people who consume mobile videos share them with other people.

92%

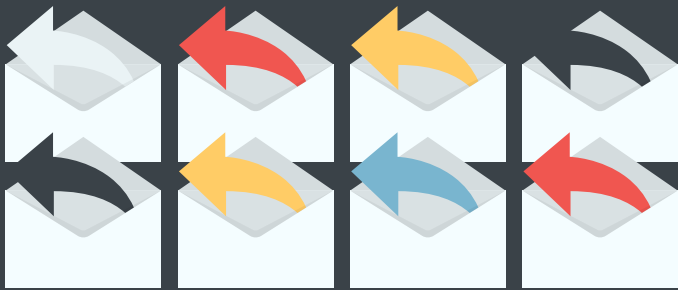


64%

of customers are more likely to buy a product online after watching a video about it.



Video can increase click-through rates in your marketing emails by **200-300%**.



Open-to-reply rates are **8x** greater in emails that contain a video.

50%

of online customers look for a video related to a product or service before they visit the store.



50X
Goooooooooooooogle
1 2 3 4 5 6 7 8 9 10

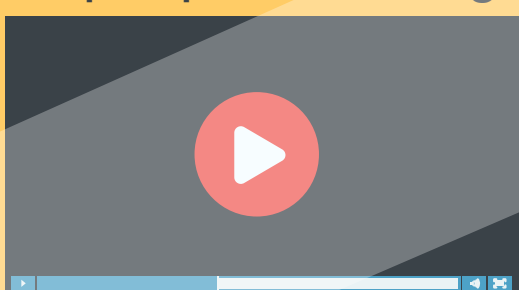
Adding a video to your site increases your chance of a front-page Google result by **50 times**.

VIDEO

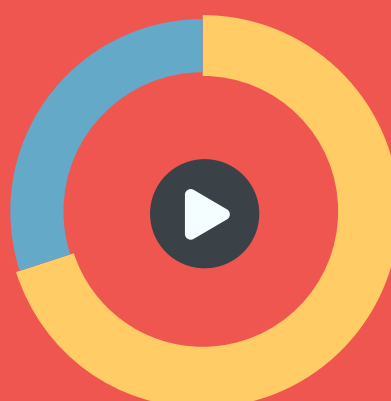


Inclusion of the word "video" in the subject line of an email can increase open rates by **19%**.

People spent on average



2.6x more time on pages with video than without.



Embedding video in landing pages can increase conversion rates by

80%