



2021 VIDEO IN MARKETING

Benchmarks

Video is a compelling medium, and its value to businesses is only increasing. 94% of marketers believe it converts the same or better than other content types. Find out how companies like yours use video to support connections in the digital-first world.

135%

is how much total video creation increased by in 2020.

More individuals are becoming content creators—60% of videos created in 2020 were user-generated versus the 40% that were traditionally produced.



57%

of small and medium companies are now using internal resources for video production.



Retail, high tech, and financial services businesses created the most produced video content.



The largest enterprises (5,000+ employees) created on average more than 700 produced videos throughout the year.



75% of video content created by companies under 200 employees is user-generated or user-recorded.

60%

of business videos created in 2020 were less than 2 minutes long.

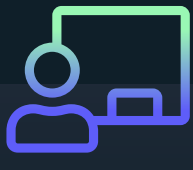


The number of videos over 20 minutes in length increased by 66% in 2020. It's not surprising considering the rise in virtual events last year and companies offering more online seminars, workshops, and on-demand webinars in place of in-person events.

The Most Popular Types of Videos



Product Demos



How-To's



Explainers



Webinars

45%

of viewers will watch a video through to the end, on average.



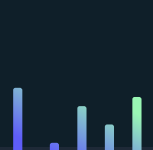
If a video is 60 seconds or less, 58% of viewers will watch until the end. Only 24% will finish a video if it's longer than 20 minutes.

73%

of companies reported using some form of video analytics in 2020.



65% of marketers report the importance of accessing video viewing data to qualify leads, engage prospects, or influence deals.



Video performance analytics is cited as the most valued online video platform feature.

Know where you stand, so you can stand out.

Download the full 2021 Benchmark Report today!

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