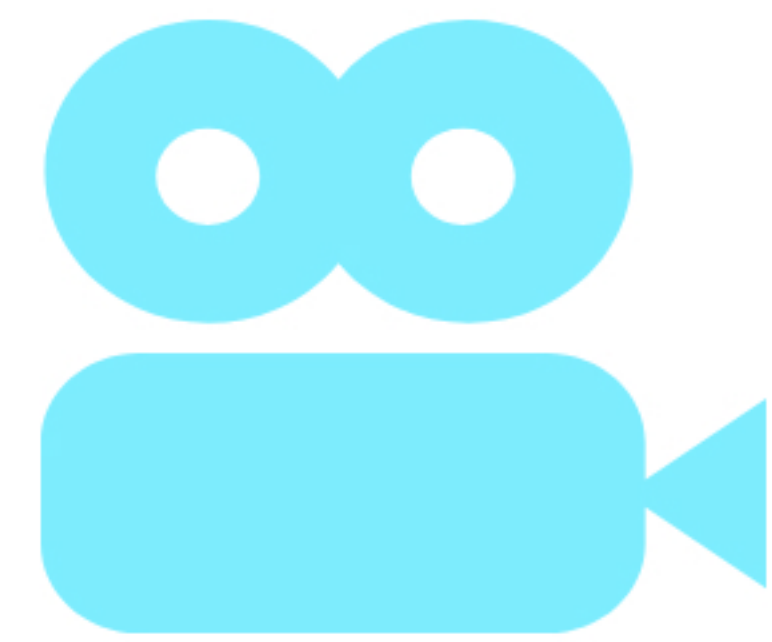


VIDEO CONTENT IS A KING

THERE ARE SOME FACTS THAT PROVE IT

50%

of internet users look for videos related to a product or service before visiting a store



80%

of users can recall a video ad that they viewed in the last 30 days

4

times as many consumers would rather watch a video about a product, rather than read about it



100M

hours of video are watched each day on Facebook

51%

of all video plays are on mobile devices



55%

of people pay close attention when consuming videos — more than all other types of content.

Users view more than hours of video each day on YouTube

100M



How-to searches on YouTube have grown year over year

70%

COOL TOOL



CoolTool is the new gen behavioral analytics platform that allows you to create catchy ads, engaging campaigns, strong brand, and effective website.

1390 Market Street, Suite 200, San Francisco, CA94102, USA+1-855-613-2665, hello@cooltool.com

Source: <https://learn.g2crowd.com/video-marketing-statistics>