

Wyzowl 2023 Video Marketing Stats 64% of consumers make a purchase after watching a branded social video. Video 50x more likely to drive organic search results than plain text. 92% of marketers claim video gives them a good ROI



HubSpot 2023 Video Marketing Stats

Video marketers get 66% more qualified leads per year. Videos help increase organic search engine traffic.

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Brightcove 2020 Study 77% of people watch videos weekly, 55% of them watch daily. Videos on social media receive 1200% more shares



Forrester Research Study 2017 Study found videos are 50x more likely to rank on Google than text-based content.
64% of consumers are more likely to purchase a product after watching a video.



Direct Impact

National Association of Realtors (NAR) state properties with videos receive 403% more inquiries than without. Video listings increase the time a potential buyer stays on a property page, leading to more qualified leads