

# REALLY NEED AN EXPLAINER VIDEO?

Despite its popularity, an explainer video isn't a tool that all companies should take advantage of. We've rounded up the most important factors that you can use to determine whether or not your company should spend its money on an explainer video.

## DOES YOUR COMPANY HAVE A WEBSITE OR USE SOCIAL MEDIA?



## WHAT KIND OF PRODUCT / SERVICE DO YOU SELL?



## WHO IS YOUR TARGET CONSUMER?



## 10 STATS TO HELP YOU DECIDE

Explainer video is a powerful marketing tool that can help you grow your company at a faster rate. Its visually-interactive features is perfect to catch people's attention and showcase more about your brand, product, or service.

According to a research by iStockphoto Norman Group, an average internet user only stays **10-20 seconds** on a website if there's no compelling reason to stay.



**PRESENTING PRODUCTS USING AN EXPLAINER VIDEO AS A VISUAL AID IS 43% MORE PERSUASIVE. [1]**

Presentations supported by a variety of visual support (e.g., color vs. black and white, plain textual vs. "slip art" and graphics, and visuals on overhead transparencies vs. on 35mm slides) prove to be more persuasive overall.

**EXPLAINER VIDEOS CAN RETAIN VIEWERS' ATTENTION FOR UP TO 77% OF ITS TOTAL DURATION. [2]**

The average retention rate of a 1-minute explainer video is **77%**. This number drops to **57%** when an explainer video reaches a 2-minute duration.



People only read **28%** of other website content. This means that viewers will absorb more information about your products through an explainer video.

**PEOPLE RETAIN OVER 60% MORE INFORMATION THROUGH THE COMBINED USE OF VISUAL AND VERBAL LEARNING CUES. [3]**

According to a study involving 221 participants, 103 were visual learners, 105 had no preference, and 11 were verbal learners. Explainer videos appeal to all types of learners.



**6 OUT OF 10 COMPANY EXECUTIVES AGREED THAT WHEN TEXT AND VIDEO ARE AVAILABLE ON THE SAME TOPIC, THEY PREFER THE VIDEO. [4]**



If your target audience includes company executives who are decision makers, you could gain a massive lead over your competitors in terms of closing sales.

**ALMOST 80% OF INTERNET USERS WILL LOOK FOR A VIDEO OF THE PRODUCT BEFORE VISITING A STORE TO BUY IT. [5]**

Providing a high-quality video as a reliable source of information about your product is the first step towards establishing brand trust.

**76% OF INTERNET USERS WHO GOOGLE FOR A PRODUCT MAKE A PURCHASE WITHIN 24 HOURS. [6]**

Videos are becoming an essential type of content to have because search engines see them as key content that accounts for your website's reliability and credibility on the Internet through search engine results pages (SERPs).



**ONLINE SHOPPERS WHO WATCH A VIDEO OF A PRODUCT ARE 1.8X MORE LIKELY TO MAKE A PURCHASE. [7]**

Online shoppers lack first-hand experience with new products they want to buy. Explainer videos help them bridge that gap by visually presenting as many details as possible to ease the viewer's decision-making process.

**NEARLY 66% OF CONSUMERS PREFER EXPLAINER VIDEOS THAT ARE UNDER 60 SECONDS. [8]**

Don't hide on about your product's primary features—only show off the key features that most buyers really care about in your explainer video.



**64% OF SENIOR EXECUTIVES SHARE WORK-RELATED VIDEOS WITH COLLEAGUES WEEKLY. [9]**



The explainer video's nature of being short and to the point makes it easy to distribute online and doesn't consume precious work hours.



**PEOPLE STAY 260% LONGER ON WEBSITE PAGES WITH VIDEOS. [10]**

Your visitors only stay **10 to 20 seconds** on your website unless they have an enticing reason to stay. A page that has only a wall of text can be overwhelming to read, forcing visitors to leave. A video is easier to consume and makes a better presentation tool.

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Breadnbeyond is an award-winning explainer video production company, providing expert marketing advice with easy-to-understand short animations.

## SOURCES

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