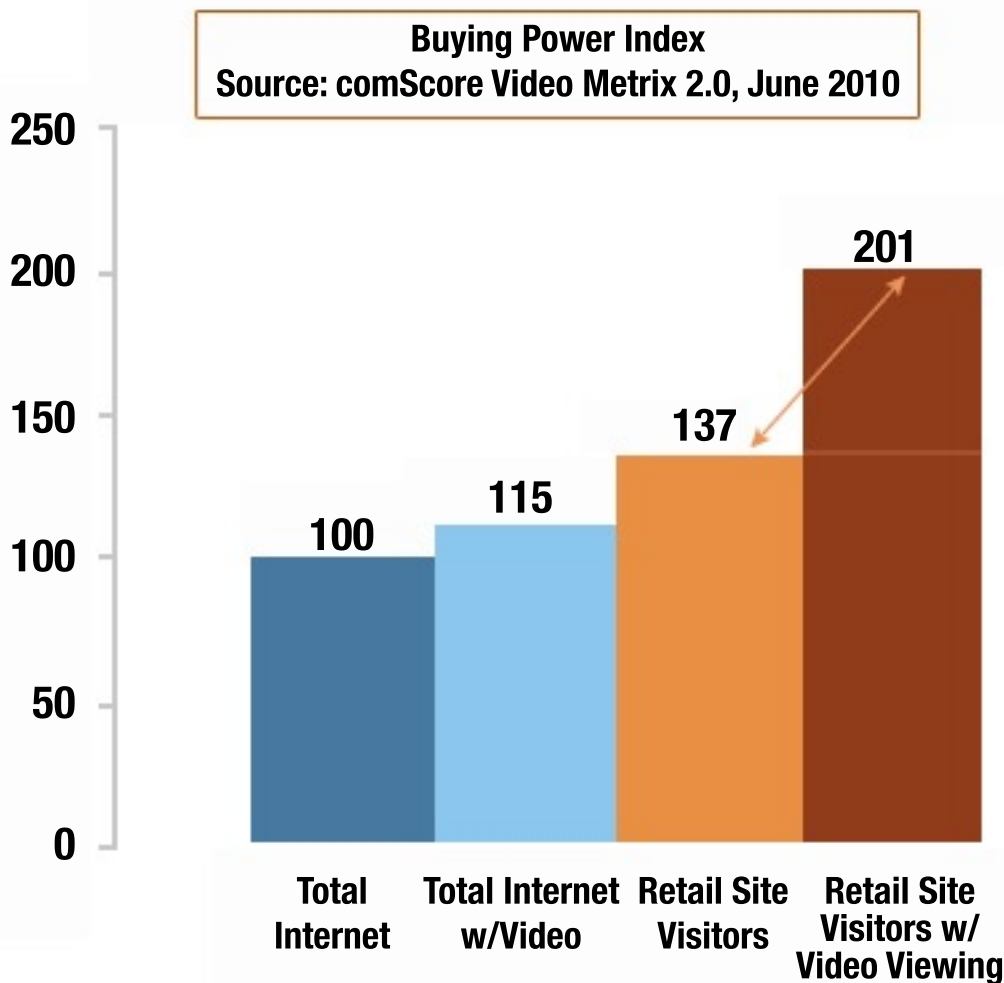


Video Sales Conversion

Statistics cited by Bing note that web visitors are able to process information up to 30% more rapidly when it's provided in a combination of video and text, rather than text alone. Additionally, 65% of us are visual learners, and more likely to digest information and learn from it, in a visual form. Most types of ecommerce, notably apparel and products suited to emotional and personal tastes, excel with visual additions.

There is no doubt that video can be powerful on the web as a conversion tool, as well. A comScore study revealed that when video was included in the shopping experience, visitors were 64% more likely to purchase than without it, and stayed on the site for an additional 2 minutes.



Retail site visitors who also view video are 64% more likely to purchase

Retail site visitors who also view video spend 2 minutes longer onsite per visit