

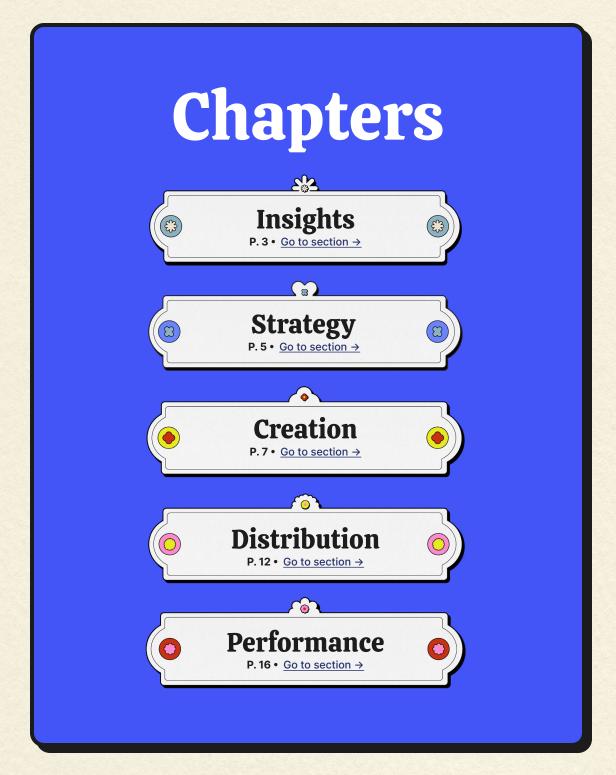
WITH INSIGHTS FROM

HubSpot











We wanted to understand how businesses are meeting the rising demand for video, what's working for their video strategies, and what's resonating with viewers. So we surveyed over 2,000 professionals, looked at how 100,000+ businesses are using our platform, and dug through more than 90 million uploaded videos.

analyzed

100K+ businesses making videos

professionals surveyed

HERE ARE SOME OF OUR BIGGEST TAKEAWAYS:

- Audiences want to learn how to use your product and gain industry expertise. By far, educational and instructional videos were the most engaging type of video content made by businesses last year. And you don't need deep pockets to start creating them.
- A bigger budget does not mean higher engagement. High production values and more resources aren't the key to keeping viewers glued to your videos. Audiences willingly watch, and sometimes prefer, low-budget video content, even talking head videos recorded with just a webcam. This makes video production much more accessible for all—a big win for smaller brands!
- Video is an effective way to capture and nurture qualified leads. By adding email capture forms and calls to action (CTAs) to the videos on your website, you can make video an essential part of the lead generation process.

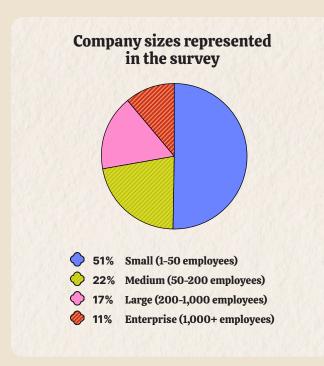
We teamed up with Hootsuite, HubSpot, and TikTok to grab some more insights about video marketing and compiled all of our findings into this report. Let's dig in!

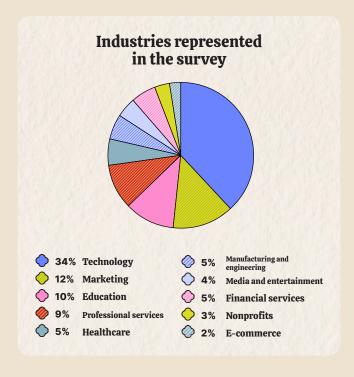


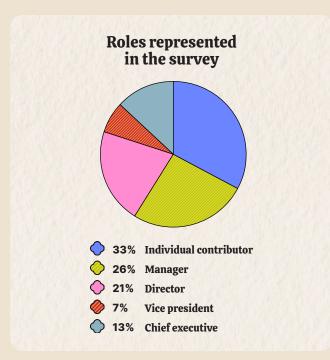
Our method

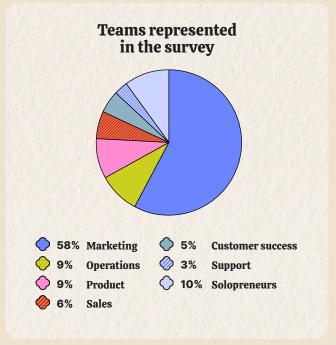
We analyzed user data from over **90M videos uploaded to our platform from 2013-2023**. We used AI to transcribe and categorize all videos by type to see what styles and formats are working best for businesses.

In late 2023, we **surveyed over 2,000 industry professionals** to find out how they were thinking about and planning their video marketing strategies this year.







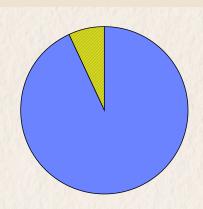


Enjoy this report and feel free to use the statistics listed here in any commercial or non-commercial capacity. All we ask is that you link back to our **2024 State of Video Report** web page as the original source.



Strategy

Uncover how companies used video for their marketing goals, their video investment and output frequency, and the videos they prioritized last year. Plus, gain insight into their 2024 video strategies.



Is video an important part of your marketing strategy?

Most businesses rate video as an important part of their marketing strategy.

93% Yes 7% No



What's your primary marketing goal with video?

Many businesses primarily use video to generate leads and boost sales or educate folks on their products and encourage product adoption.



38% Generating leads and driving sales

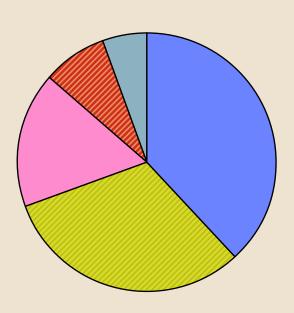
31% Product education and adoption

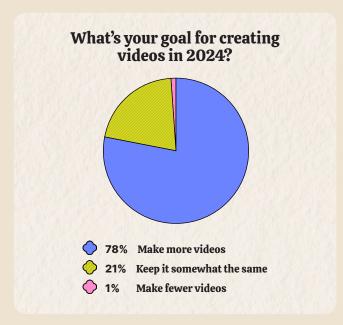
17% Brand awareness and PR

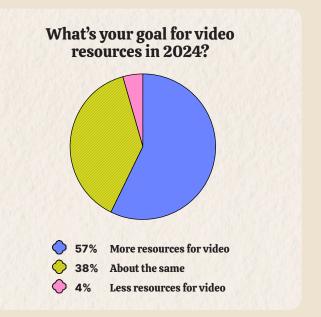
8%

Social media engagement or followers

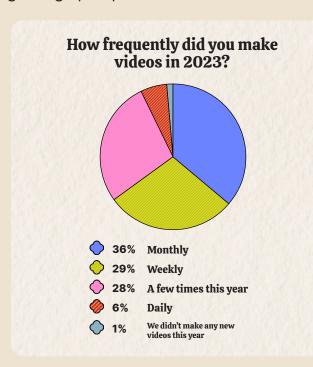
I don't have a video strategy

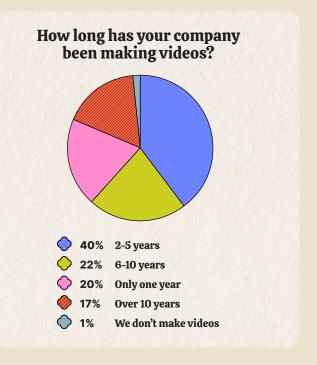






While most businesses are eager to make more videos in 2024, only a little over half are gearing up to pour more resources into their video efforts this year.





Many businesses create videos monthly, weekly, or only a few times a year. And most have been making videos for at least two years.



Businesses are posting more and more videos on social media now—about **3-5 videos** per week (including long-form, short-form, and clips). If you haven't already, make video a part of your social media strategy.





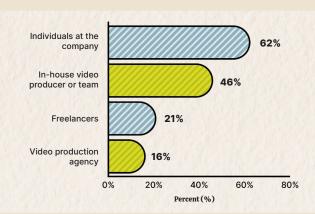
Creation



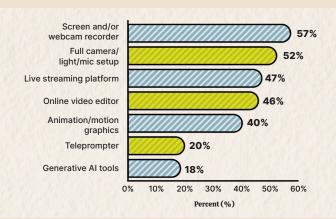
What are the most challenging roadblocks for creating videos? Who makes videos at a company? What tools are they using? We answer all that and more! Plus, we delve into the rise of generative AI, webinars, and live events.

How are companies making videos?

Who makes videos for your company?



Which creation tools do you use to make videos?



"For businesses truly looking to scale: Invest in creators, hire an in-house producer, and leverage AI video tools for your team."

Andrea Hudson

HEAD OF AUDIENCE DEVELOPMENT, DISTRIBUTED PLATFORMS, HUBSPOT



• How many videos are companies making?

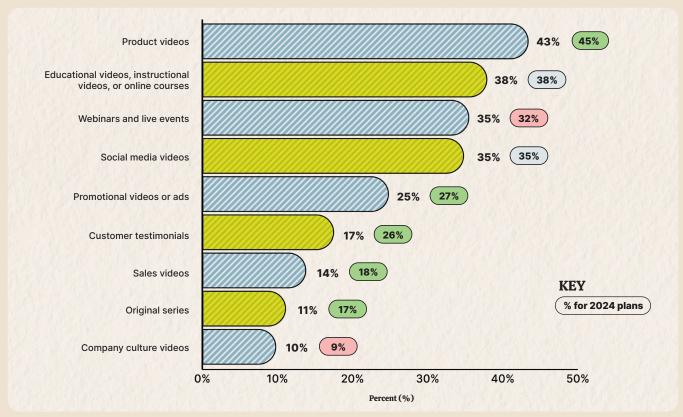
To find out, we looked at the average amount of videos created in 2023.

15 videos Small businesses (1-50 employees) 84 videos Medium businesses (50-200 employees) 118 videos Large businesses (200+ employees)

As a business grows, the amount of videos created grows with it.

Small businesses are making **one video every 24 days** while **medium businesses** are producing a video around **every four days**. **Large businesses** are producing a video roughly **every three days**.

 What types of videos did companies create in 2023, and plan to create in 2024?



Product videos, **educational or instructional videos**, and **webinars and live events** were the most popular types of videos businesses produced last year—and they're still the go-to choices this year.

Heading into 2024, a growing number of businesses are planning to make more short-form social videos, customer testimonials, sales videos, and original series.



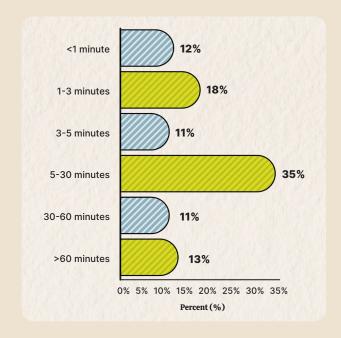
As a business, you can focus on making short-form educational videos that show off your company's personality. This approach works because 71% of TikTok users prefer brand posts that don't feel too polished. People come to TikTok to participate and have fun!

TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo

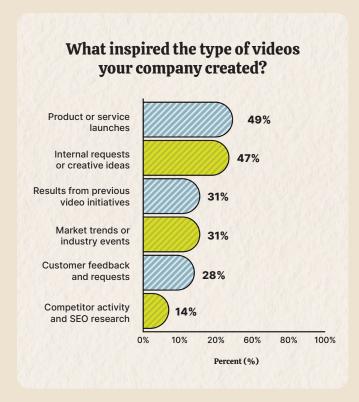
What's the most common video length?

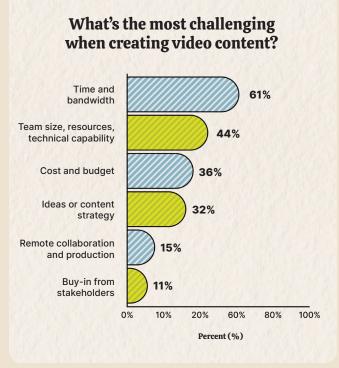
Most of the videos uploaded to our platform in 2023 were either **under three minutes** long or **between five and 30 minutes** long.

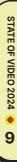
Compared to the previous year, businesses created **7% more videos that lasted under a minute**, **12% more videos between 1-3 minutes**, and **5% more videos between 3-5 minutes**.



• What factors influence video creation?





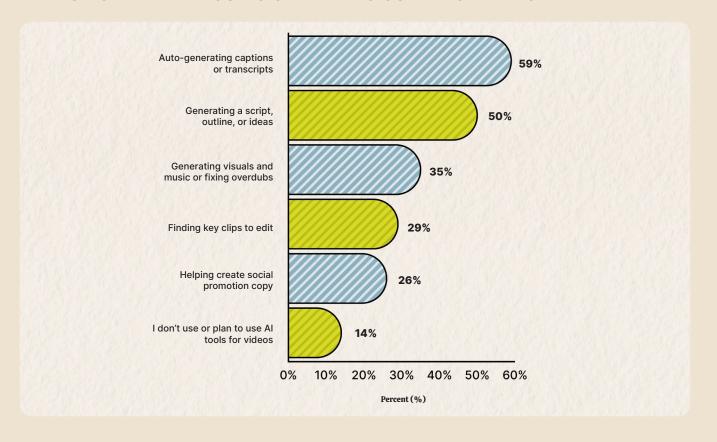




How are businesses using generative AI for video?

We found that only 18% of businesses are weaving AI tools into their video production workflows. But get this: A whopping 66% of folks we asked can't wait to create videos with generative AI in 2024.

HERE'S HOW THEY'RE USING OR PLAN TO USE AI FOR VIDEO:



HubSpot Tip

85% of marketers say generative AI has changed the way they will create content in 2024 and 62% say it's important to their marketing strategy. 63% say that in 2024, most content will be created at least in part with the help of generative Al.

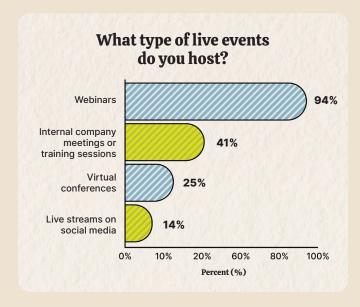
"There are two changes in the market indicating a need for more video content. First, the search landscape is being disrupted by AI. Second, we're seeing a shift to a video-first consumption of content for audiences."

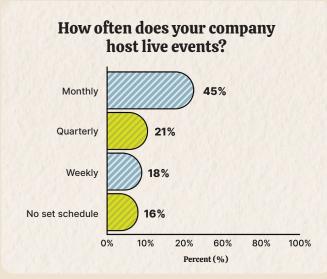
Kyle Denhoff

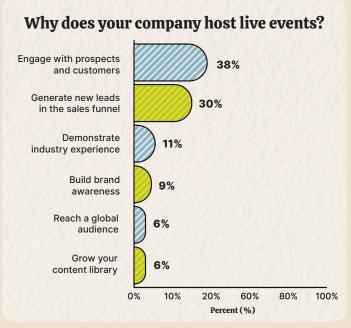
DIRECTOR OF MARKETING, AUDIENCE DEVELOPMENT, HUBSPOT

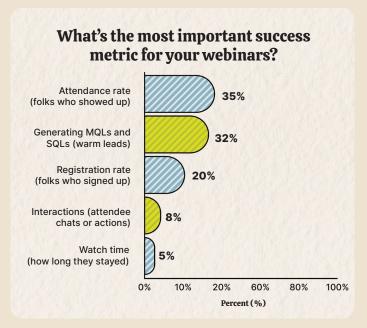


• What live events are businesses creating?









WHERE DO BUSINESSES GO LIVE?

Most businesses are **going live from a webinar platform like Wistia**. Few businesses are live streaming directly on social media sites like LinkedIn or YouTube—but since it's become easy to simulcast to multiple platforms, we expect more businesses to go live on social in 2024.





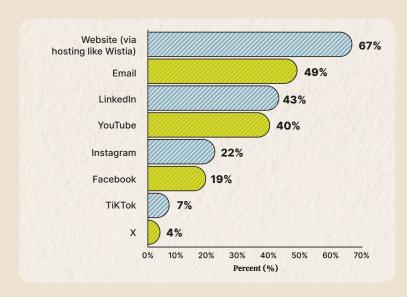


Distribution



Strengthen your promotion strategy with data about the channels companies find most valuable for sharing videos. And learn how folks are customizing their videos to enhance the viewing experience for their audience.

Where are businesses sharing their videos?



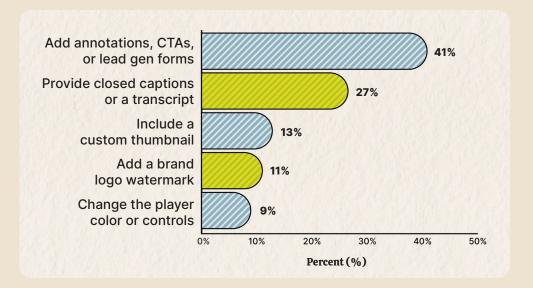
Most companies are making videos primarily for their websites and emails. Of these companies, many have video galleries on their sites to show off their collections of webinar recordings, product and training videos, original series and podcasts, and more.



Pro Tip

By showcasing your videos in video galleries on your site, you'll get to level up your audience's viewing experience and give your video pages a better chance of climbing up in search results—without doing any coding or SEO work.

O How are businesses improving the video playback experience?



J TikTok Tip

Adding captions boosts viewer affinity by 95%, recall by 58%, likability by 31%, and uniqueness by 25%. On TikTok, add text descriptions throughout your video that offer value or context, in addition to closed captions.

TikTok Marketing Science US SMB Creative Effectiveness Study 2021, conducted by Lumen

• What's the most common video resolution?

Video resolution	Total %	YOY change	
1080 x 1920 (vertical HD)	1.08%	61%	
1280 x 720 (720p)	21.09%	-18%	
1920 x 1080 (full HD)	57.55%	-4%	
2560 x 1440 (2K)	0.88%	10%	
3840 x 2160 (4K)	4.61%	15%	

Full HD is hands down the most common video resolution. We have seen a 15% jump in 4K video uploads from last year. Vertical HD video uploads have shot up by 61%, too. The resolution seeing the biggest drop? **720p**.

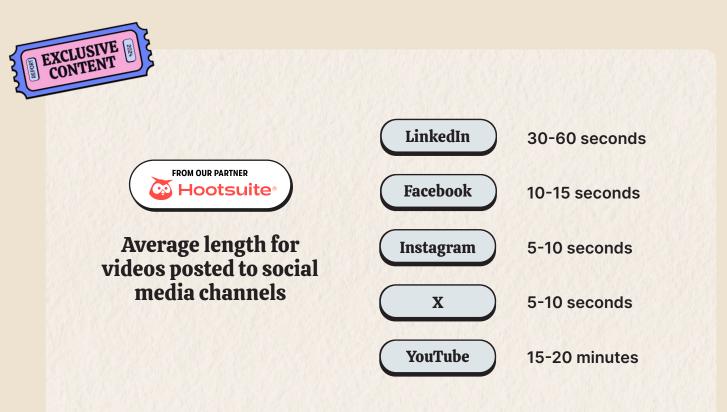


Promoting videos on social media channels

Businesses, by and large, have multiple distribution channels for their social media videos.

Hootsuite found that businesses post videos on at least two out of these four channels: TikTok, Instagram, Facebook, and Linkedln. They also post videos around three to five times per week (with TikToks, Facebook stories, and Instagram Reels combined).

Check out these best practices from Hootsuite for posting on social media:





The best time to post videos on each social channel for maximum engagement

EXCLUSIVE CONTENT

	FRIDAY	SATURDAY	SUNDAY	MONDAY
8:00 a.m.				
9:00 a.m.	X			Instagram
10:00 a.m.				Facebook
11:00 a.m.				
12:00 p.m.				
1:00 p.m.				LinkedIn
2:00 p.m.				
3:00 p.m.				
4:00 p.m.				
5:00 p.m.				
6:00 p.m.				
7:00 p.m.		YouTube		

Instagram Monday at 9 a.m. PST X Friday at 9 a.m. PST
Facebook Monday at 10 a.m. PST YouTube Saturday at 7 p.m. PST
LinkedIn Monday at 1 p.m. PST





Want to measure video success against your business goals? The most important video metrics, benchmarks, and conversion opportunities you need to know are right here!

Video consumption

Compared to the previous year, viewers are hitting "play" on videos more. And they're diving deeper into video content more than ever before.

Total plays	+15%
Total time watched (hours)	+44%

Total plays have gone up for businesses of all sizes.

+13% **Small businesses** (1-50 employees)

+13% **Medium businesses** (50-200 employees)

+5% Large businesses (200+ employees)

This shows that even for small businesses, video is still a worthy investment for getting your brand and product out to your audience.

One trend we've seen in the past three years is that businesses get **most of their video** views in Q1 and Q4 of every year, with March and October ringing in the most views monthly. The second and third quarters tend to have the lowest total views, with June and **July** having the least monthly views of the year.



Play rates

Think of the video play rate as the ratio of folks who actually press play to those who just scroll past the video. Let's look at the average video play rates for different video lengths, company sizes, and industries.

Play rate benchmarks

Video length Play rate by duration

>1 minute	23%
1-3 minutes	12%
3-5 minutes	17%
5-30 minutes	35%
30-60 minutes	50%
>60 minutes	58%

Company size Play rate by company size

Small	19%
Medium	19%
Large	16%

Industry Play rate by industry

E-commerce	13%
Education	46%
Financial	13%
Healthcare	11%
Marketing	18%
Media	44%
Services	11%
Technology	22%

- Longer videos usually catch more clicks per page visit.
- Shorter videos might not get the highest play rates on a web page.



Lots of factors like the video's placement on the page, the thumbnail, and the surrounding copy can affect the play rate. Discover ways you can increase the play rate of your videos.





Learn more about how to track key performance analytics like play rate, engagement rate, and conversion rate with our guide on <u>video metrics</u>.

The most important video metrics for businesses, ranked

- 1. Conversion rate
- 4. Play rate
- 2. Engagement rate
- 5. Total video plays
- 3. Traffic to page where video is embedded

Video engagement

Engagement is a **key metric that tells us what chunk of your video actually holds your viewer's attention**. It's a great way to see if your audience is actively interested in your video.

Engagement rate benchmarks

Check out the average engagement rate and average time watched for different video lengths.

Video length	Engagement rate	Average time watched
<1 minute	50%	0:00:16
1-3 minutes	48%	0:00:54
3-5 minutes	47%	0:01:50
5-30 minutes	39%	0:04:59
30-60 minutes	26%	0:11:32
>60 minutes	17%	0:16:40



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Average engagement rate by company size and video length

	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	>60 mins
Small	49%	49%	47%	39%	26%	18%
Medium	48%	46%	43%	34%	22%	14%
Large	46%	48%	49%	42%	28%	18%

Average engagement rate by industry and video length

	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	>60 mins
Commerce	54%	52%	45%	31%	21%	12%
Education	52%	48%	44%	40%	24%	15%
Financial	46%	46%	43%	35%	23%	21%
Healthcare	50%	47%	42%	32%	25%	17%
Marketing	49%	45%	41%	34%	27%	21%
Media	44%	40%	41%	39%	24%	16%
Services	47%	45%	43%	33%	23%	15%
Technology	50%	51%	50%	40%	25%	18%

highest rate lowest rate



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Average engagement rate by video type and length

	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	>60 mins
Company culture	53%	51%	49%	39%	21%	12%
Customer testimonial	45%	40%	34%	23%	18%	11%
Educational	49%	50%	50%	38%	25%	17%
Instructional (how-to)	54%	72%	74%	52%	34%	23%
Original series	47%	48%	45%	32%	22%	16%
Product	50%	48%	42%	32%	20%	15%
Promotional video	47%	43%	36%	28%	19%	16%
Sales	41%	47%	41%	30%	19%	18%
Social media	43%	45%	37%	33%	22%	18%
Webinar	48%	44%	41%	27%	22%	17%

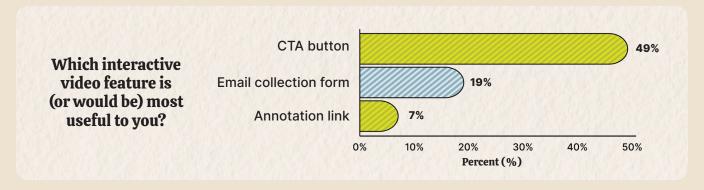
KEY

highest rate lowest rate



Video conversion

A video's **conversion rate** is the **percentage of viewers who find a conversion opportunity** in the video (think annotations, CTAs, or forms) and **take the desired action.**



Businesses overwhelmingly chose the CTA button as the most useful. But let's take a look at conversion rate benchmarks to see what's influencing viewers to take that next step!

Conversion rate benchmarks

Video le	ength	Conversion rate by video length
video ie	ngui	Conversion rate by video lengt

<1 min	1%
1-3 mins	4%
3-5 mins	2%
5-30 mins	11%
30-60 mins	8%
>60 mins	13%

Position Conversion rate by opportunity position

The second secon	
0 - start	2%
1st quarter	6%
2nd quarter	3%
3rd quarter	2%
4th quarter	4%
5 - end	13%

Opportunity type Co

Conversion rate by opportunity typ	onversion r	ate bv	oppor/	tunıtv	tvne
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	% Total	Conversion %		
Annotation	45%	1%		
СТА	40%	13%		
Form	15%	23%		

All the conversion rates above are average benchmarks. We'll explore how the video length, opportunity type, and position on the timeline each influence a video's conversion rate.



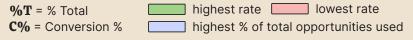
Opportunity placement and conversion rate

We looked at where businesses put conversion opportunities in videos they created in 2023, and how well the placements were working.

FIRST, WE BROKE DOWN THE DATA BY VIDEO LENGTH.

Length		Position							
		0 (start)	1st quarter	2nd quarter	3rd quarter	4th quarter	5 (end)		
<1	%T	75%	1%	0%	2%	6%	16%		
min	С%	0%	0%	4%	1%	1%	11%		
1-3	%Т	69%	3%	2%	2%	10%	14%		
mins	С%	2%	1%	1%	2%	2%	12%		
3-5	%Т	62%	7%	3%	2%	6%	20%		
mins	С%	1%	3%	4%	2%	5%	9%		
5-30	%Т	60%	9%	3%	3%	8%	18%		
mins	С%	20%	9%	4%	4%	10%	18%		
30-60	%Т	61%	11%	2%	2%	8%	16%		
mins	С%	24%	13%	3%	2%	6%	17%		
>60	%Т	69%	7%	2%	3%	7%	13%		
mins	С%	18%	9%	4%	7%	9%	24%		

KEY



Most businesses are placing conversion opportunities at the **very beginning** of their videos, which might be ideal for **videos between 5-60 minutes**. However, **videos shorter than five minutes** and **greater than 60 minutes** have **higher conversion rates** on average when the opportunity is placed at the **end of the video**.



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NEXT, WE BROKE DOWN THE DATA BY CONVERSION OPPORTUNITY TYPE.

Туре		Position						
		0 (start)	1st quarter	2nd quarter	3rd quarter	4th quarter	5 (end)	
Annotation	%Т	32%	14%	7%	12%	35%	0%	
	С%	0%	5%	2%	2%	3%	0%	
СТА	%Т	0%	1%	0%	0%	5%	93%	
	С%	6%	15%	15%	18%	23%	13%	
Form	%Т	76%	16%	3%	1%	2%	2%	
	С%	23%	28%	16%	17%	33%	21%	

KEY

highest rate lowest rate **%T** = % Total highest % of total opportunities used **C%** = Conversion %

Even though most annotation links are placed at the very beginning or in the fourth quarter of a video, those placed within the first quarter have higher conversion rates.

While most **CTAs** are placed at the **very end** of a video, those placed in the **fourth quarter** have higher conversion rates.

Email capture forms placed in the fourth quarter of a video have the highest conversion rates, but a vast majority of them are placed at the very beginning of a video.

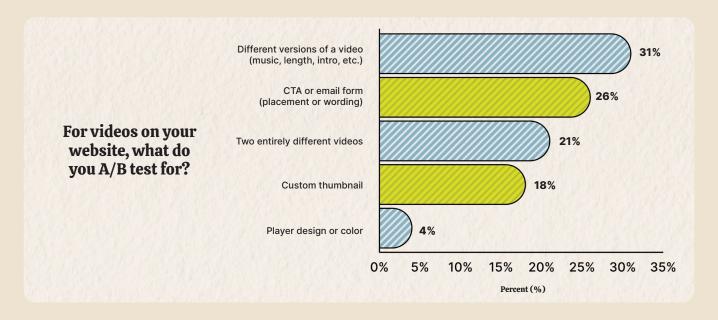
Optimizing conversion rates

The data shows that businesses don't always place conversion opportunities where those opportunities are converting best. One thing that's clear: There's a lot of room to optimize conversion opportunities for higher conversion rates.



One of the ways businesses can optimize the video content on their site is with A/B testing, or split testing. You can compare the performance of two videos head-to-head. Learn how to A/B test videos on your site.

We asked businesses how they conducted A/B tests for videos on their site.



26% of businesses play around with the placement and wording of CTAs and email capture forms to see what works best.

We then looked at all the videos on our platform (from 2023 and previous years) to see how average conversion rates are historically affected by conversion opportunity type, position on the timeline, and length of the video.

• First up, annotation links:

	0 (start)	1st quarter	2nd quarter	3rd quarter	4th quarter	5 (end)
<1 min	0%	1%	1%	0%	1%	0%
1-3 mins	1%	2%	0%	2%	2%	0%
3-5 mins	2%	2%	2%	1%	4%	0%
5-30 mins	2%	5%	1%	2%	5%	3%
30-60 mins	3%	3%	2%	2%	5%	0%
>60 mins	5%	4%	3%	5%	7%	0%

Annotation links do fairly well wherever you put them in your video, but businesses saw better click rates after placing them somewhere in the **final quarter** of their videos, no matter the duration. This is likely because by the 75% mark, you've proven the value of your video and viewers are already hooked and more eager to take the next step.

Next, CTAs:

	0 (start)	1st quarter	2nd quarter	3rd quarter	4th quarter	5 (end)
<1 min	32%	41%	6%	8%	4%	4%
1-3 mins	1%	5%	8%	8%	10%	7%
3-5 mins	2%	9%	23%	16%	15%	11%
5-30 mins	1%	10%	6%	11%	14%	15%
30-60 mins	4%	10%	15%	26%	23%	17%
>60 mins	6%	14%	17%	23%	23%	24%



For videos under a minute, CTAs perform best at the beginning or in the first quarter. In 2023, the highest conversion rate for CTAs (41%) went to those that were placed in the first quarter of a video that was one minute or less.

For **longer videos**, CTAs tend to have higher conversion rates when placed at the **end** or somewhere after the halfway point.

Now, email capture forms:

	0 (start)	1st quarter	2nd quarter	3rd quarter	4th quarter	5 (end)
<1 min	2%	9%	1%	14%	7%	2%
1-3 mins	4%	13%	3%	62%	2%	8%
3-5 mins	8%	8%	15%	9%	4%	2%
5-30 mins	14%	23%	9%	17%	23%	17%
30-60 mins	15%	38%	19%	13%	36%	35%
>60 mins	19%	45%	42%	47%	44%	66%

For **shorter videos under five minutes**, email capture forms have the best conversion rates when placed somewhere around the halfway mark.

Forms perform best for videos between 30-60 minutes when placed sometime after the start. This shows that longer videos that clearly offer value in their first few minutes can get viewers to provide their email if they want to keep watching.

In 2023, forms had the highest conversion rate (66%) when placed at the end of a video longer than an hour. We think that viewers who make it to the end of a longer video are more invested in the content and more likely to fill out a form.



Wistia is a complete video marketing platform that helps teams create, host, market, and measure their videos and webinars—all in one place. With Wistia, you can easily create professional videos, host webinars, collect and send leads to your marketing automation platform, and more.

As you level up your video marketing strategy, Wistia has your back with educational resources and world-class support. Today, over 425,000 marketers around the world rely on Wistia to drive business growth with video.

To learn more, visit <u>wistia.com</u> and follow **@wistia** across all social channels.

