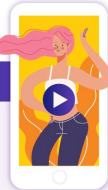


22 Personalized Video Marketing Stats to Know for 2020

Video Consumption Statistics

72 Hours of video are uploaded to YouTube every 60 seconds.

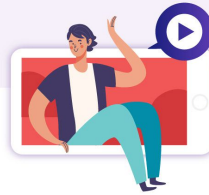
50% + Over half of video content is viewed on mobile.



82% of Twitter users watch video content.

More than **500 million** of video are watched on YouTube every day.

Over **500 million** people are watching videos on Facebook every day.



85% Of the US internet audience watches videos online.

The **25-34** age group (millennials) watches the most online videos and men spend 40% more time watching videos on the internet than women.

92% of mobile video viewers share videos with others.

10 million videos are watched on Snapchat per day.

Social Video generates 12 times more shares than text and images combined.

Video Personalization Statistics

81% of people want brands to get to know them and understand when to approach them.

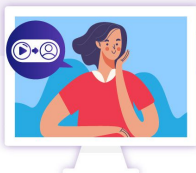
Some brands have recorded an 8x improvement in click-through rates with a personalized video versus standard outbound email campaigns.

Using the word "video" in an email subject line boosts the open rates by **19%**.

93% of internet users said they weren't getting any relevant marketing communications, and almost as many (90%) were annoyed by irrelevant messaging.



The vast majority of organizations (97%) planned to maintain or increase their personalization budgets.



98% Of marketers agree that personalization helps to advance customer relationships.

19% Lift in Sales. Marketers who personalize their web experiences see on average a 19% lift in sales.

The biggest challenges with personalization:

- 40%** Gaining insight quickly enough
- 39%** Having enough data
- 38%** Having inaccurate data

78% Of CMOs think custom content is the future of marketing.

93% Of companies see greater conversion rates with website personalization.

81% Of marketers perceive increases in customer engagement as the main benefit of real-time marketing.



Personalized Videos have around 16x higher click-to-open rate and around 4.5x increase in unique click-throughs.