

## Why video works

### Fact

### Source

#### It's how we're wired

Our experience of the world is perceived 83% sight, 11% hearing, 3% smell, 2% touch, 1% taste.

Dr. L.D. Rosenblum  
Dr. Harold Stolovitch  
and Dr Erica Keeps

The human brain processes visuals 60,000 times faster than text

3M

People retain 90% of what they watch compared to 10% of what they read.

Forbes

One minute of video is equal to 1.8 million words.

Forrester researcher  
Dr. James McQuivey

Our eyes can register 36,000 visual messages per hour.

The Visual Alliance

We can get the sense of a visual scene in less than 1/10 of a second.

The Visual Alliance

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#### Positive impact on the business process

64% of users that watch a video are more likely to buy a product online.

Comscore

Sending a video in an email increases the click-through rate by 96%.

Implex

including video in an email leads to a 200-300% increase in click-through rate.

Forrester

Video generates 1200% more shares than text and images alone.

Wordstream

90% of users say that seeing a video about a product is helpful in the decision-making process.

Forrester

59% of executives would rather watch a video than read text.

Forbes insight survey

53% of consumers engage with a brand after viewing a video on social media.

Brightcove

69% of people prefer video over text when learning about a product or service

(Wyzowl)

### **Using video for recruitment, onboarding and induction**

Job postings with video icons are viewed 12% more than postings without video!

Career Builder

Job postings with videos have a 34% greater application rate

Career Builder

### **Using video to promote the employer brand**

Companies with a strong employer brand

- Attract 50% more qualified applicants
- Experience a 28% reduction in turnover
- Cut their hiring time by 50%
- Spend 50% less on hiring costs.

Global Talent Trends Report 2019

### **How video improves onboarding process and employee retention**

Companies with an onboarding programme retained 91% of their first-year workers.

Aberdeen Group

New hires with a well-structured onboarding programme were 69% more likely to remain at a company for up to three years.

Click Boarding

40% of employees who have a poor onboarding experience are disengaged after just three months.

Glint

### **Using video to enhance employee engagement**

Businesses with highly engaged employees experienced 17% higher productivity and 21% higher profitability than their non-engaged counterparts.

Gallup