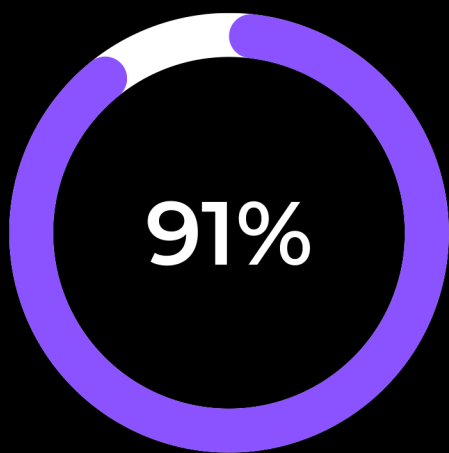
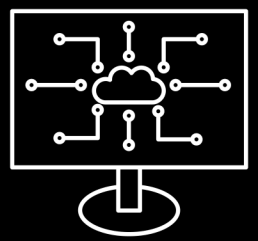


SUPPLEMENTAL CONTENT STATISTICS



Percent of people prefer visual content over written formats.

Source: *tech.co*

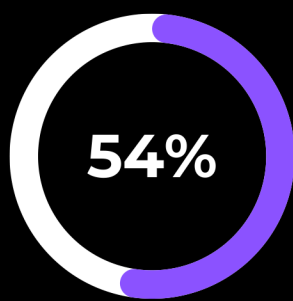


50.5% of marketers say visual content is "very important" to content strategy.

The percentage of marketers who say that visuals aren't important at all? 0.0%.

Source: *Venngage*

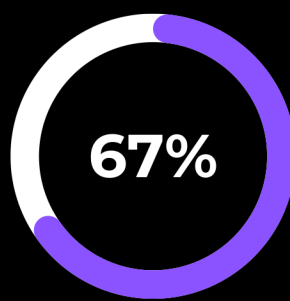
CONSUMERS WHO WANT



more video content from a brand or business they support.

Source: *HubSpot*

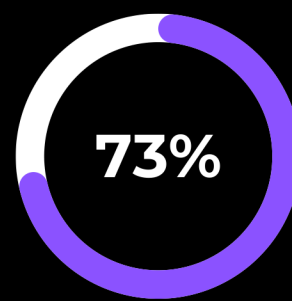
INCREASE IN USAGE



among B2B marketers in the last four years.

Source: *Content Marketing Institute*

VIDEOS ARE



two minutes or less in length.

Source: *Vidyard*



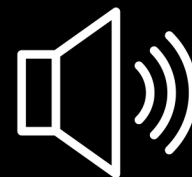
69% of people use a mobile device for product research. This makes mobile optimization paramount.

Source: *Oberlo*



Don't forget captions! 69% of consumers watch video content with the sound off.

Source: *Verizon*



176 million consumers over the age of 12 in the United States listen to audio content weekly.

Source: *Business2Community*

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