



# The State of Video

2020 Edition

IN PARTNERSHIP WITH



## Introduction

Video isn't just a common form of content and a popular digital channel; **it attracts, engages, and converts better than the alternatives.**

Vidyard and Demand Metric have researched the state of video every year since 2014. This annual research effort aims to examine the use of video, how it's measured, and its impact.

Although the use of video continues to evolve, this study's purpose remains the same: **to help companies leverage video and get the best possible return from their investment in it.**

The following report summarizes the results of this year's survey and shares insights from over 300 study participants.



# Table of Contents

<b>Key Findings</b>	<b>4</b>
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<b>The Video Landscape</b>	<b>12</b>
----------------------------	-----------

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<b>The Performance of Video</b>	<b>21</b>
---------------------------------	-----------

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<b>Creating and Hosting Video Content</b>	<b>29</b>
---	-----------

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<b>Video Budgets and Satisfaction</b>	<b>37</b>
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<b>Action Plan</b>	<b>43</b>
--------------------	-----------

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<b>Methodology</b>	<b>48</b>
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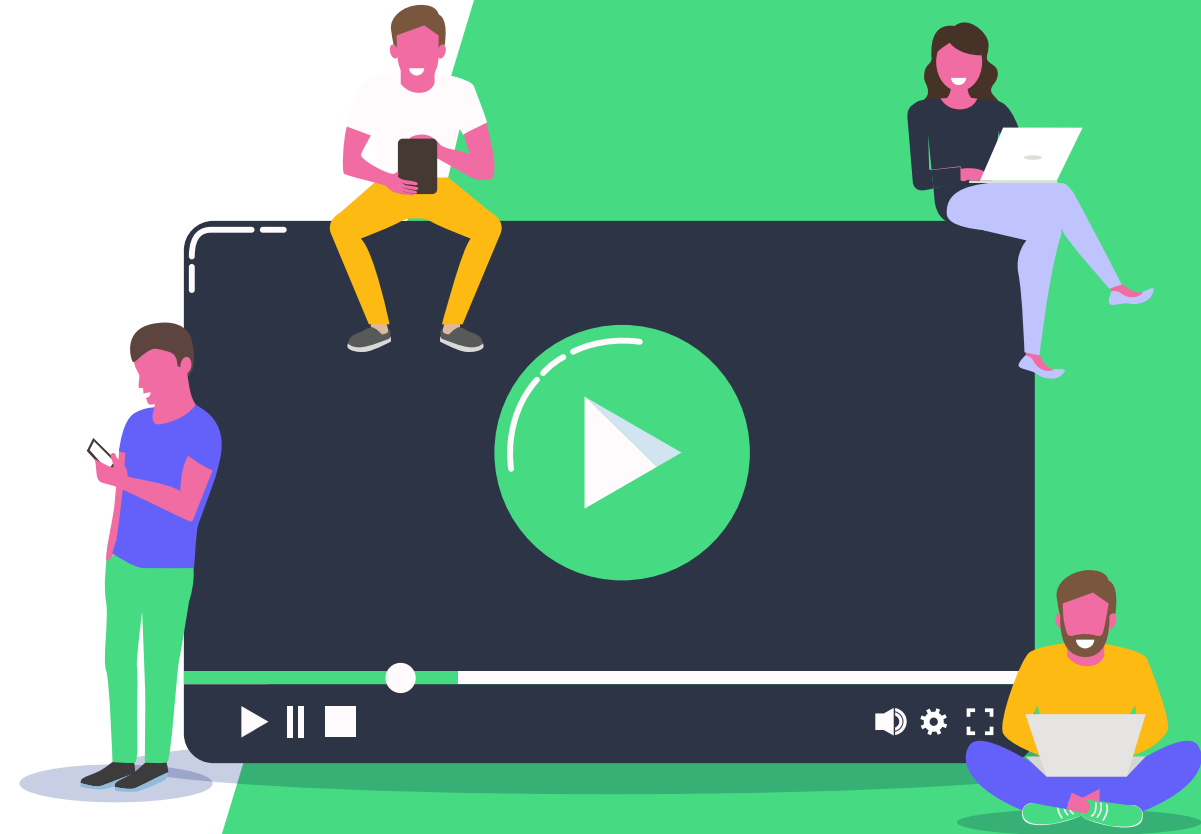
# Key Findings



## Key Finding #1

# The future of video is looking bright.

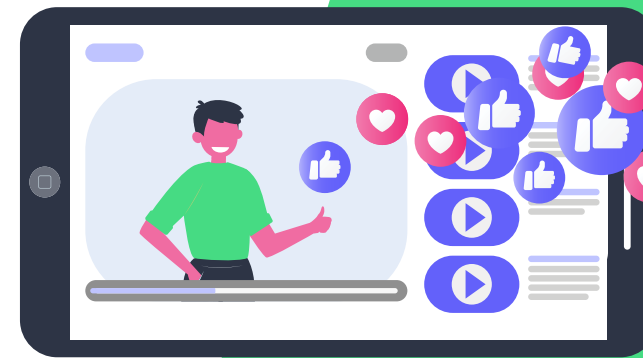
83% of respondents report that video is a form of content that is becoming more important to their organization.



## Key Finding #2

# Video remains a top performer for driving conversions.

Almost all study participants (94%) report that video converts the same or better than any other content form.



### Key Finding #3

**The use of video has proliferated in the past year.**

The percentage of respondents who report their company creates more than 51 videos each year increased by 254% in 2020.



## Key Finding #4

# Investment in 1:1 video is growing exponentially.

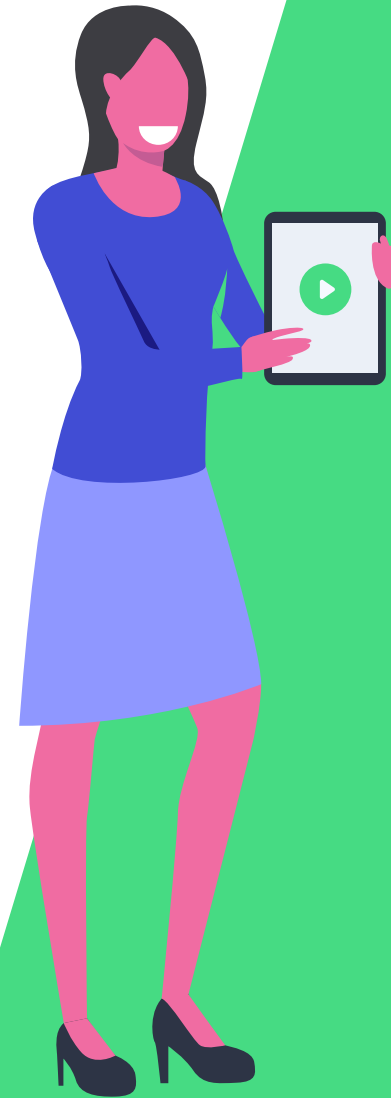
The percentage of respondents who report they are investing in 1:1 video has increased by 471% since last year.



## Key Finding #5

# The use of video in sales and customer conversations is on the rise.

The percentage of respondents who report using video in customer and sales conversations increased by 93% year-over-year.



## Key Finding #6

# Video viewing data is a critical sales enablement tool.

Nearly 90% of sales professionals report the importance of accessing video viewing data to qualify leads, engage prospects, or influence deals.



## Key Finding #7

**There is a strong relationship between measurement and satisfaction with video.**

Brands that use intermediate or advanced video content effectiveness measures report the highest levels of satisfaction with video.

This report details the results and insights from the analysis of the study data. For more detail on the survey and its participants, please refer to the [Methodology](#).



# The Video Landscape



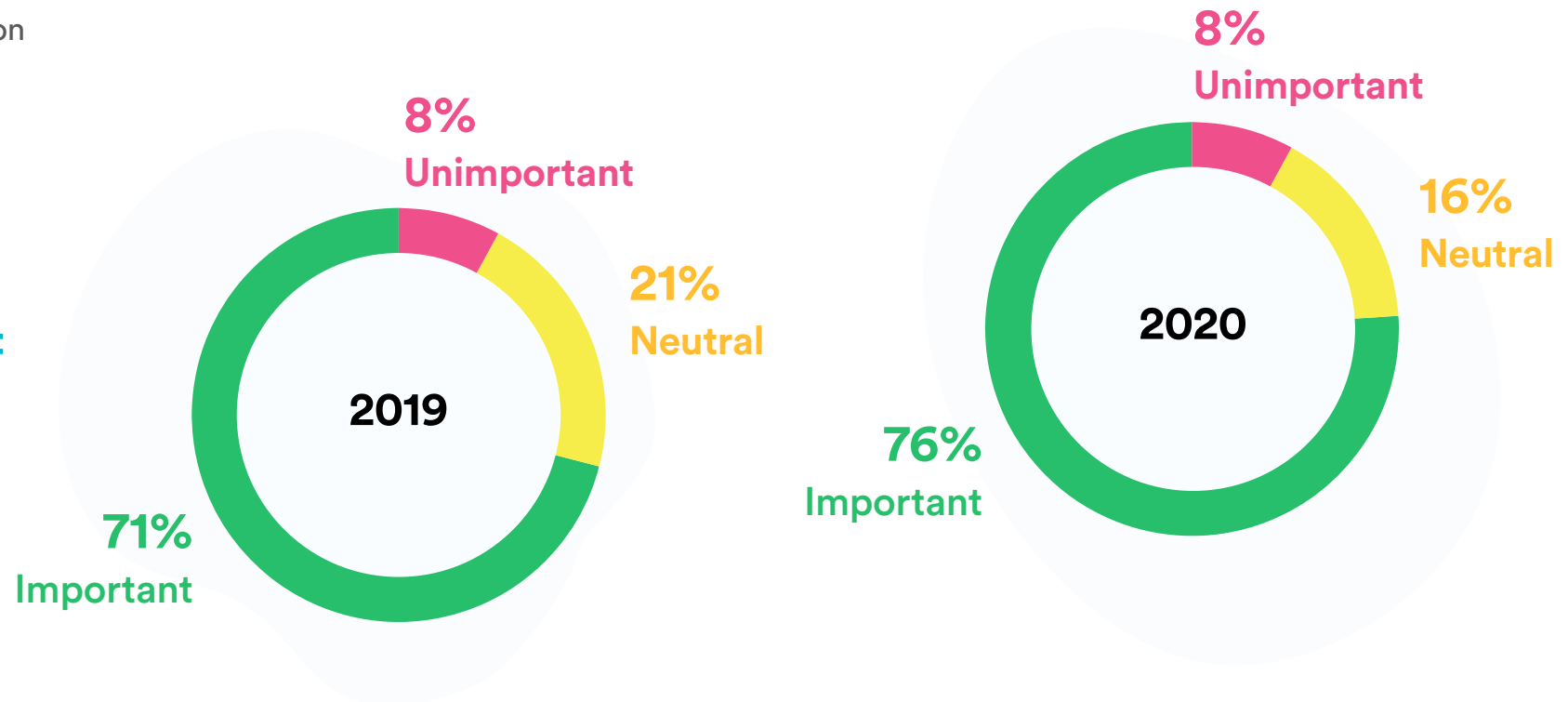
## The Importance of Video

Brands believe that content is valuable and important when it helps them reach their target audiences. The percentage of study participants who report that video is an important form of content has increased since last year, as **Figure 1** shows.

Figure 1

How important to your organization is video as a form of content?

Video remains an important form of content for most organizations.



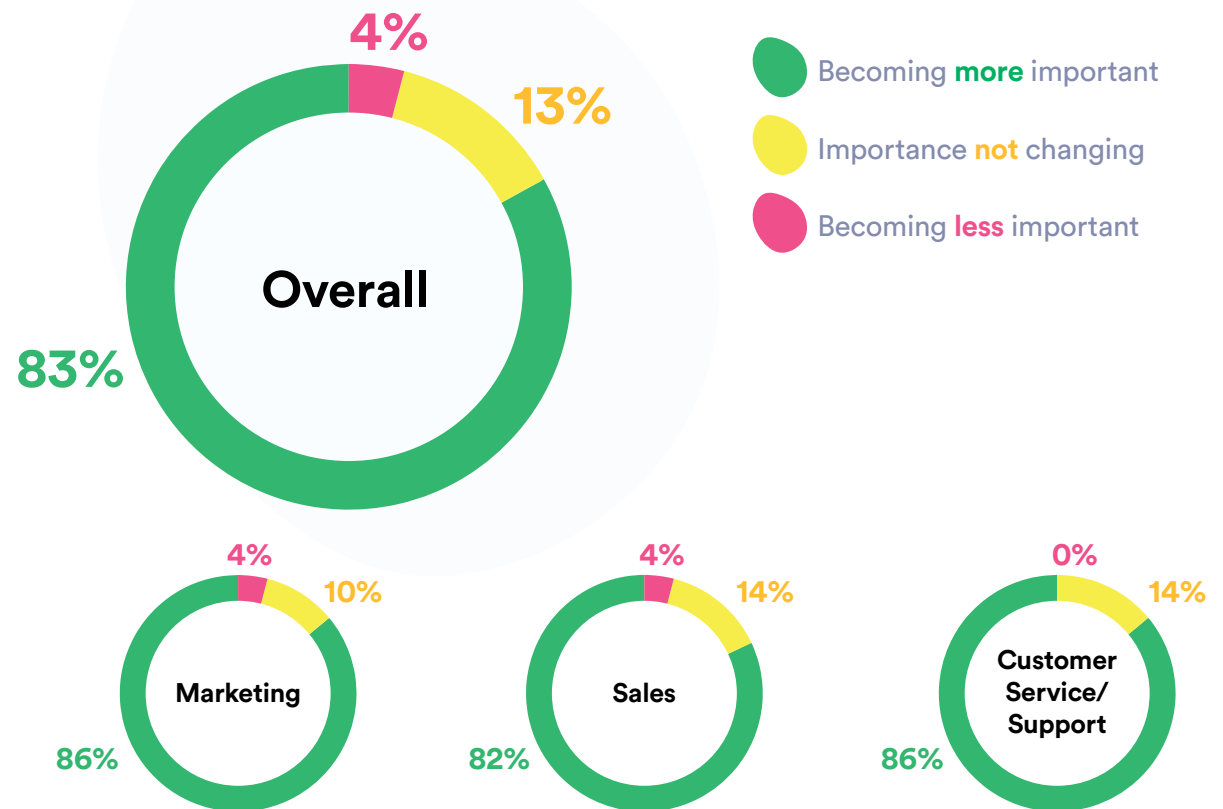
## The Future of Video

The vast majority of marketing, sales, and customer service/support teams report that video is becoming more important to their organization, as shown in **Figure 2**.

Figure 2

How is the importance of video, as a form of content, changing in your organization?

This study's participants remain very optimistic about the future outlook of video as a form of content.



## Where Video is Used

Businesses use video on virtually every digital channel. This year, study participants report a slight decrease in usage on “traditional” channels like social media, websites, and YouTube, as **Figure 3** shows.

Figure 3

\*Training was added to the list of response choices in 2020.

2019 2020

In which of these places does your organization currently use video? Select all that apply.



The percentage of respondents who report the use of video in customer and sales conversations, as well as prospecting, increased by 93% since last year.

## Where Video is Used by Role

As expected, the locations where video gets used can differ based on your job function. When looking at the top three video channels by role, the only common thread between marketing, sales, and customer service/support is social media, as shown in **Table 1**.

Table 1

Rank	Marketing	Sales	Customer Service/Support
#1	Website	Social Media	Social Media
#2	Social Media	Sales Prospecting/ Conversations	Training
#3	YouTube	Email	Customer Conversations

Where video gets used can vary based on your role.

## Types of Video in Use

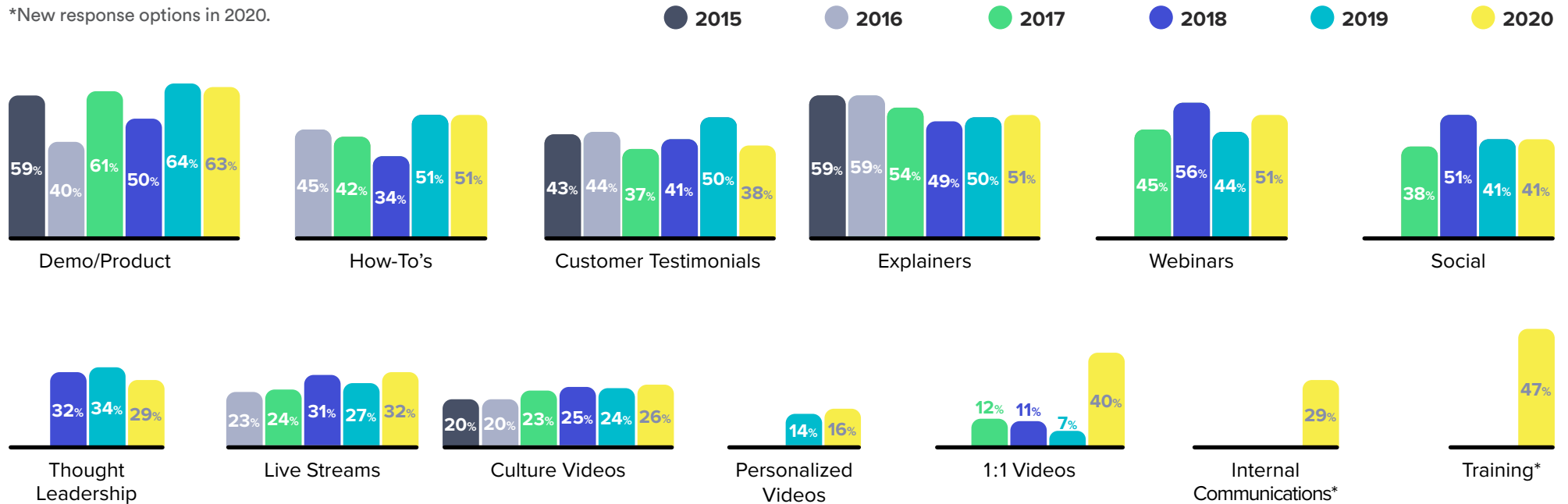
This study catalogs the types of videos study participants create. The list of video types is evolving alongside video usage. Due to their growing popularity, two new response options were added this year: training and internal communication videos. Despite changes to the survey, demo/product videos remain the most popular video type for investment in 2020, as **Figure 4** shows.

Figure 4

Which **types of videos** have you invested in?  
Please select all that apply.

The percentage of respondents who report they are investing in **1:1 video** grew from 7% in 2019 to 40% in 2020, representing a **471% increase year-over-year**.

\*New response options in 2020.



## Most Valuable Video by Role

This video usage data is even more insightful when paired with data about video types’ perceived value. **Table 2** shows that the only common thread between all three roles (marketing, sales, and customer service/support) is the demo/product video.

Table 2

Which types of videos are most valuable?

The value placed on different types of video also varies by role.

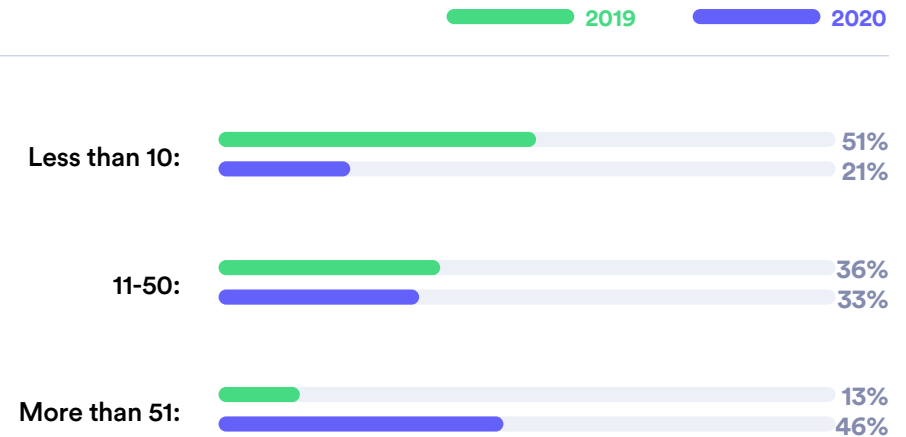
Rank	Marketing	Sales	Customer Service/Support
#1	Demo/Product	Demo/Product	Training Videos
#2	Customer Testimonial/Case Study	1:1 Sales Videos	How-To’s
#3	Webinars	Training Videos	Demo/Product
#4	Explainers	1:1 Customer Videos	Live Stream
#5	Social	Webinars	Customer Testimonial/Case Study

## Video Production Volume

It should come as no surprise that more video is being created than ever before. This year, we see a dramatic increase in the number of companies who report creating more than 51 videos, as **Figure 5** shows.

Figure 5

How many videos of any type do the employees of your company create on an annual basis?



The percentage of respondents who report they are creating over 51 videos each year grew from 13% in 2019 to 46% in 2020, representing a 254% increase year-over-year.

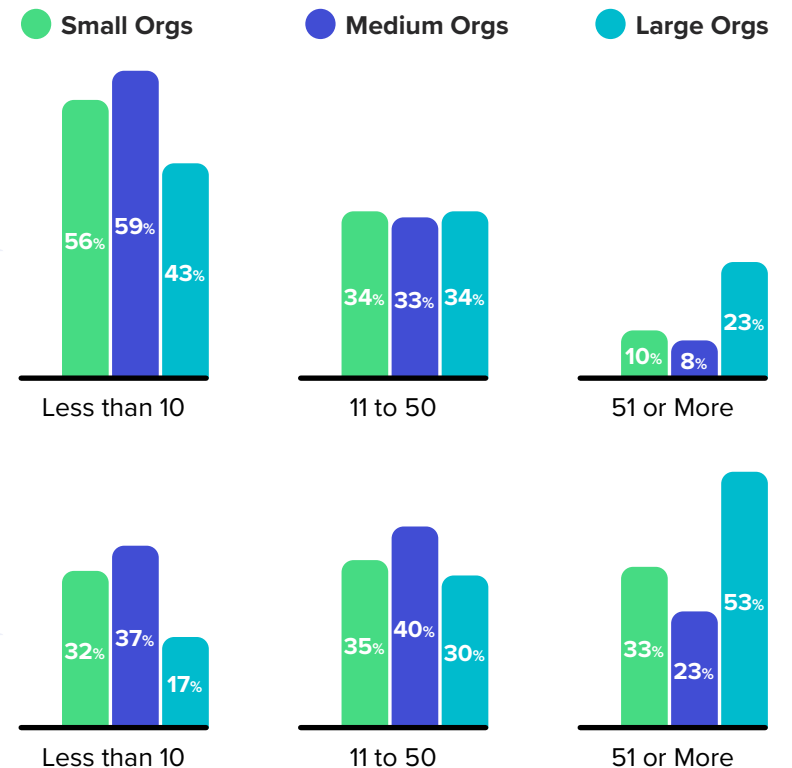
## Video Production Volume by Company Size

Although large companies continue to be the most prolific creators of video, companies of all sizes report an increase in overall production volume, as **Figure 6** shows.

Figure 6

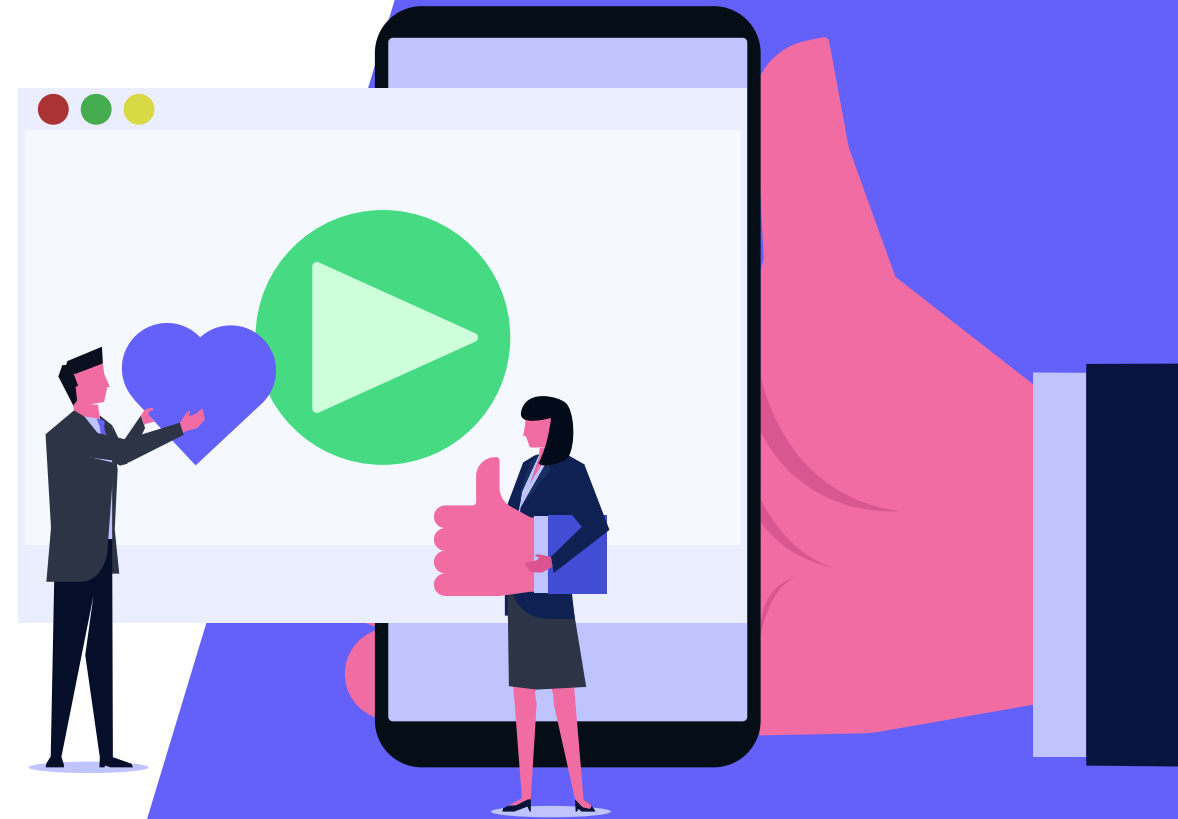
The production volume data in **Figure 6** is shown in organization size segments, where:

- Small organizations: 200 or fewer employees
- Medium organizations: 201 to 599 employees
- Large organizations: more than 600 employees



Brands of all sizes produced more video this year than last year.

# The Performance of Video

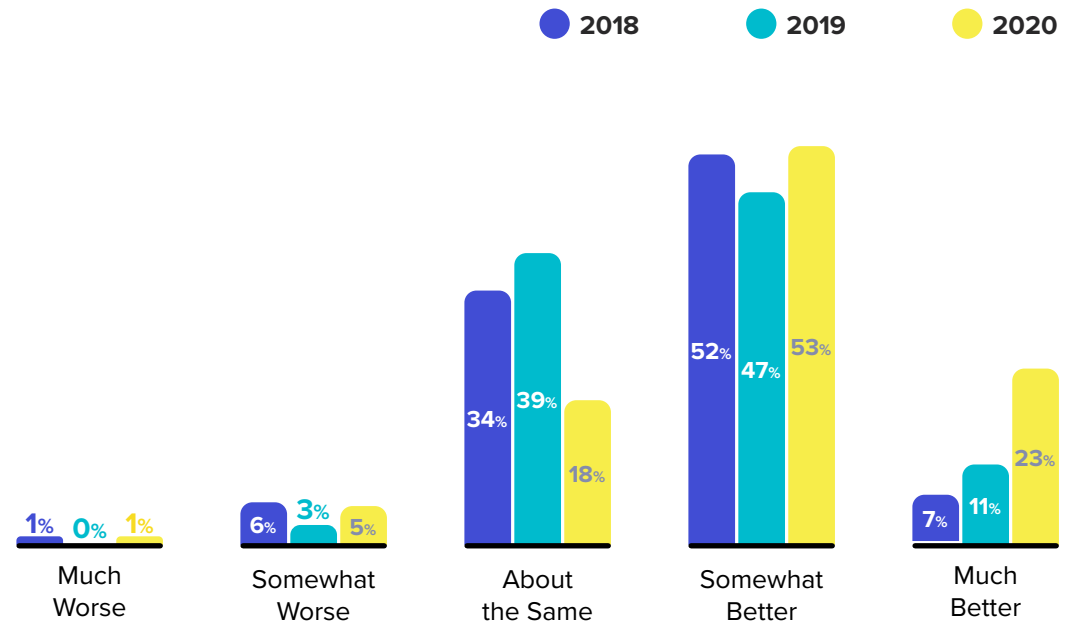


## Conversion Performance of Video

One of the reasons brands favor video is the belief that it does a better job of driving conversions than other form of content. This conversion assumption is one that this study tests year after year. Almost all study participants (94%) report that video converts the same or better than any other content form, as **Figure 7** shows.

Figure 7

Compared to other types of content you use or have used, how does video perform in terms of producing the results you desire?



The percentage of study participants who report video performs “much better” compared to other types of content grew from 11% in 2019 to 23% in 2020, representing a 109% increase since last year.

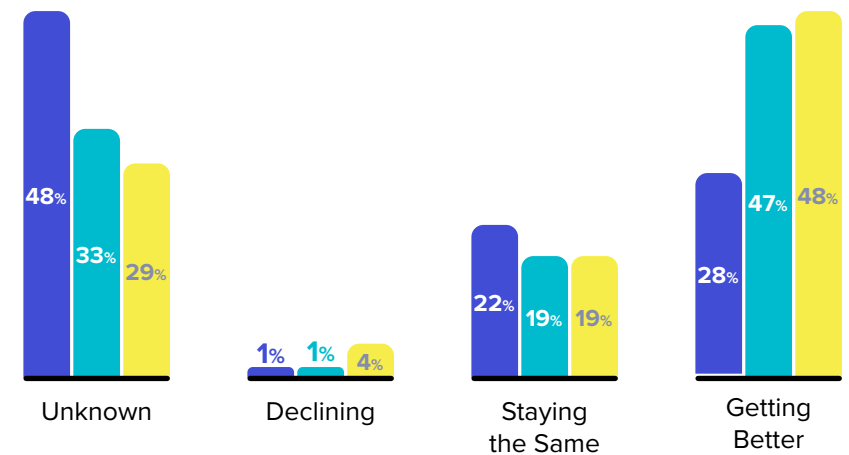
## How Video ROI is Changing

Video users have become intentional about understanding performance. As **Figure 8** shows, the ROI of video held steady in 2020. Nearly half of study participants reported it's getting better, while fewer reported that ROI is unknown.

Figure 8

How is the ROI you get from video changing?

● 2018 ● 2019 ● 2020



The ROI that study participants report remains impressive.

# Glossary:

## Video Effectiveness Metrics

Determining how video performs and delivers ROI requires some level of measurement. This study tracks three categories of video content effectiveness metrics:

### 1. BASIC

Measures of consumption such as views or shares. These are relatively easy to capture. However, they don't allow for determination of ROI, nor do they provide indicators of engagement. For these reasons, their usefulness is limited.

### 2. INTERMEDIATE

Essential measures of engagement, such as average viewing duration. With intermediate metrics, insights into video viewing behavior begin to emerge.

### 3. ADVANCED

Includes views by embed location, viewer drop-off rates, viewing heat maps, or attribution to sales pipeline. With these metrics, precise determinations are possible regarding revenue impact and ROI.

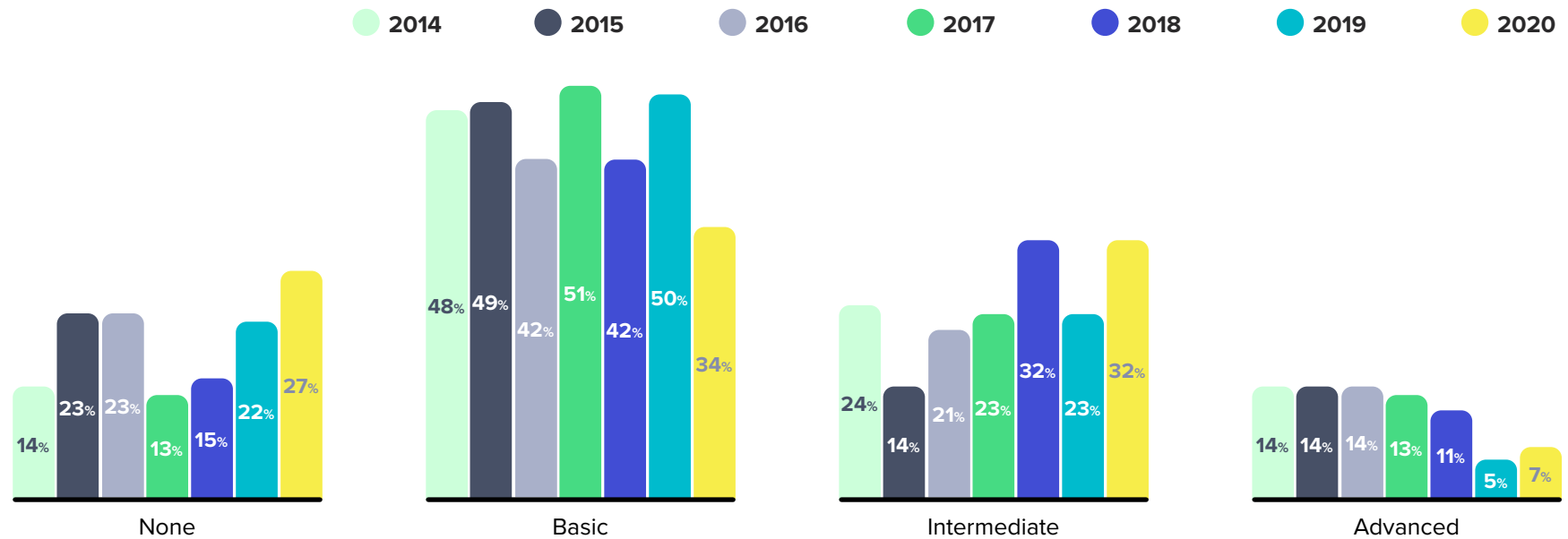
## Video Effectiveness Metrics in Use

Ideally, brands will use the most advanced video metrics available to gain insights into the engagement they provide. Not only has the use of intermediate measures of effectiveness increased since last year, but fewer respondents report using basic metrics, as **Figure 9** shows.

Figure 9

How is the effectiveness of your video content currently measured?

Brands that want to improve video effectiveness need to make measurement a priority.



## Video Effectiveness Metrics and ROI

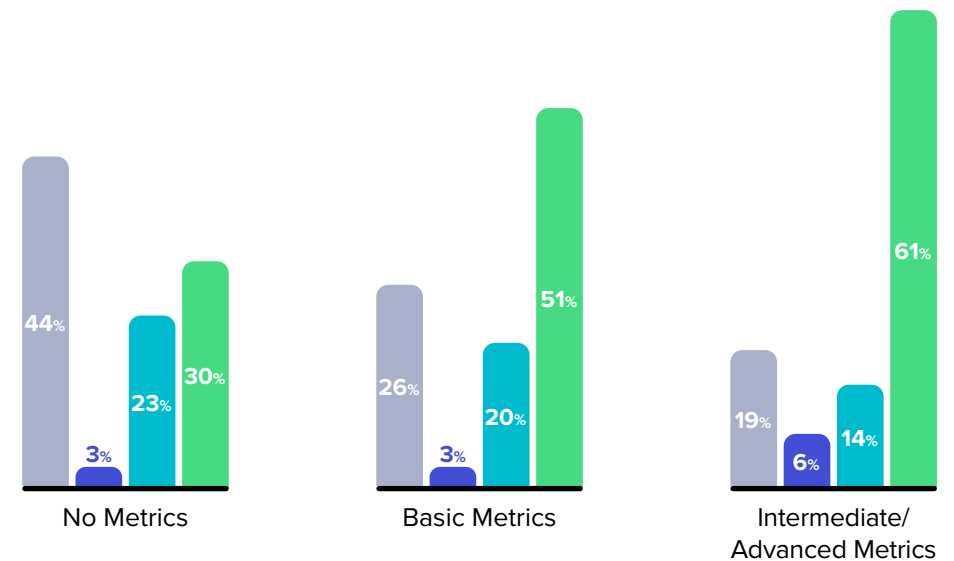
Tracking intermediate or advanced metrics is critical to achieving better ROI from video. When these metrics aren't tracked, ROI is only an estimate. More advanced metrics correlate strongly to better ROI, and **Figure 10** shows how strong this correlation is.

Figure 10

The relationship between video metrics and ROI.

● Unknown    ● Declining    ● Staying the Same    ● Getting Better

Users of intermediate or advanced metrics are much more likely to report their ROI from video is getting better.



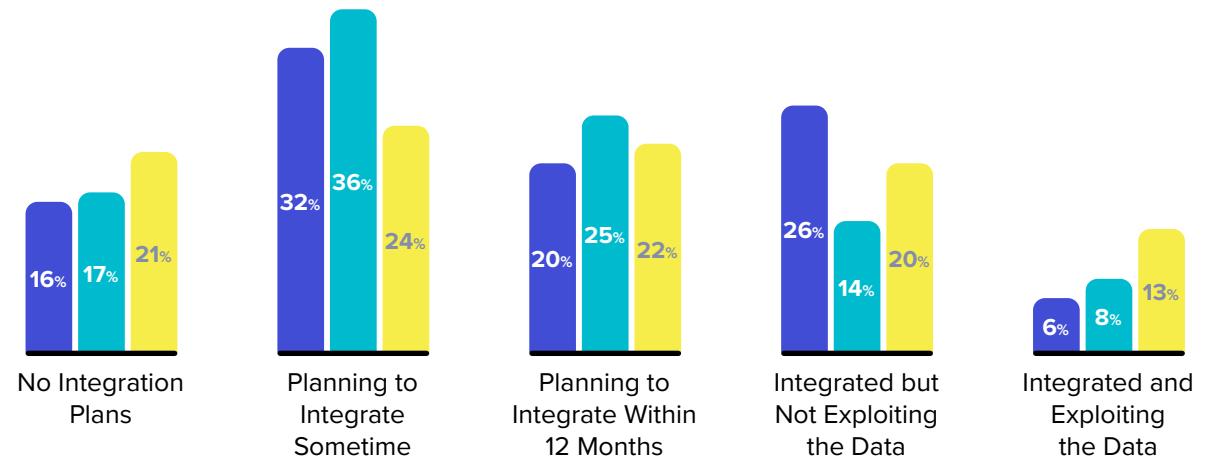
## Integration Status of Video Viewing Data

Integrating video viewing data into marketing automation platforms (MAP) and/or customer relationship management (CRM) systems enables the tracking and use of advanced metrics. Although there has been an increase in the percentage of respondents who report they have no plans to integrate video with these platforms, study participants report some progress overall, as shown in **Figure 11**.

Figure 11

Which statement best represents the status of integrating video viewing data into your Marketing Automation and/or CRM systems?

● 2018 ● 2019 ● 2020



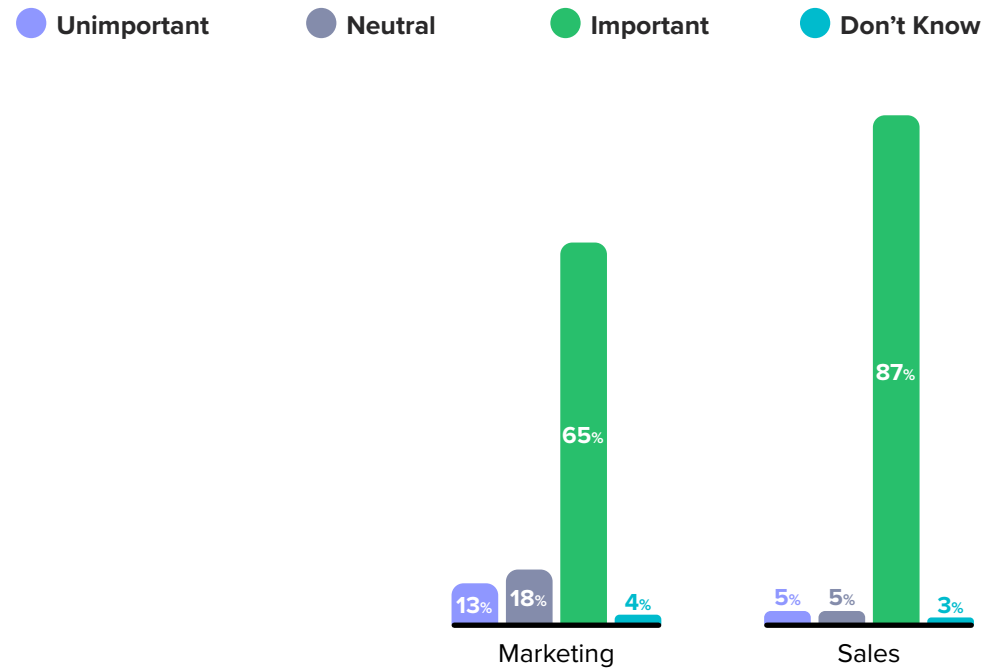
The percentage of respondents who report they are exploiting video viewing data continues to rise.

## Access to Video Viewing Data

Video viewing data is a critical sales enablement tool. Nearly 90% of sales professionals report the importance of accessing video viewing data to qualify leads, engage prospects, or influence deals, compared to only 65% of marketers, as shown in **Figure 12**.

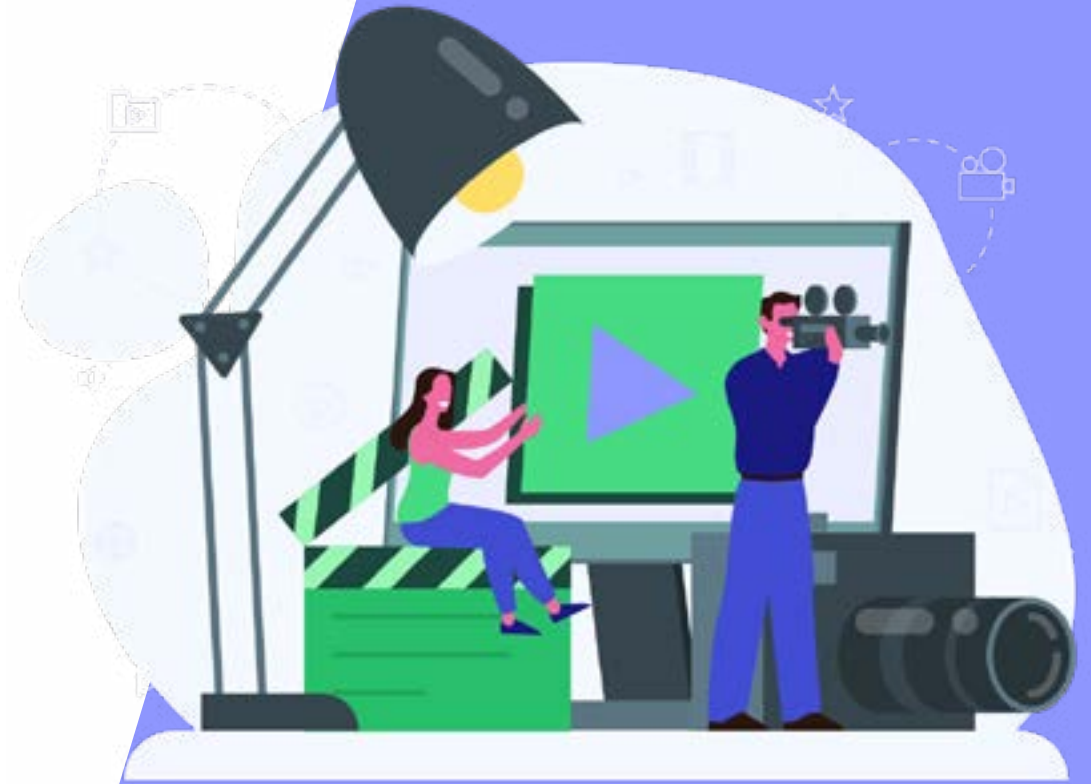
Figure 12

How important would it be for the sales team to access video viewing data to qualify leads, engage prospects, or influence specific deals?



Marketers must become more aware of the value that sales teams place on video viewing data.

# Creating and Hosting Video Content



## The Video Content “Food Chain”

This section of the report shares who is driving and creating videos, as well as where they are hosted. **Figure 13** opens the sharing of this information with a summary of the video content “food chain”—who within participating organizations is requesting and producing video content.

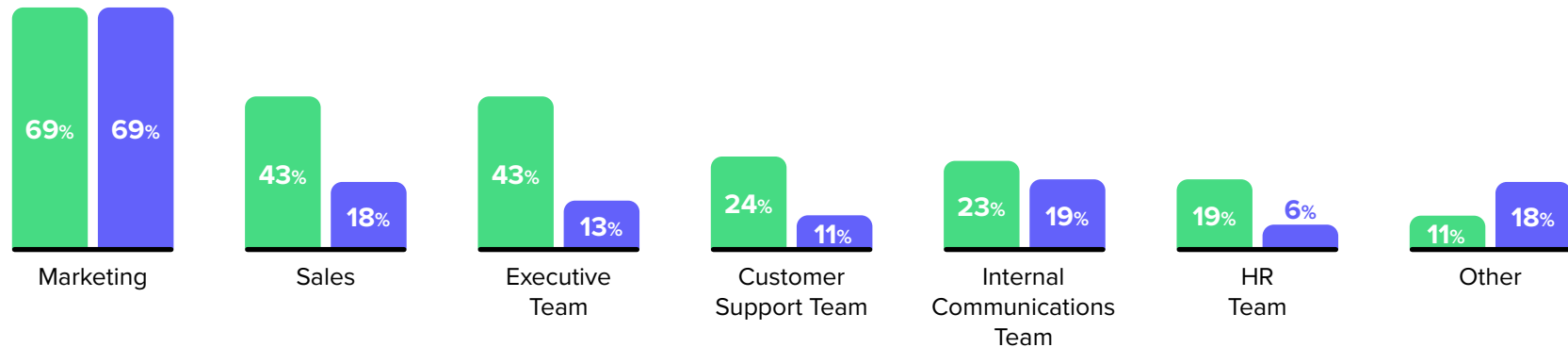
Figure 13

Within your organization, who is requesting and who is creating your video content?

In 2020, requests for videos and the creation of video content are widely distributed across a variety of roles.

● Who is Requesting Video Content

● Who is Creating Video Content



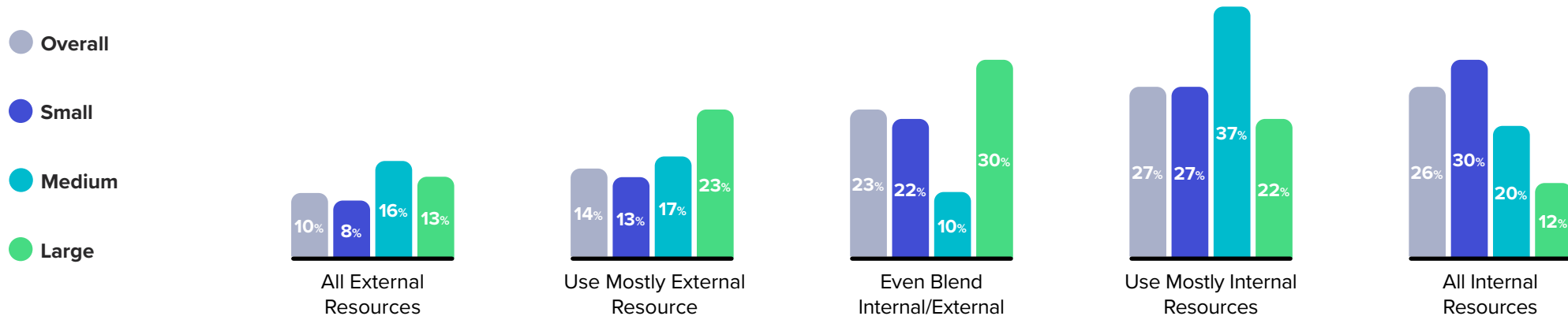
## Video Creation Resources

When looking at the overall sample, internal resources make up the majority of video creation by a slight margin. However, study participants report subtle shifts in resource usage depending on their company's size, as **Figure 14** shows.

Figure 14

What resources do you use to create your video content?

As company size increases, so does the use of external resources for video content creation.

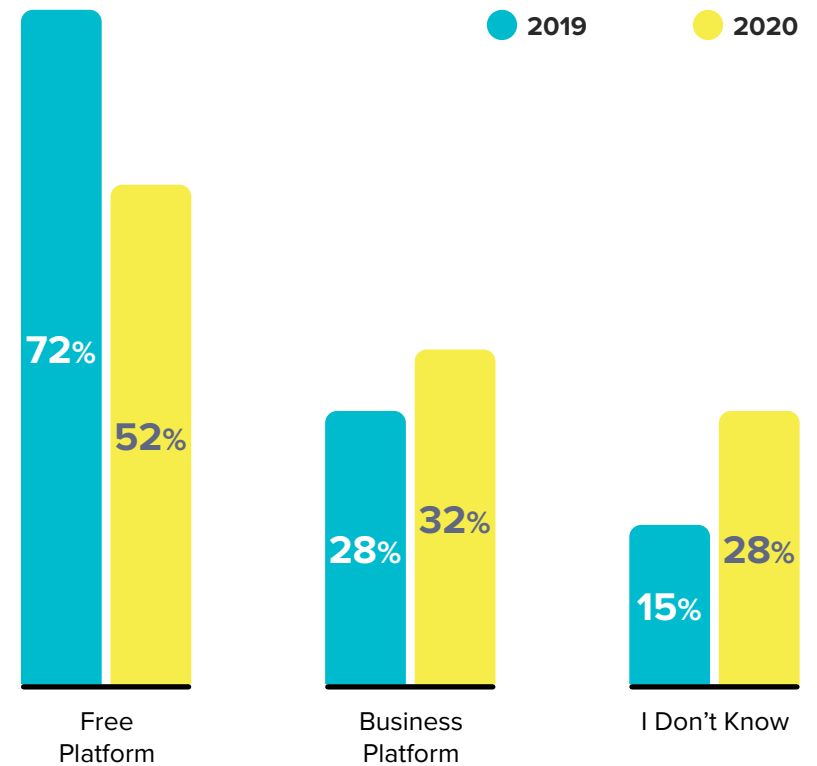


## Where Video Content is Hosted

As a content form, video consumes more storage space than other types. Free platforms are the most popular video hosting solution, but the use of business platforms continues to grow year-over-year, as **Figure 15** shows.

Figure 15

Where do you currently host and manage your video content? Please select any that apply.



While free platforms are the more popular video hosting solution, it's common for organizations to use both free and paid business platforms.

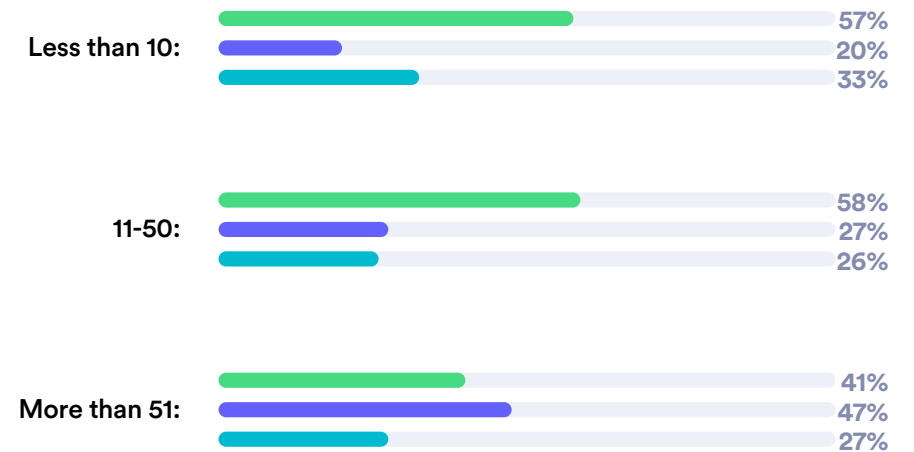
## Video Hosting by Production Volume

Hosting platforms do more than just offer video content storage. Depending on the hosting solution, they can also provide integrations with the rest of the organization’s tech stack and other functionality for managing video content. **Figure 16** shows that as the number of videos created annually increases, so does the propensity to use a business hosting solution.

Figure 16

Free Business Don't Know

Where do you currently host and manage your video content? Please select any that apply.



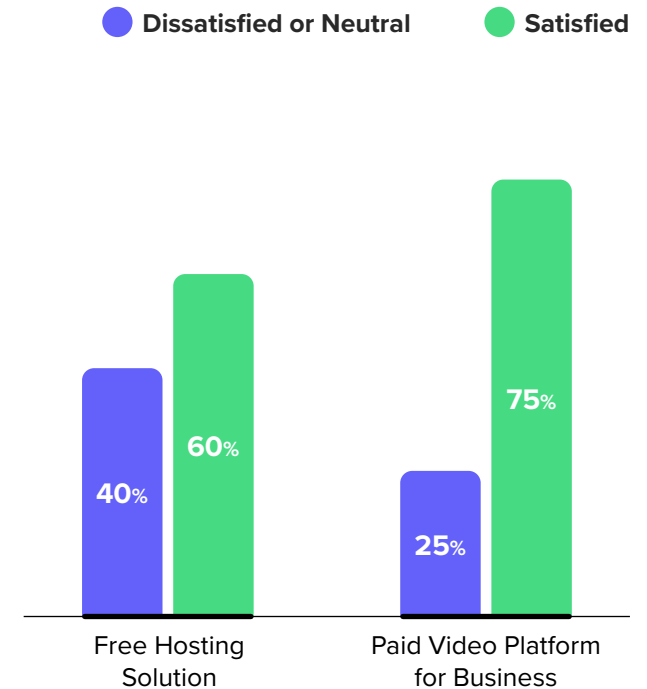
There is a strong relationship between video production volume and the use of a video platform for business.

## Satisfaction with Hosting Solution

While free platforms are the most popular video hosting solution, it's common for organizations to use both free and paid business platforms. Study participants who report using a paid hosting solution for business as a stand-alone solution or in conjunction with a free platform have higher satisfaction levels, as **Figure 17** shows.

Figure 17

The relationship between hosting solution and satisfaction.



There is a strong relationship between using a paid hosting solution for business and overall satisfaction with video.

## Most Valued Video Platform Features

Study participants ranked the importance of various hosting platform features, and **Figure 18** shows the results of this ranking.

Figure 18

Please drag-and-drop from the list below to share the three features you care most about in a video hosting solution.



Study participants report that video performance analytics, such as views and drop-off rates, is the most valuable feature by a wide margin.

Item	Overall Rank	Rank Distribution
Video performance analytics	1	
In-video calls-to-action	2	
Put video on a website	3	
Individual viewer engagement	4	
Centralized video content management	5	

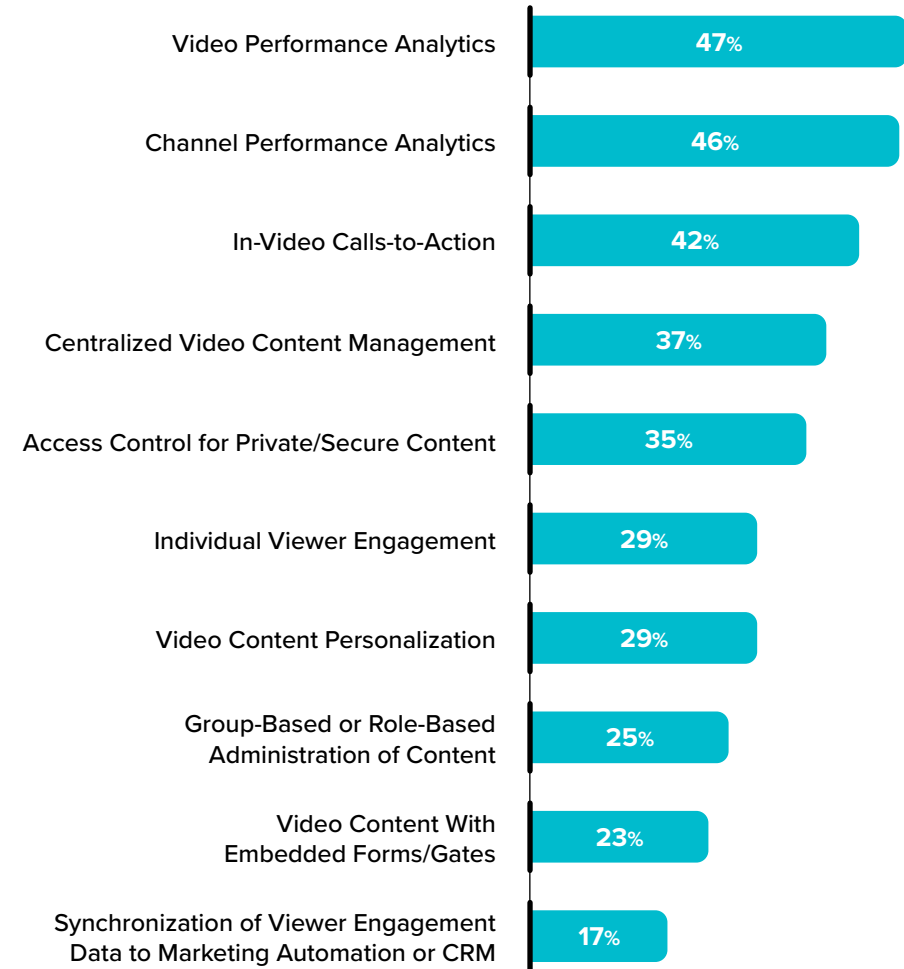
## Video Functionality in Use

This year, study participants report greater use of video functionality overall, especially when it comes to in-video calls-to-action, platform administration, and content personalization, as shown in **Figure 19**.

Figure 19

Which of the following functionality are you using as part of your video strategy?

**Analytics continues to be the most frequently used video functionality.**



# Video Budgets and Satisfaction

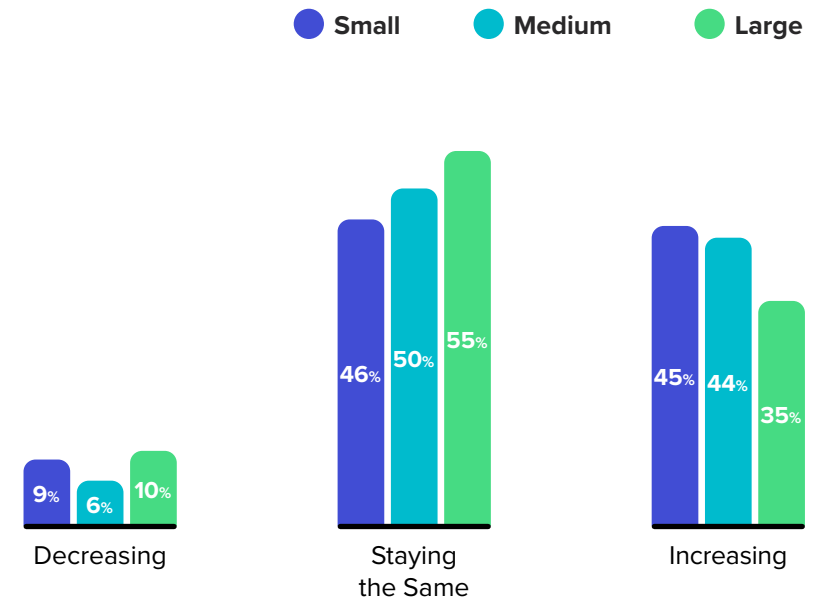


## Video Content Creation Budgets

Video budgets have been a focal point of this study since its inception. While there is some slight variation based on company size, the budget data suggests that companies are getting enough value from video to justify some level of investment, as shown in **Figure 20**.

Figure 20

How is your organization's budget for creating video content changing?



The vast majority of brands are maintaining or increasing their video content production budget.

## Video Functionality in Use

The barriers that make it difficult for brands to leverage video and achieve their business goals have experienced a subtle shift since last year. This year, the top challenge to successfully leveraging video is measuring video impact or ROI, as **Figure 21** shows.

Figure 21

Which of the following are barriers or roadblocks to successfully leveraging video to help you achieve your business goals? Please check all that apply.

This year, study participants are less likely to report they struggle with allocating resources for video production and producing video that represents the brand well.



## Top Three Challenges by Business Size

The challenges associated with video creation vary depending on the size of the company, as **Table 3** shows.

Table 3

Which of the following are barriers or roadblocks to successfully leveraging video to help you achieve your business goals? Please check all that apply.

	Small	Medium	Large
#1	Measuring video impact or ROI	Measuring video impact or ROI	Measuring video impact or ROI
#2	Allocating staff time and resources for video production	Producing videos that engage	Allocating staff time and resources for video production
#3	Producing professional quality video that represents the brand well	Having a strategy to drive video production	Funding video production

The top challenge for businesses of all sizes is measuring video impact or ROI.

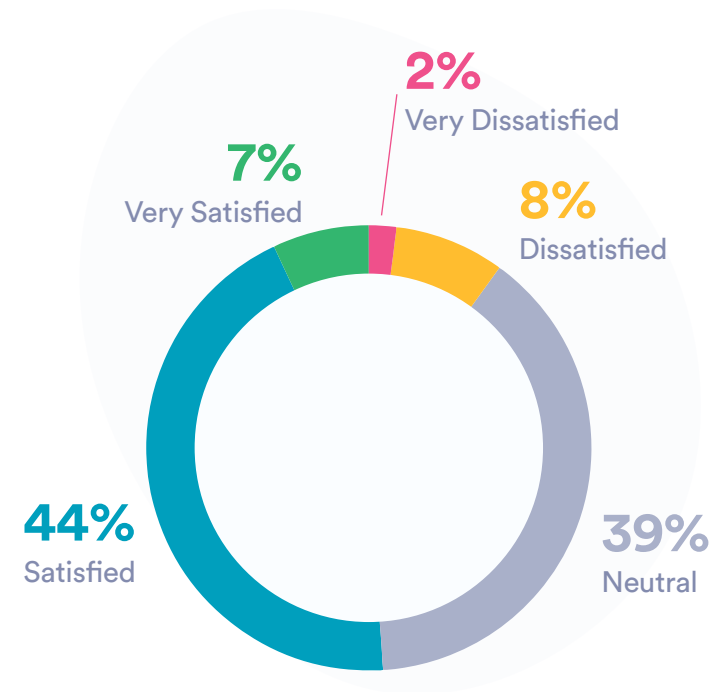
## Satisfaction with Results of Video Efforts

Over half of this study's participants report they are satisfied or very satisfied with the results they are getting from video in 2020, as shown in **Figure 22**.

Figure 22

Overall, how satisfied are you with the results you're getting from your video efforts?

Just 10% of study participants report they're not satisfied with the results they're getting from video.



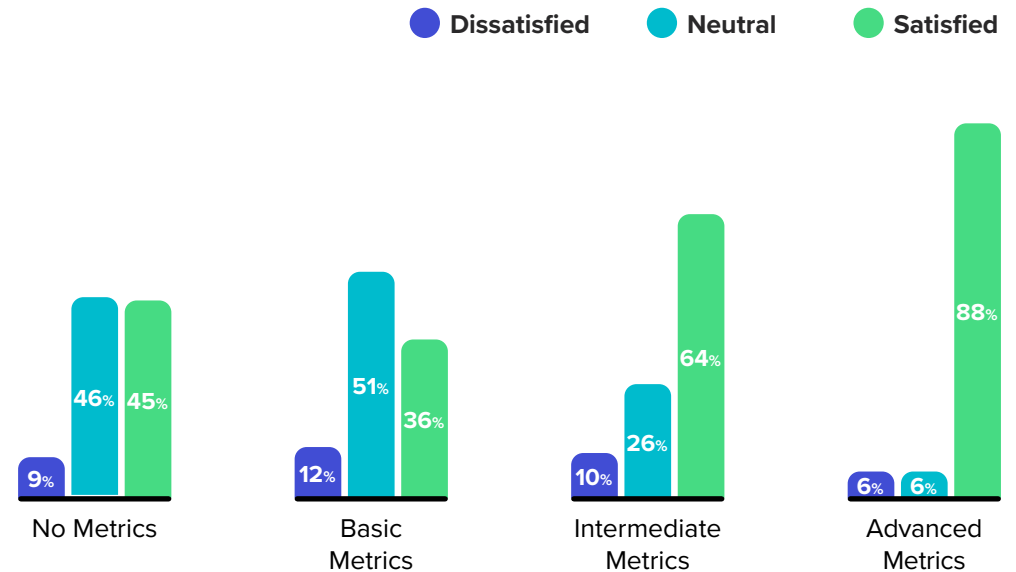
## Video Metrics and Satisfaction

Users of intermediate or advanced metrics are far more satisfied with the results they get from video, as shown in **Figure 23**. Surprisingly, users of basic metrics are less satisfied with the results of their video efforts than respondents who report using no metrics at all.

Figure 23

The video metrics in use have a strong correlation to overall satisfaction with video.

Only metrics such as average viewing duration, drop-off rates, or attribution to the sales pipeline give brands the insight to know how to get more value from their video efforts.



# Action Plan



## Step 1

# Align Your Team

**The creation of video can no longer reside in the hands of marketers alone.**

This study shows that nearly all of the use cases for video have grown significantly year-over-year, especially in customer conversations and sales prospecting.

As video continues to permeate organizations of all sizes, it has become increasingly important to ensure that your team is aligned and aware of other departments' needs.

**The first step towards alignment involves breaking down the silos within your company and improving communication between departments that use video.**

**Pro Tip:** Consider establishing a cross-functional video enablement team to gather insights into what each department needs to be successful with video.



## Step 2

# Invest In A Scalable Video Solution

**Video creation and hosting have never been more affordable.**

And while the costs of video continue to decrease from one year to the next, this year's study shows a positive correlation between video investment and ROI realization.

As organizations begin to create larger volumes of video, they must consider shifting away from free hosting solutions. As this study shows, those who invest in paid business platforms report higher satisfaction with their hosting arrangement and video use in general.



**Pro Tip:** Although moving to a more robust hosting solution will likely require an investment, companies like Vidyard allow organizations to explore scalable business solutions for free, without the drawbacks of consumer-oriented video hosting services like YouTube and Vimeo.

### Step 3

## Leverage Video Viewing Data

**Brands of all sizes continue to struggle with measuring video ROI.**

When companies track their results and leverage video viewing data effectively, they gain important insights into viewers and consumption. These insights help sales reps prioritize follow-up and empower video creators to make even more impactful content.

Unfortunately, it becomes increasingly difficult to leverage this data effectively when it exists in a silo. As a result, far too many organizations cannot get a holistic view of the customer from arguably one of the most impactful touchpoints.

**Pro Tip:** The integration of your technology stack can have a significant impact on video ROI. Prioritize the integration of video viewing data with your marketing automation platform (MAP) and customer relationship management (CRM) system to get the most out of your video efforts.



## Step 4

# Experiment With Different Types Of Video

Companies that want to get the most out of their video efforts must continue experimenting with different formats.

Since nearly all of this study's participants report that video converts better than any other form of content, video must be part of your content strategy.

Consider your audience's communication preferences and review historical video performance metrics to understand how the videos you create influence the customer journey. Leverage these insights to refine your strategy and optimize your video mix.

**Pro Tip:** As new types of videos become available, test them on a limited scale, analyze the results, and double down on what's working.



# Methodology



# Methodology

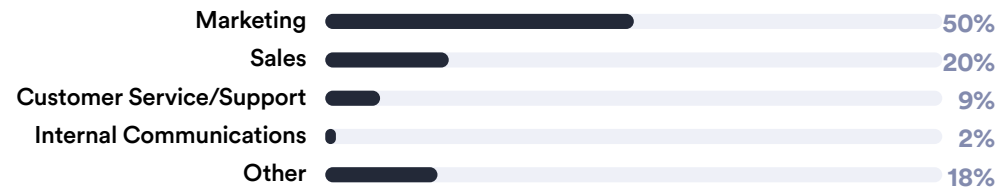


This 2020 State of Video survey was administered online during the period of October 21 through November 2, 2020. During this period, 427 responses were collected. 302 were qualified and complete enough for inclusion in the analysis. Only valid or correlated findings are shared in this report.

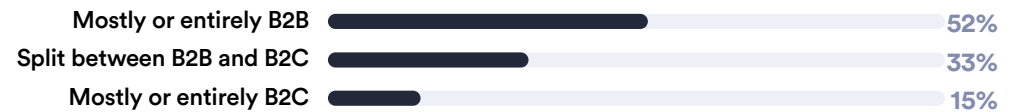
The representativeness of this study’s results depends on the similarity of the sample to environments in which this survey data is used for comparison or guidance. Some figures are based on low sample sizes and therefore should be used for informational purposes only.

Summarized below is the basic categorization data collected about respondents to enable filtering and analysis of the data:

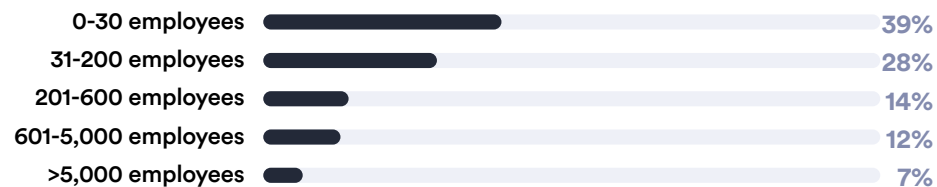
## What function best describes your role?



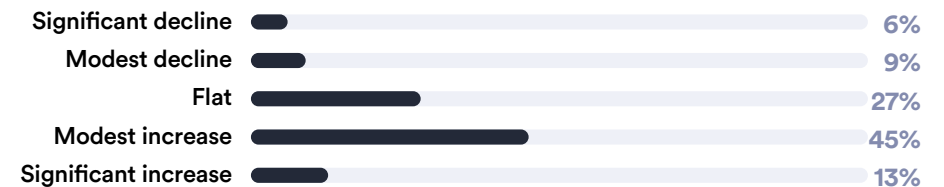
## Which best describes the nature of your company’s business?



## How many employees work at your company?



## What statement best describes the revenue growth at your company during the most recently completed fiscal year?



# Acknowledgements

Demand Metric is grateful to Vidyard for sponsoring this research, and for those who took the time to complete the study survey.



**Demand Metric** is a global research and advisory firm that supports marketing professionals with primary research and benchmark reports, technology research and advice, consulting services, training, and software. Demand Metric's core focus is to help B2B marketing organizations grow revenue by operationalizing the best practices discovered in our research.

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Vidyard helps businesses and professionals connect with their audiences in a whole new way through engaging, personalized, and measurable video experiences. Through its global video hosting and analytics platform, Vidyard empowers businesses like Honeywell, Citibank, and HubSpot to transform their approach to marketing, sales, and corporate communications. Through its free and pro tools, Vidyard helps any business professional create and share custom videos to deliver their message in a more personal and impactful way. Thousands of businesses and millions of people around the world rely on Vidyard for their video needs.

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