

# Video Trends Report

CloudApp | Q2 2019



# Video killed the radio star .... And then every other piece of content

Video continues to be a formidable medium in all forms of business. It has transformed how we collaborate internally with tools like Zoom and CloudApp. It has added depth to marketing and social, connects salespeople more directly to customers, and provides a way to enhance a growing remote workforce.

In this report, you will find stats that show the growth of video and how best to join the movement and not get left behind.





# Key Insights

1. By 2021, video will encompass 81% of all internet traffic (Cisco).
2. Power users of visual collaboration tools save 67 minutes per week or 2+ days a year (CloudApp)
3. 68% of people prefer short videos to learn how to use a product (Hubspot)
4. 93% of businesses say they've gotten a new customer thanks to a video on social (Animoto)
5. 87% of workers feel more connected through video conferencing (WebEx)



# Video is dominating the internet

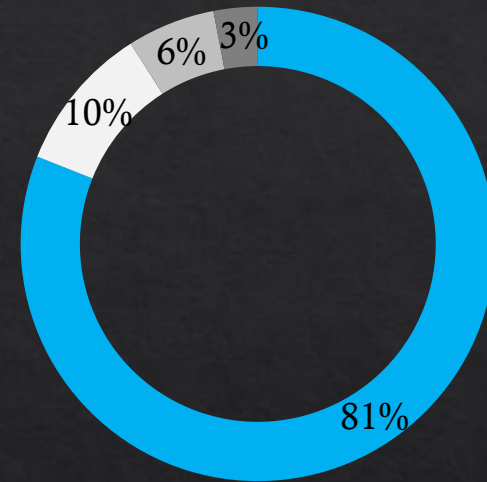
## The Findings:

- ◇ By 2021, 80% of all internet traffic will be video related (Cisco)
- ◇ 85% of all internet users in the United States watched online video content across multiple devices (Statista)
- ◇ 6 out of 10 people prefer video platforms to live tv (Google)

## The Opportunity

The growth of video will continue to have implications on all forms of business. Consumer behavior in entertainment will roll over into how they prefer to do business, collaborate internally, and connect with customers externally.

2021 Internet traffic share estimate (Cisco)



- Video
- Web, email, instant messaging, and other data traffic
- Gaming
- File Sharing





# ▶ Video, GIF, and screenshot collaboration saves times

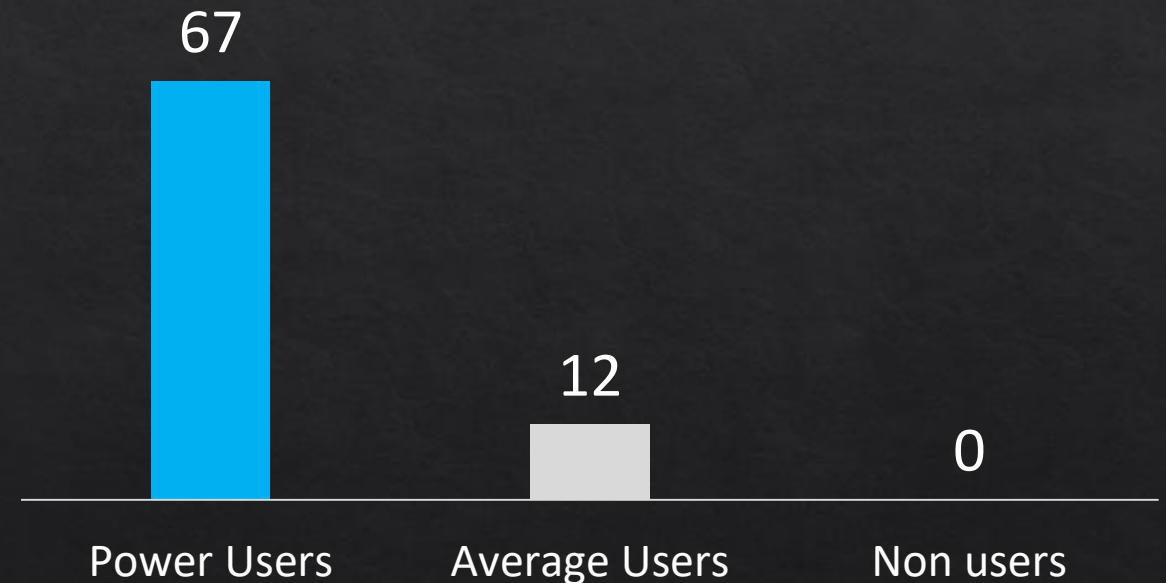
## The Findings

- ◆ Power users save on average 67 minutes per week or nearly 2.5 days per year using video collaboration tools. (CloudApp 2019)
- ◆ Average users save nearly 12 minutes per week or over 10 work hours a year. (CloudApp 2019)
- ◆ Executives and Founders have saved the most minutes per week on average.

## The Opportunity

Using visuals produced from CloudApp can help save time, reduce meetings, improve personalization and increase productivity both within a team and externally.

## Average minutes saved per week using CloudApp





# People want more video tutorials

## The Findings

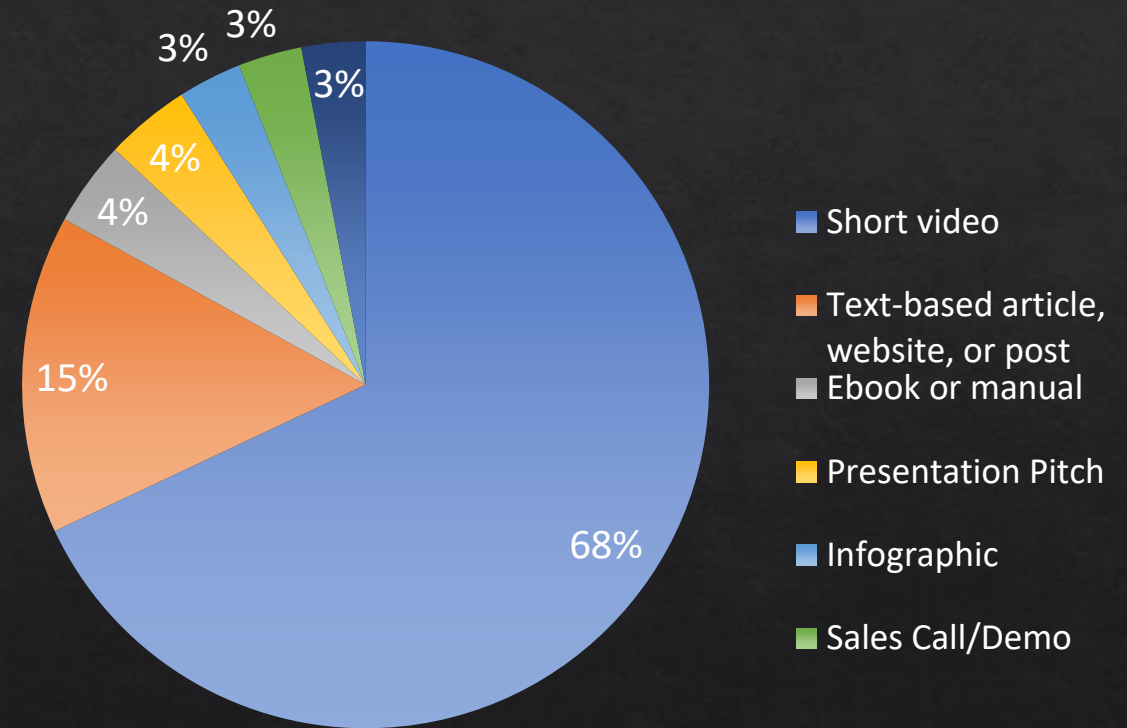
- ◇ 68% of people prefer short videos to learn how to use a product (Hubspot, 2019)
- ◇ 54% of consumers want to see more video content (Hubspot 2018)

## The Opportunity

Video provides the easiest medium to explain and show how to use a product. It also pairs nicely with the growth of YouTube usage and hunger for consumers wanting more video.

With larger screen smartphones and better bandwidth, video will continue to emerge as the preferred way for consumers to learn to DIY and even troubleshoot your product before they actually reach out to you.

How do you prefer to learn about a product (HubSpot)



# Video has also taken over social

## The Findings

- ◇ With over 1.5 Billion users / month, YouTube is the second largest search engine. (SEJ)
- ◇ 93% of businesses say they've gotten a new customer thanks to a video on social (Animoto)
- ◇ How to videos, videos about sales, and top 5 lists are the top 5 branded video content consumers are watching. (Animoto)

## The Opportunity

Video has taken over marketing and social and will continue to have a big impact with its ease of use and growth of platforms like YouTube.

Branded content people want (Animoto)  
CloudApp Video Trends Report (Q2 2019)



How to  
videos



Sales  
videos



Top 5  
lists



# Video can be a key piece of customer experience

## The Findings

- ◇ 90% of customers say videos help them make buying decisions. (Hubspot)
- ◇ 86% of buyers would pay more for a better brand experience while only 1% feel vendors meet their expectations consistently. (Qualtrics)
- ◇ 67% of customers mention bad experiences as a reason for churn, but only 1 out of 26 unhappy customers complain. (Kolsky)

## The Opportunity

Video can differentiate and provide an experience for your customers. Tutorial videos, testimonials, ads, automation. Video provides a more personalized and engaging experience through visuals.

86% of buyers will pay more for a better brand experience (Qualtrics)







# Remote work is on the rise.

## The Findings

- ◇ 70% of global workforce works remotely at least once a week. (IWG)
- ◇ 83% of employees feel they do not need an office to be productive. (Workforce futures)
- ◇ 87% of workers feel more connected through video conferencing (WebEx)

## The Opportunity

Video can differentiate and provide an experience for your customers. Tutorial videos, testimonials, ads, automation. Video provides a more personalized and engaging experience through visuals.

87% of remote workers feel more connected through video conferencing (WebEx)





# Recommendations

As video continues to grow in usage and appeal, it's important to find how to incorporate it into your business to stay ahead of the curve.

## Action items

- ❖ Determine how your customers could best be served by video
- ❖ Create a plan that includes adding video to your social, product, customer experience, and connecting your workforce.
- ❖ Find the right toolset and goals to help you accomplish integrating video.
- ❖ CloudApp can get you started on the right video path with its platform to create instantly shareable videos, GIFs, and screenshots that integrate with Slack, Zendesk, Trello, and other workflow automation tools.

# References

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