Increasing your

CONVERSION RATE *with* VIDEO:

Turn viewers into customers

@csavage

Does video increase conversion?

Google Analytics tells you what's happening. KISSmetrics tells you who's doing it.
Your Website URL
LOG IN WITH GOOGLE

FREE EMAIL UPDATES
Get the latest content first.
First Name
Your Email
Join Us

Can Product Videos Increase Conversion Rates?

25 Like
662 Tweet
26 +1
275 Share

If a picture is worth a thousand words, a product video could very well be worth a thousand sales. Considering that video now appears in 70% of the top 100 search results listings, and that viewers are anywhere from 64-85% more likely to buy after watching a product video – this is one marketing force you can't afford to ignore. Here's why:

Online video marketing has finally come of age. We no longer have to deal with a glut of sluggish connections, incompatible technologies or bland commercials begging for our business. These days, smart companies and innovative entrepreneurs are turning the online broadcast medium into a communications cornucopia: a two-way street of give-and-take.

How Well Does Online Video Convert?

The great thing about online video is that people vastly prefer watching over reading (just consider the last time you watched the news versus reading a newspaper!) It spans nearly every industry and demographic.

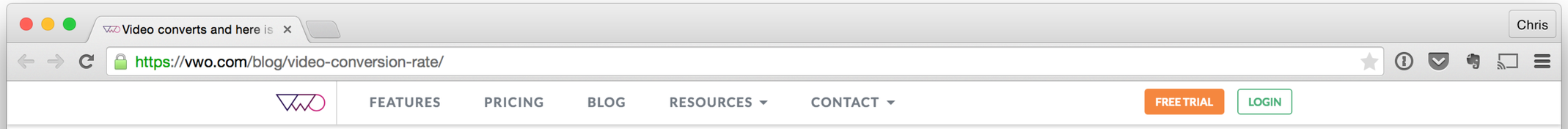
Organizational housewares e-tailer StacksAndStacks.com reported that visitors were 144% more likely to purchase after seeing a product video than those who

Marketing TechBlog

HIGH TRAFFIC ACADEMY
LEARN LATEST TRAFFIC GETTING STRATEGIES
USED BY TOP MARKETERS TODAY
WATCH TRAINING NOW! 100% FREE

Landing Page Videos Increase Conversions 130%

Scribe
More Traffic and Leads
Less Time and Hassle
Try Now!



Video converts and here is the proof: 46% increase in conversion rate

Posted in **A/B Split Testing**, **Case Studies**, **How To** on January 18, 2011

Tweet 1 Share Like 0 g+1 0

Through his website SixPackAbsExercises.com, personal trainer Carl Juneau teaches men the best ab exercises for getting six pack abs. Carl heard his top competitor doubled his sales after he started to use video to market and demonstrate his products so he decided to use Visual Website Optimizer to test video on this website. Carl carried out three split tests which conclusively proved that videos increased conversions on his website by as much as 46%.

A/B Test #1 (call-to-action test)

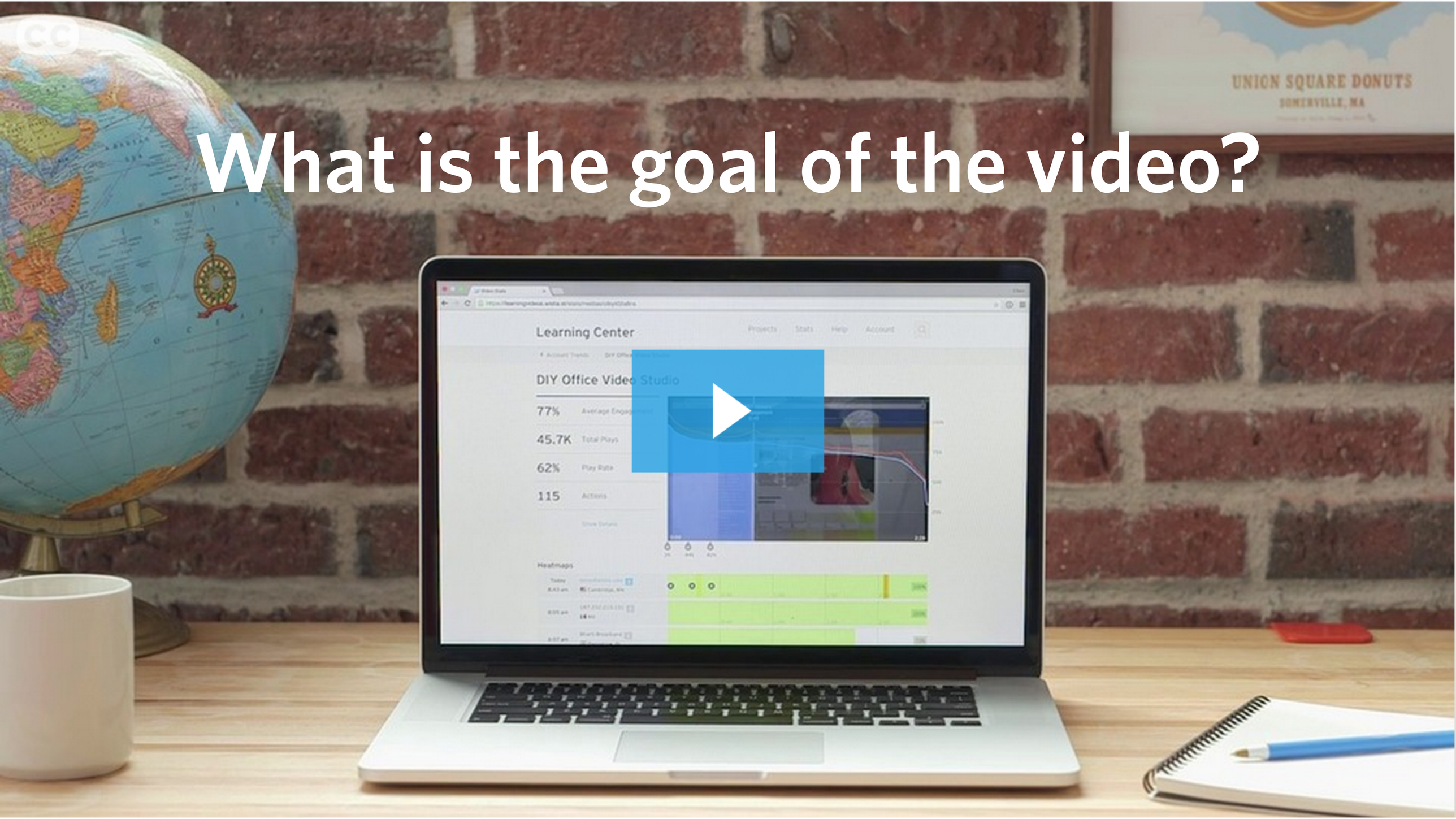
In first split test, he tested two variations of the "call to action" on his sales page.

- The control was: "Next Page Read Sample of Book"

Yes!

How do we make
***ENGAGING* VIDEOS,**
put them in the **RIGHT PLACES,**
and make sure that they
DRIVE ACTION?

What is the goal of the video?

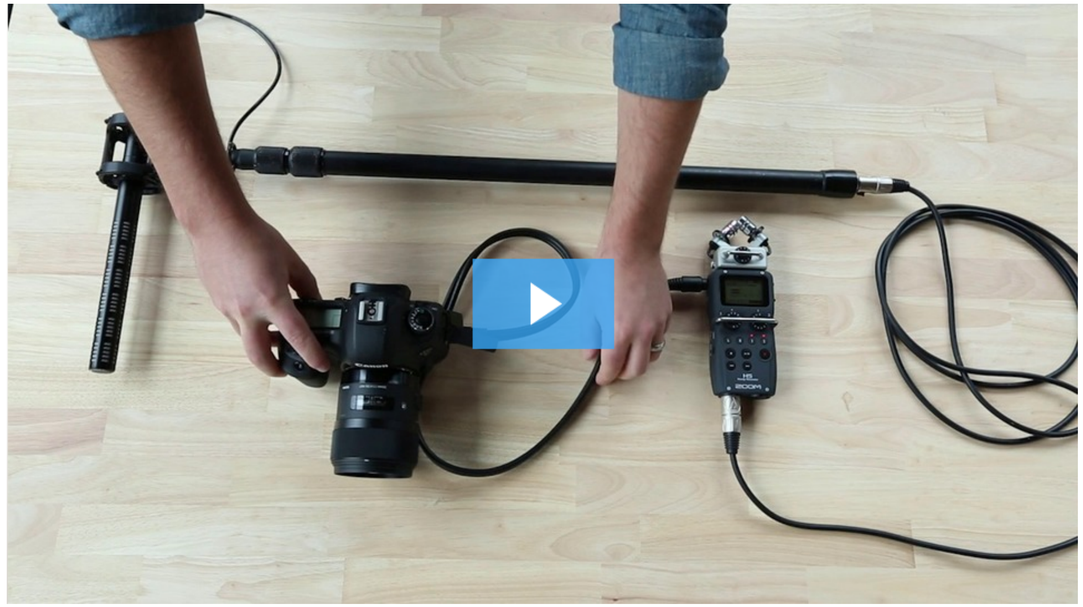


After someone watches this video I want them to _____.

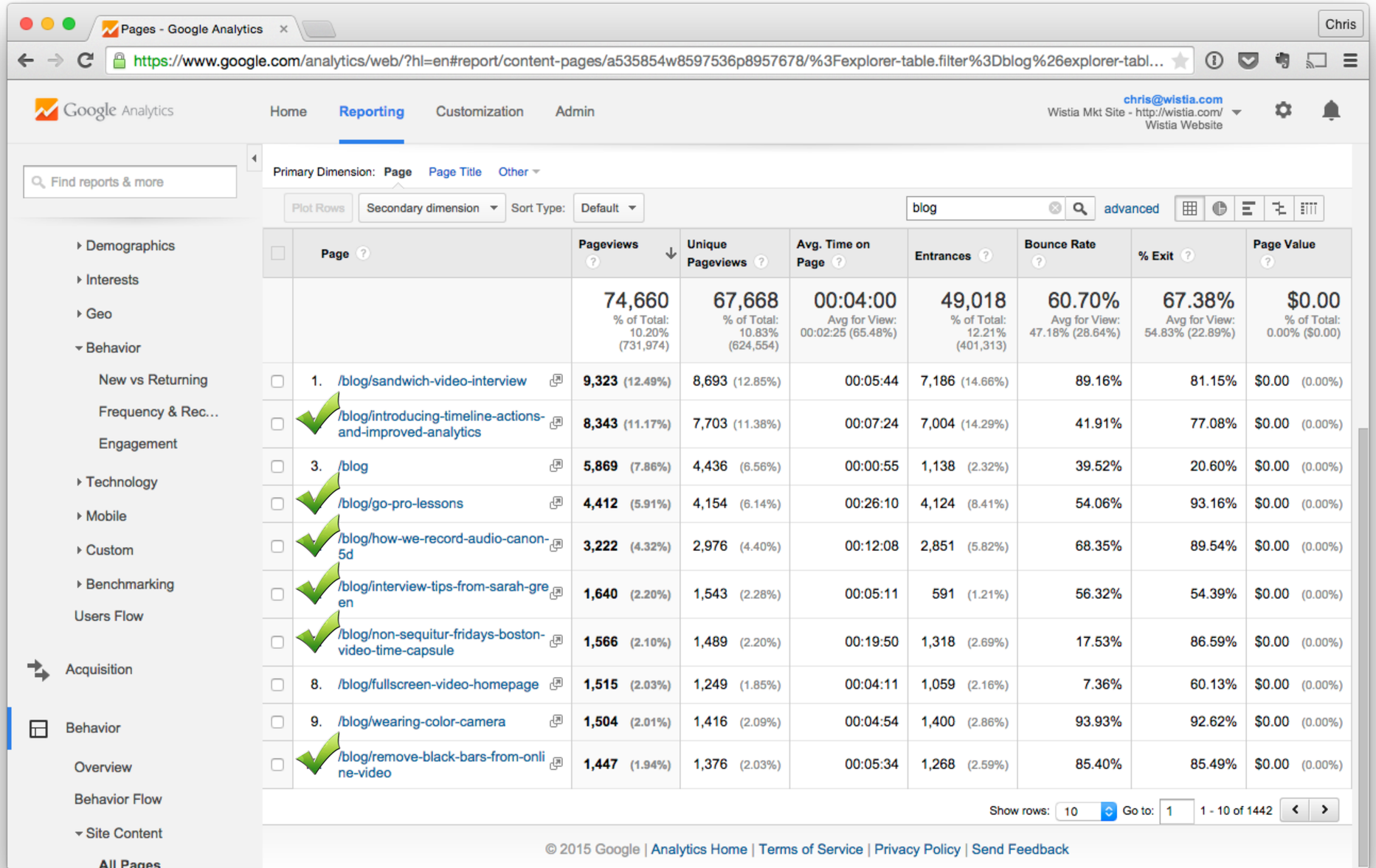
Video Measurement Basics

Five video metrics to measure for conversion

1. Time on site
2. Play rate
3. Engagement
4. In-video conversion
5. Conversion on site



Time on site



Average time on blog

4:00 min

Average time with video

12:30 min

Play rate

% of people that load the page and click play

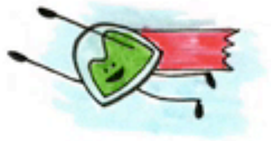
Basecamp helps you jugg

Chris

Basecamp LLC [US] https://basecamp.com/stories

Basecamp

See prices & start a free trial Case study Support Log in to an existing project



These Basecamp success stories are inspired by real customers who found a little more joy in their work life with Basecamp.

Kevin's small software business was booming! He avoided dropping the ball on his plate of growing projects by moving all of his clients and responsibilities to Basecamp.

25 video views / 100 page views = 25% play rate

Engagement

How much of the video was watched (and rewatched)

Video Stats

Chris

https://learningvideos.wistia.com/stats/medias/6bpuozzdac

Learning Center

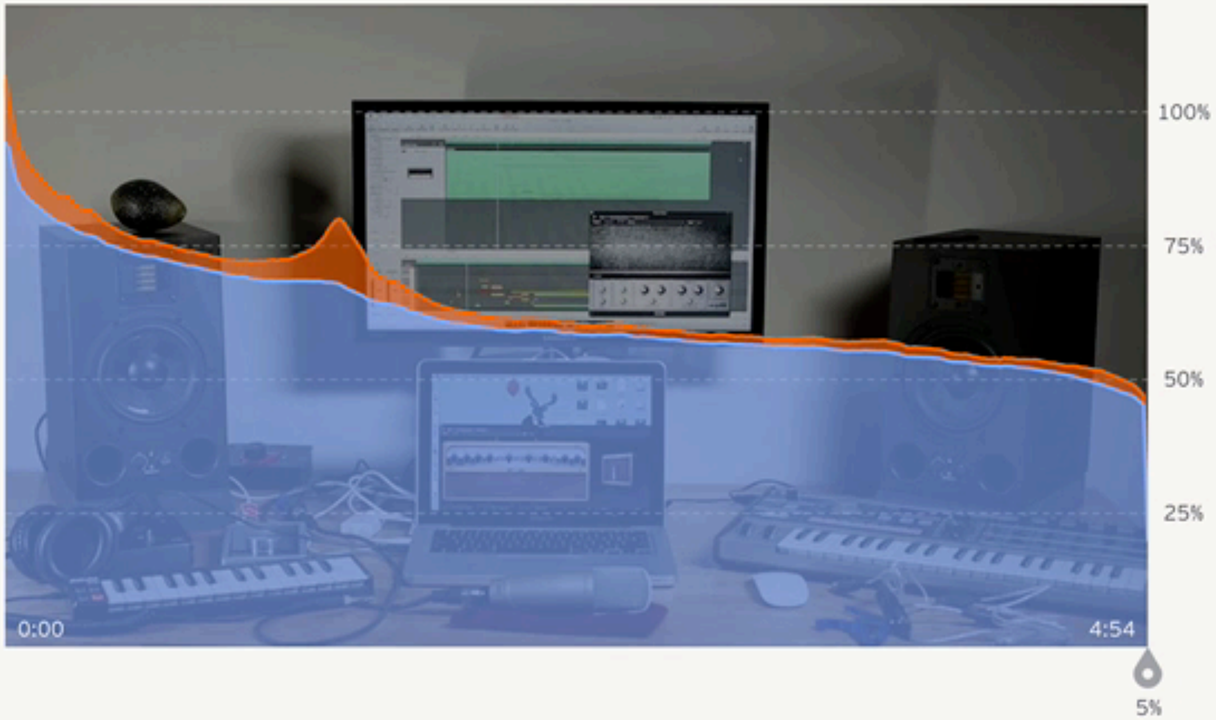
Projects Stats Help Account

Project Trends: Production > Choosing Music for Your Video

Choosing Music for Your Video

61%	Average Engagement
27.2K	Total Plays
64%	Play Rate
40	Actions

Show Details



Heatmaps

Today 10:01 am	SBC Internet Services 1 North Hollywood, CA	11%

1:00 2:00 3:00 4:00

Video Stats

https://learningvideos.wistia.com/stats/medias/6bpuozzdac

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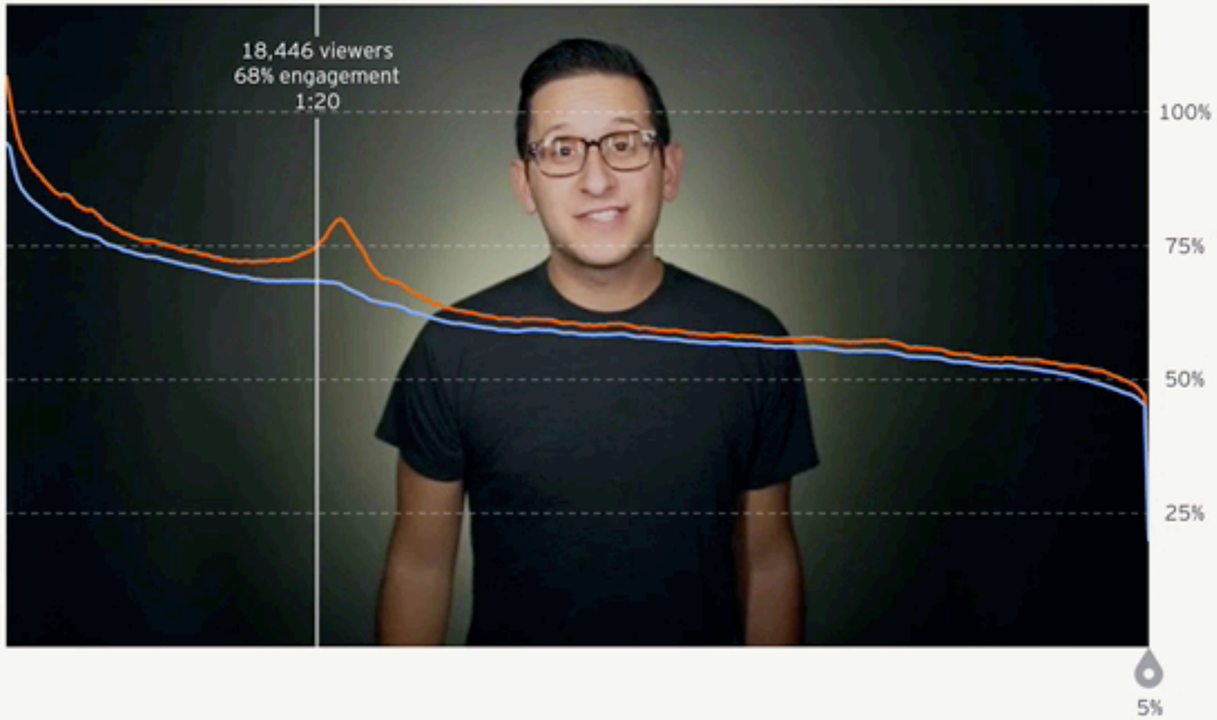


Heatmaps

Today 10:01 am	SBC Internet Services 1 North Hollywood, CA	11%

1:00 2:00 3:00 4:00

Engagement is viewing momentum

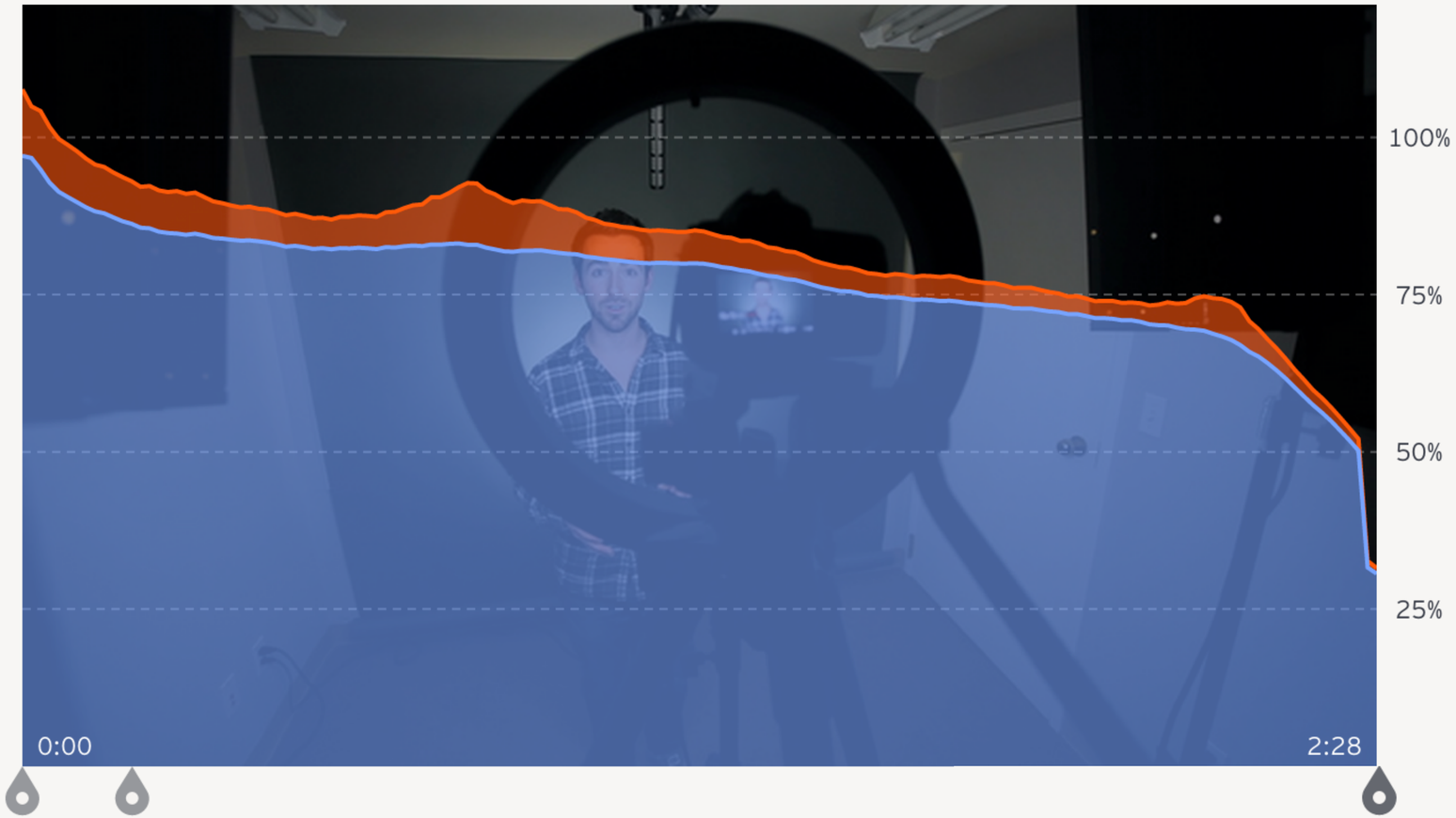
They want to know what to do next

In-video conversion

DIY Office Video Studio

76%	Average Engagement
46K	Total Plays
62%	Play Rate
2.1K	Actions

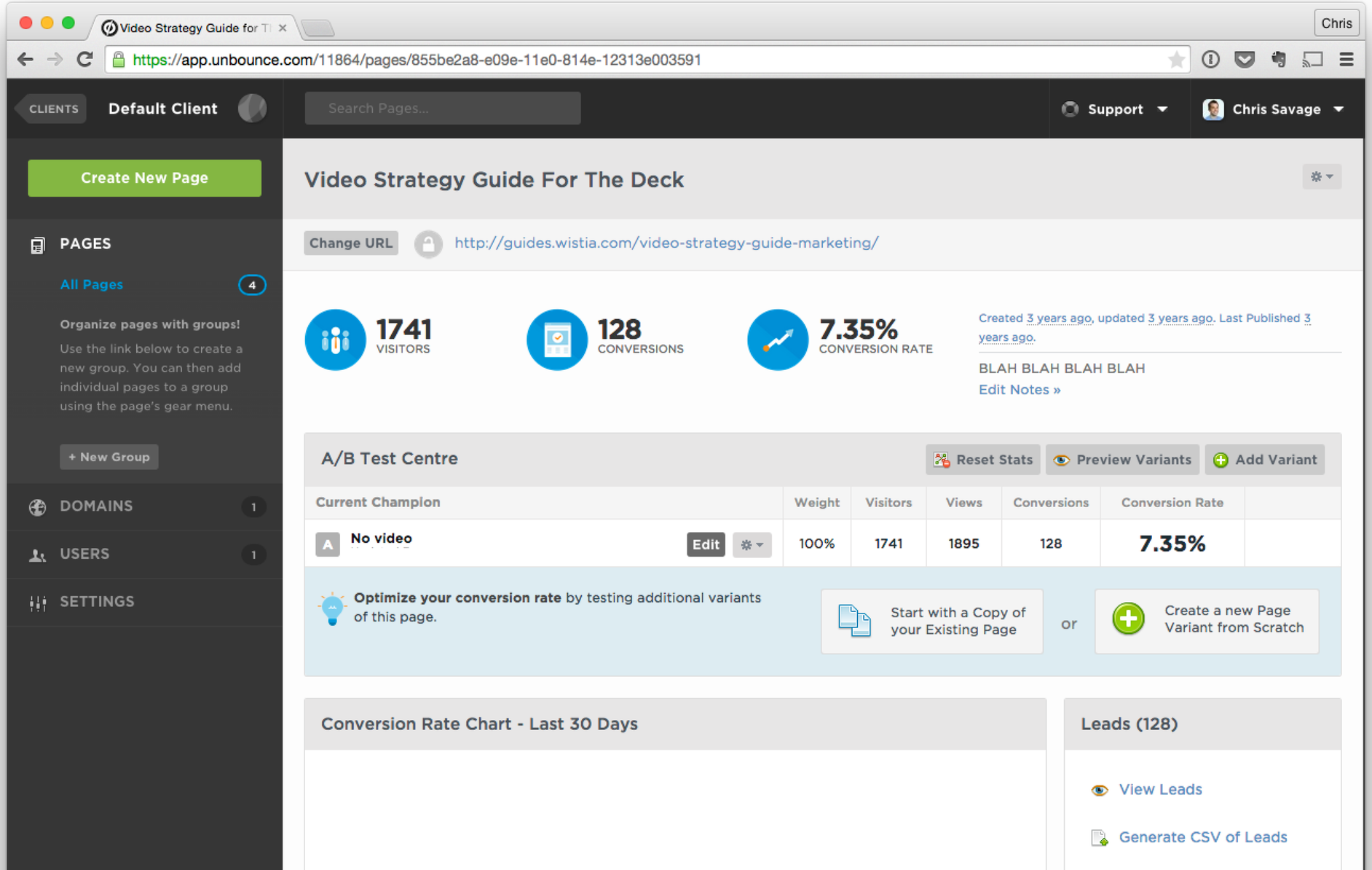
Show Details



82% - Call to Action
140 clicks / 171 impressions

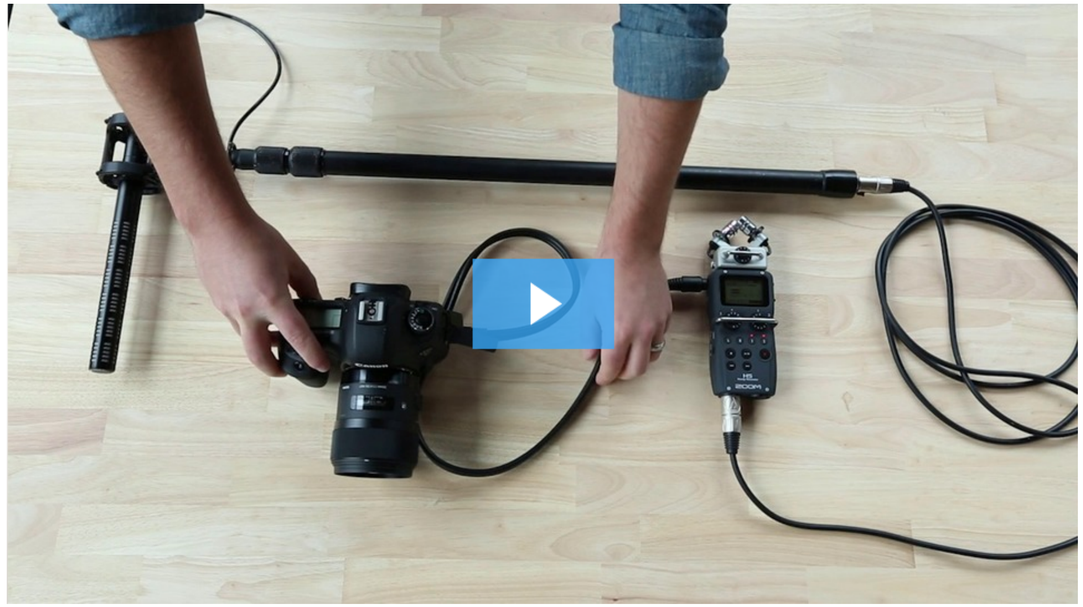
Heatmaps

Conversion on site



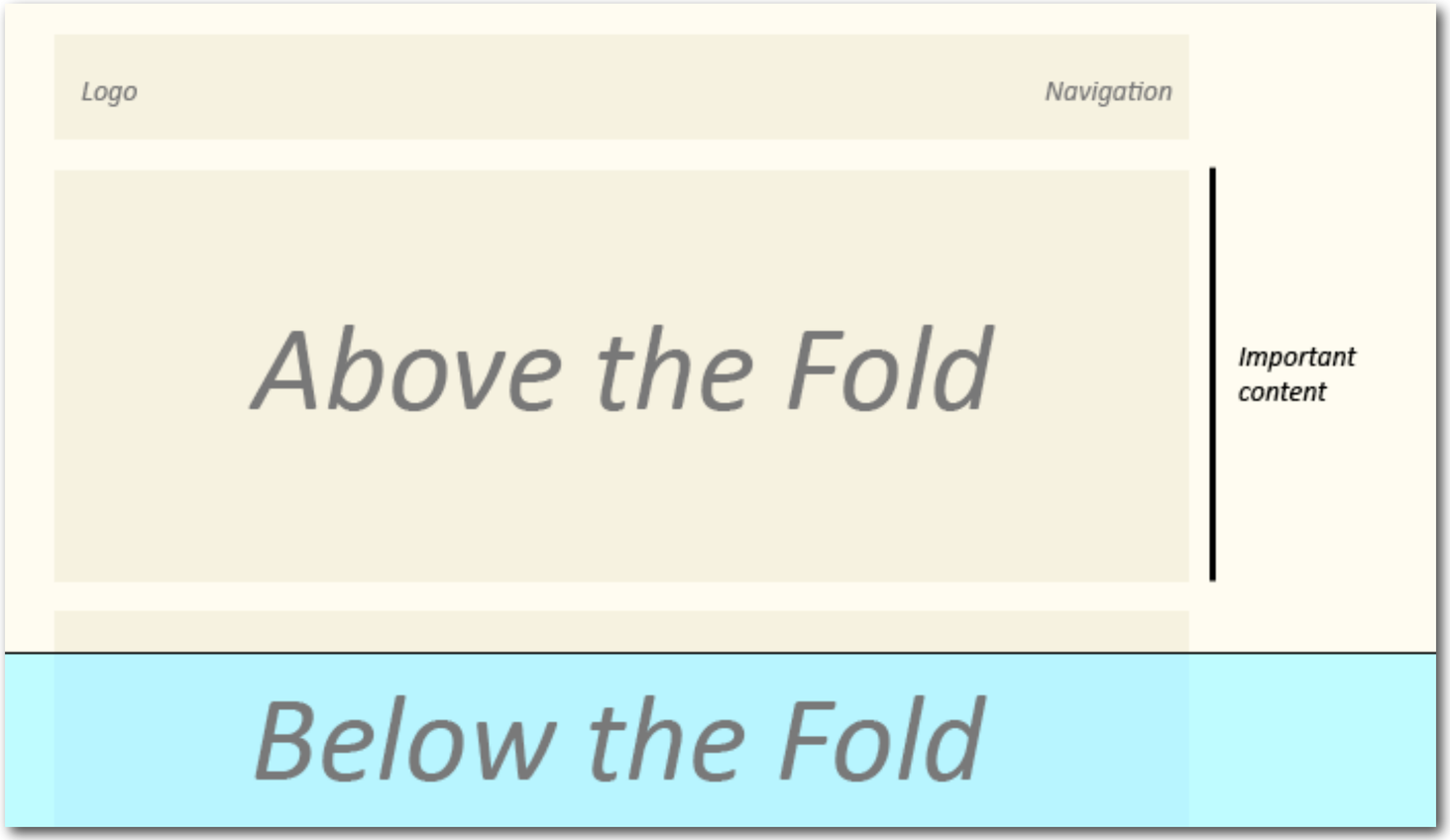
Five video metrics to measure for conversion

1. Time on site
2. Play rate ✔
3. Engagement ✔
4. In-video conversion ✔
5. Conversion on site



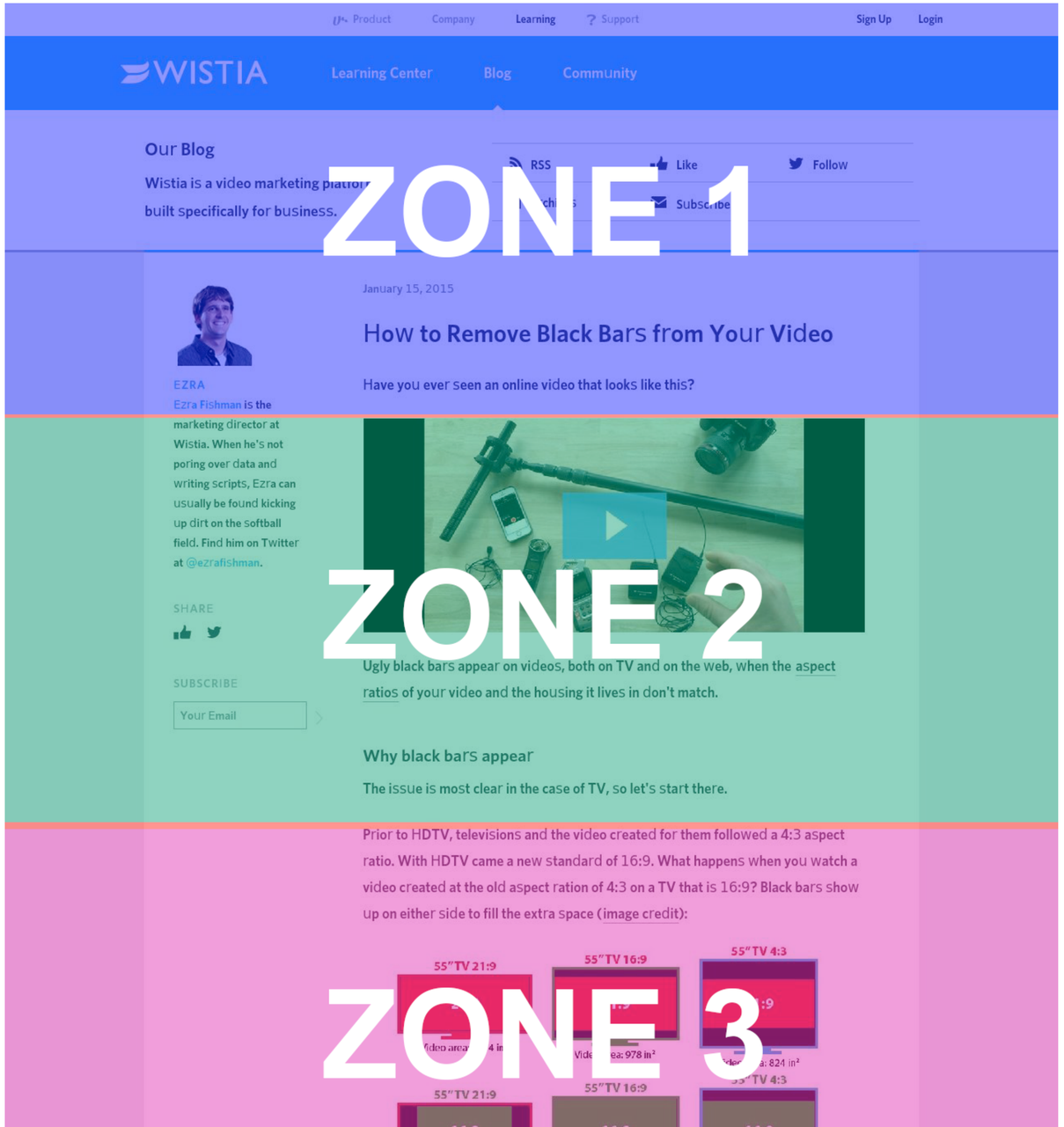
Increasing Play Rate

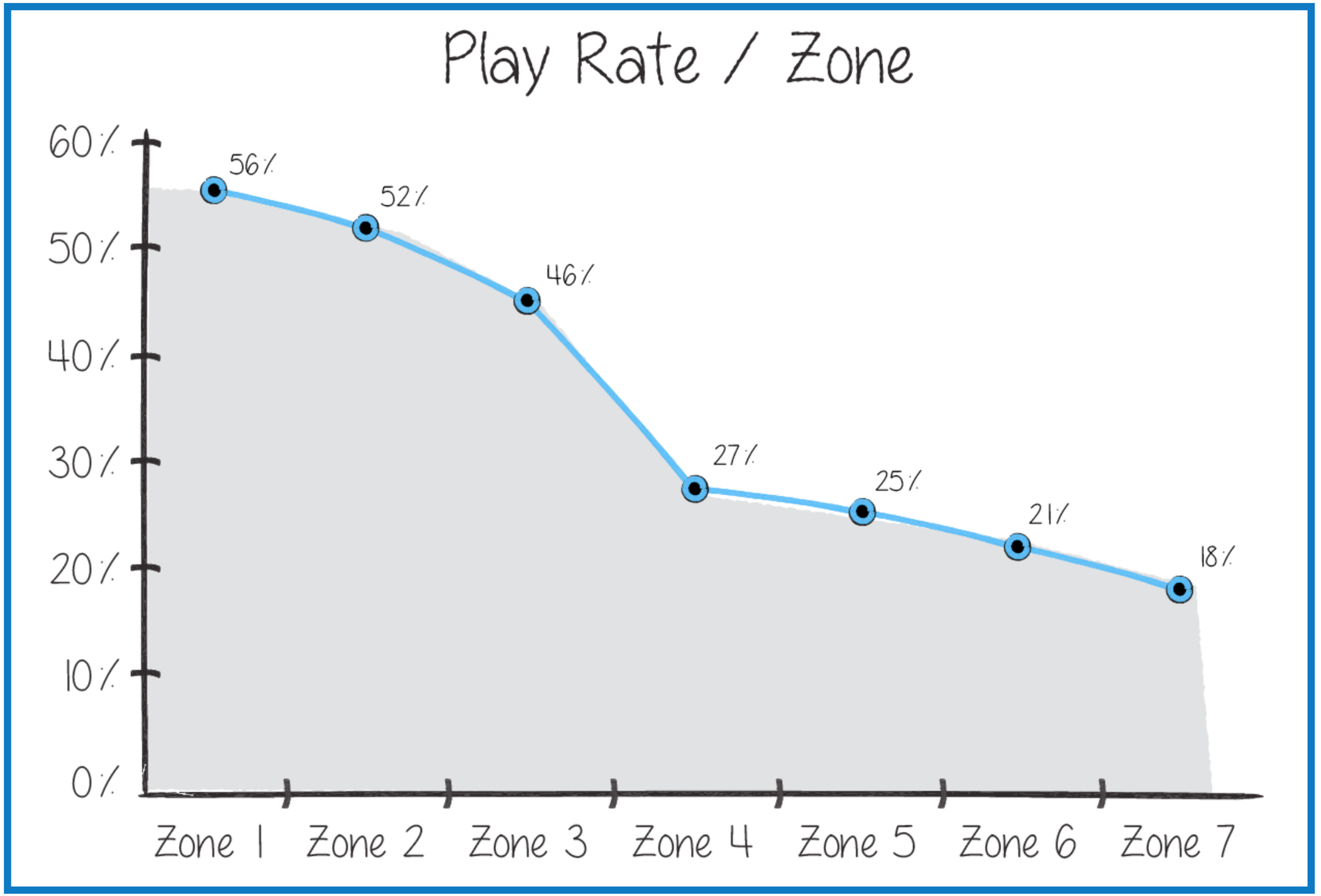
How much does placement matter?

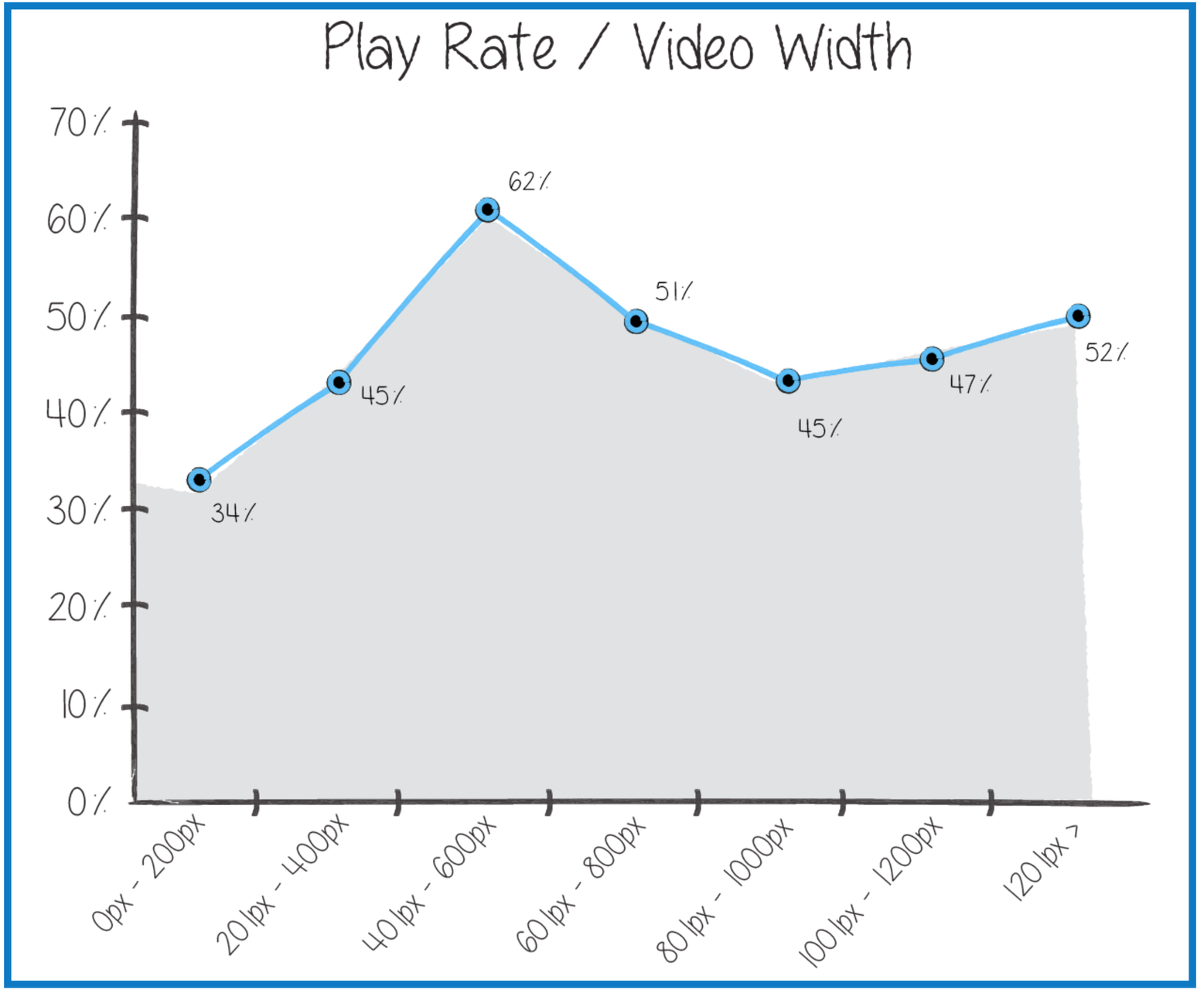


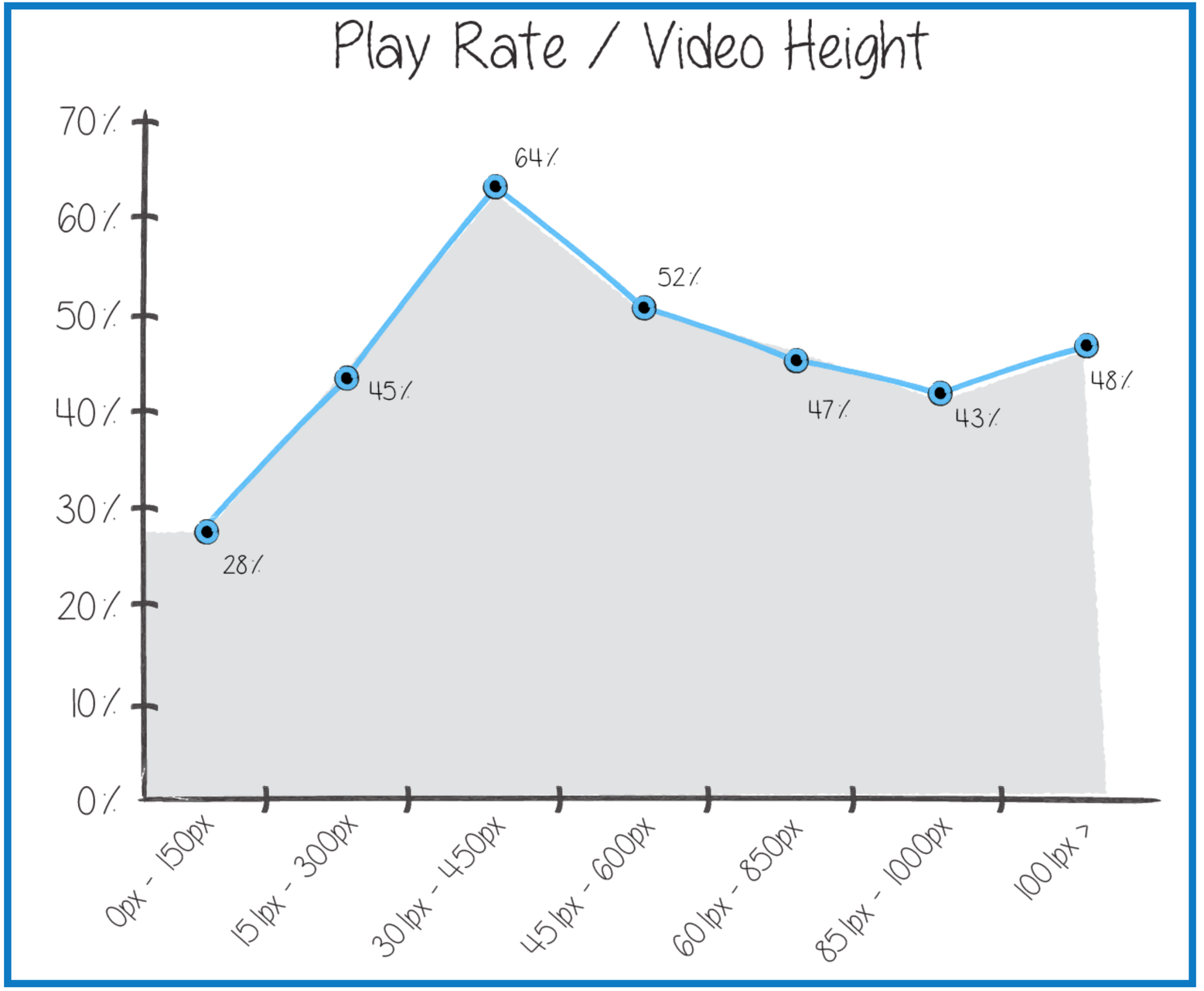
Crawled 80k pages with Wistia-hosted videos

Each zone is 250 pixels in height

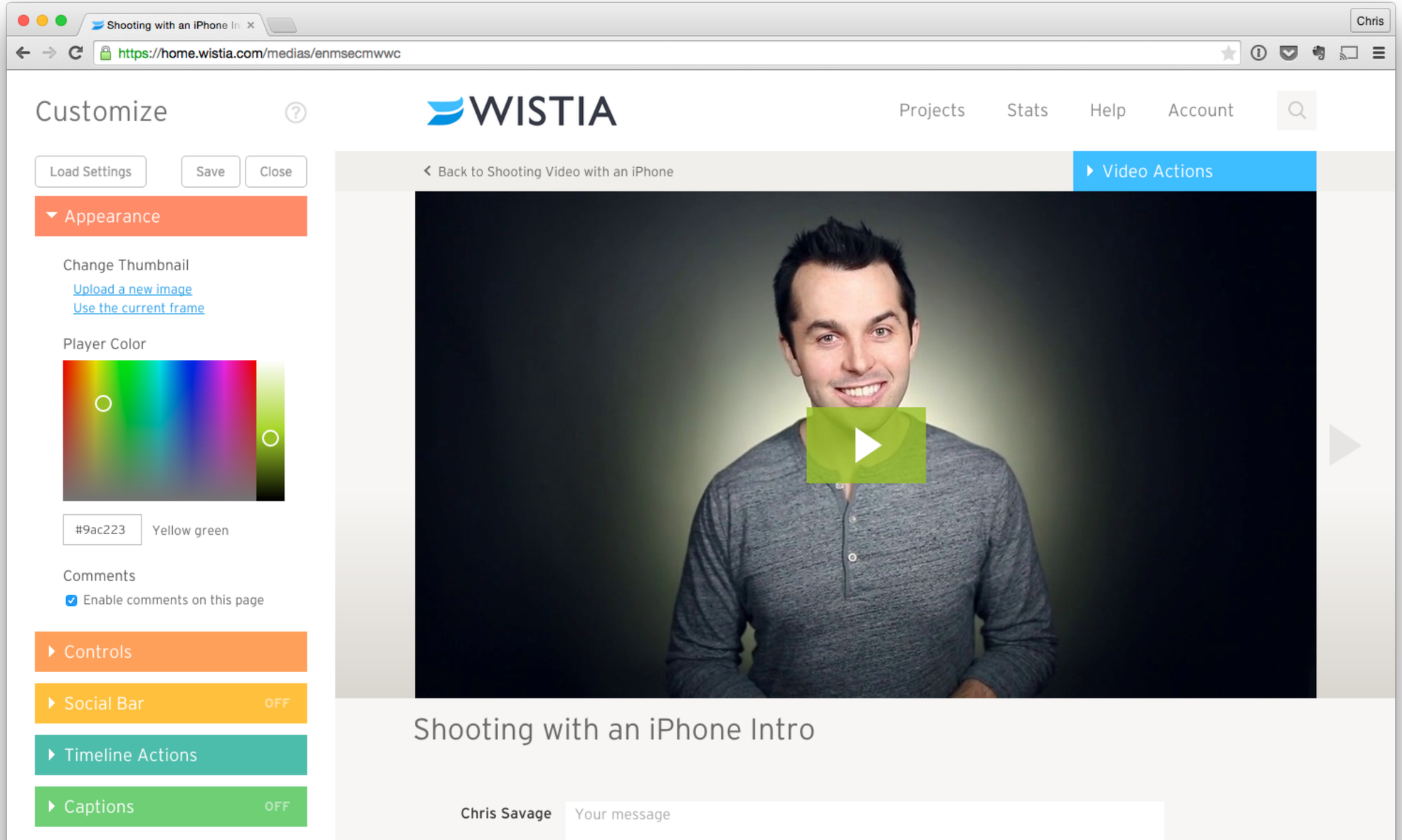



Play Rate / Zone
60%
50%
40%
30%
20%
10%
0%
56%
52%
46%
27%
25%
21%
18%
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7

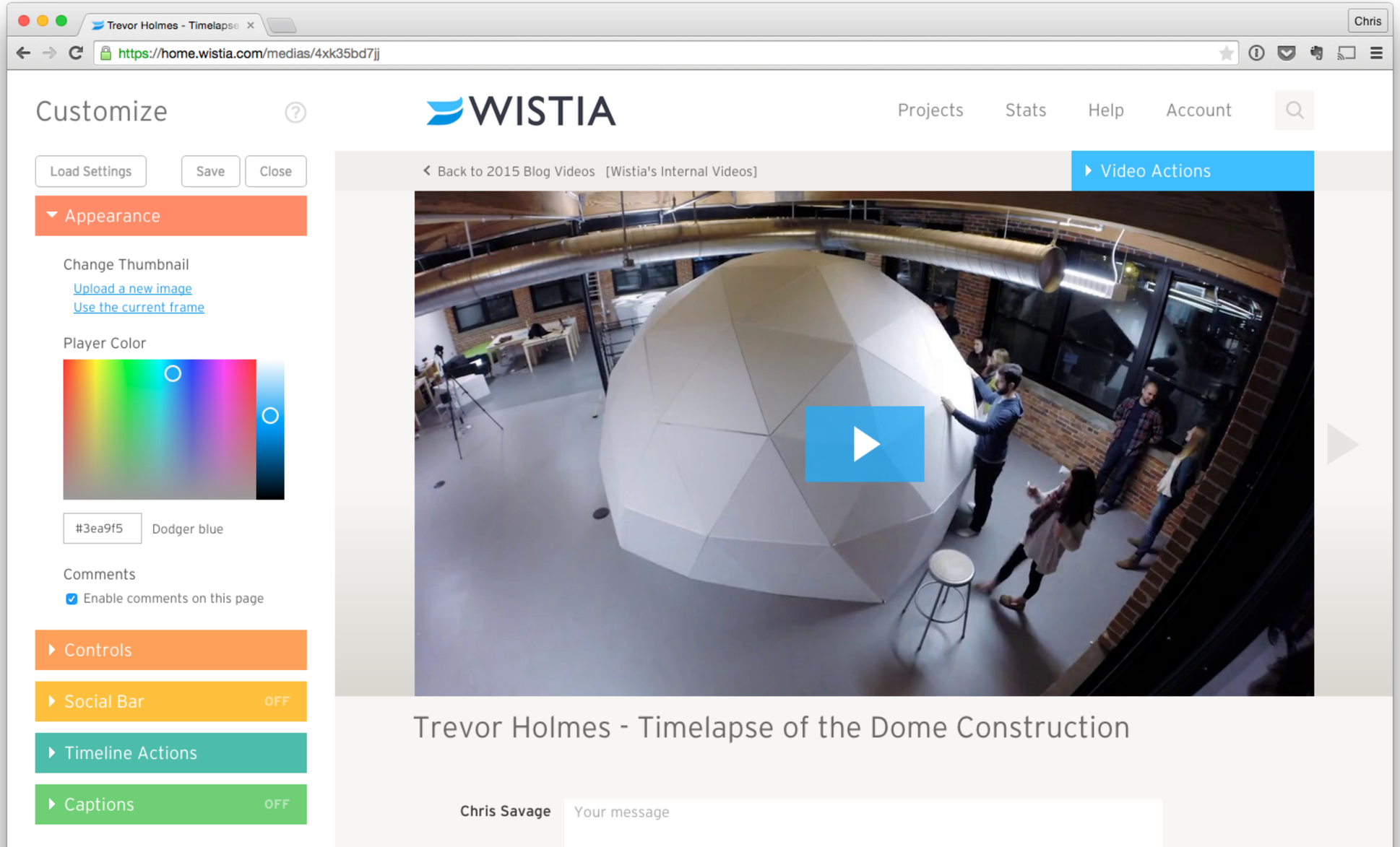

Play Rate / Video Width
70%
60%
50%
40%
30%
20%
10%
0%
34%
45%
62%
51%
45%
47%
52%
0px - 200px
200px - 400px
400px - 600px
600px - 800px
800px - 1000px
1000px - 1200px
1200px >


Play Rate / Video Height
70%
60%
50%
40%
30%
20%
10%
0%
64%
52%
45%
47%
43%
48%
28%
0px - 150px
150px - 300px
300px - 450px
450px - 600px
600px - 850px
850px - 1000px
1000px >

19% increase in play rate w/unique player color

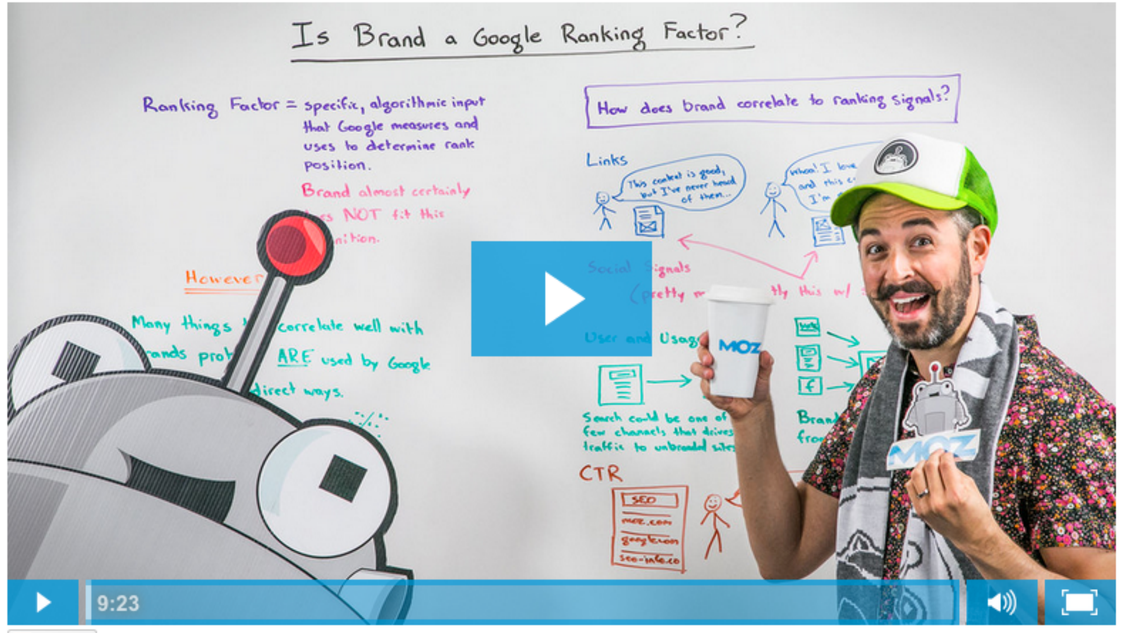


35% increase in play rate w/custom thumbnail



Entice with the thumbnail

A frequently asked question in the SEO world is whether or not branding plays a part in Google's ranking algorithm. There's a short answer with a big asterisk, and in today's Whiteboard Friday, Rand explains what you need to know.



Embed

Make the video big and enticing

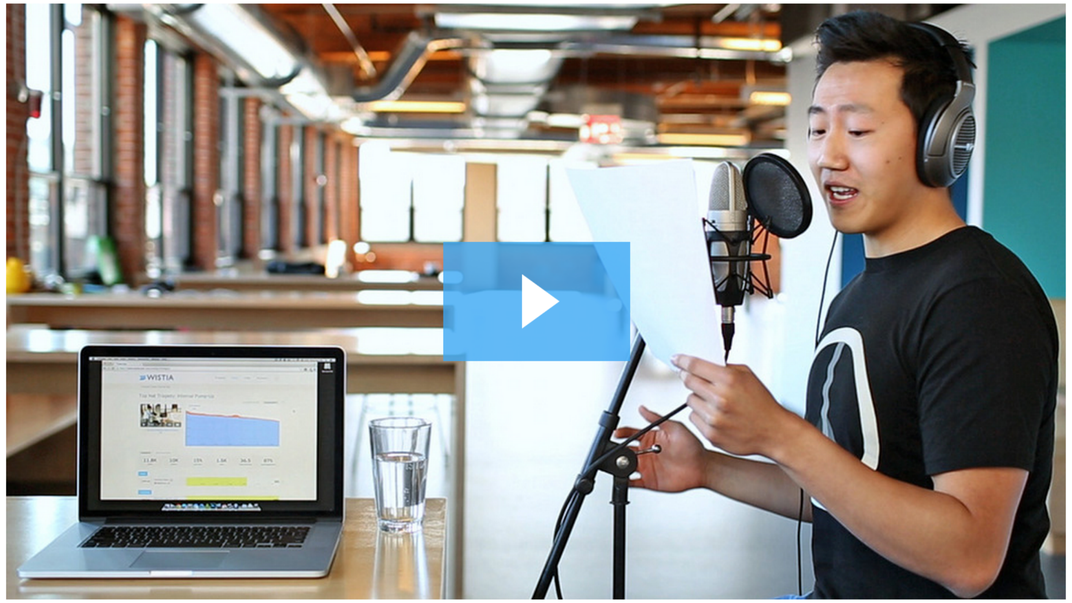
Increasing Engagement

BLOG » PRODUCT UPDATES

A New Way to Organize Your Videos

by Alyce Currier on March 25, 2014

We've given the organization tools within Wistia a major overhaul! Now, you can move videos across projects without losing your stats or customizations.



WistiaFest 2015: Relive the Magic
COMPANY NEWS - June 1, 2015 - 4 Comments

Introducing Timeline Actions and Improved Analytics
PRODUCT UPDATES - May 13, 2015 - 88 Comments

Storytelling and Authenticity at Sandwich Video: An Interview with Adam Lisagor
PRODUCTION - May 7, 2015 - 26 Comments

Conducting Great Interviews: A Meta-Interview with Sarah Green
STRATEGY - April 21, 2015 - 41 Comments

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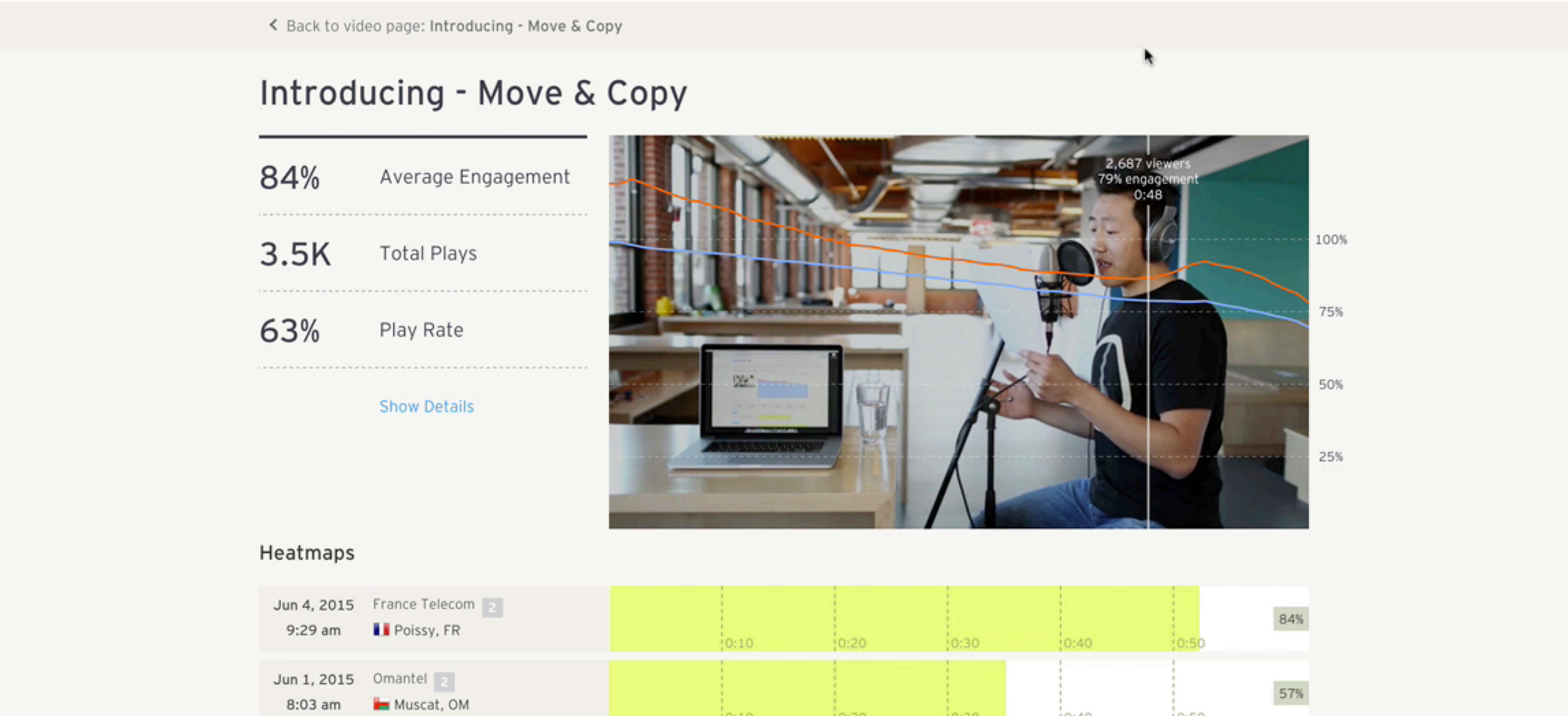
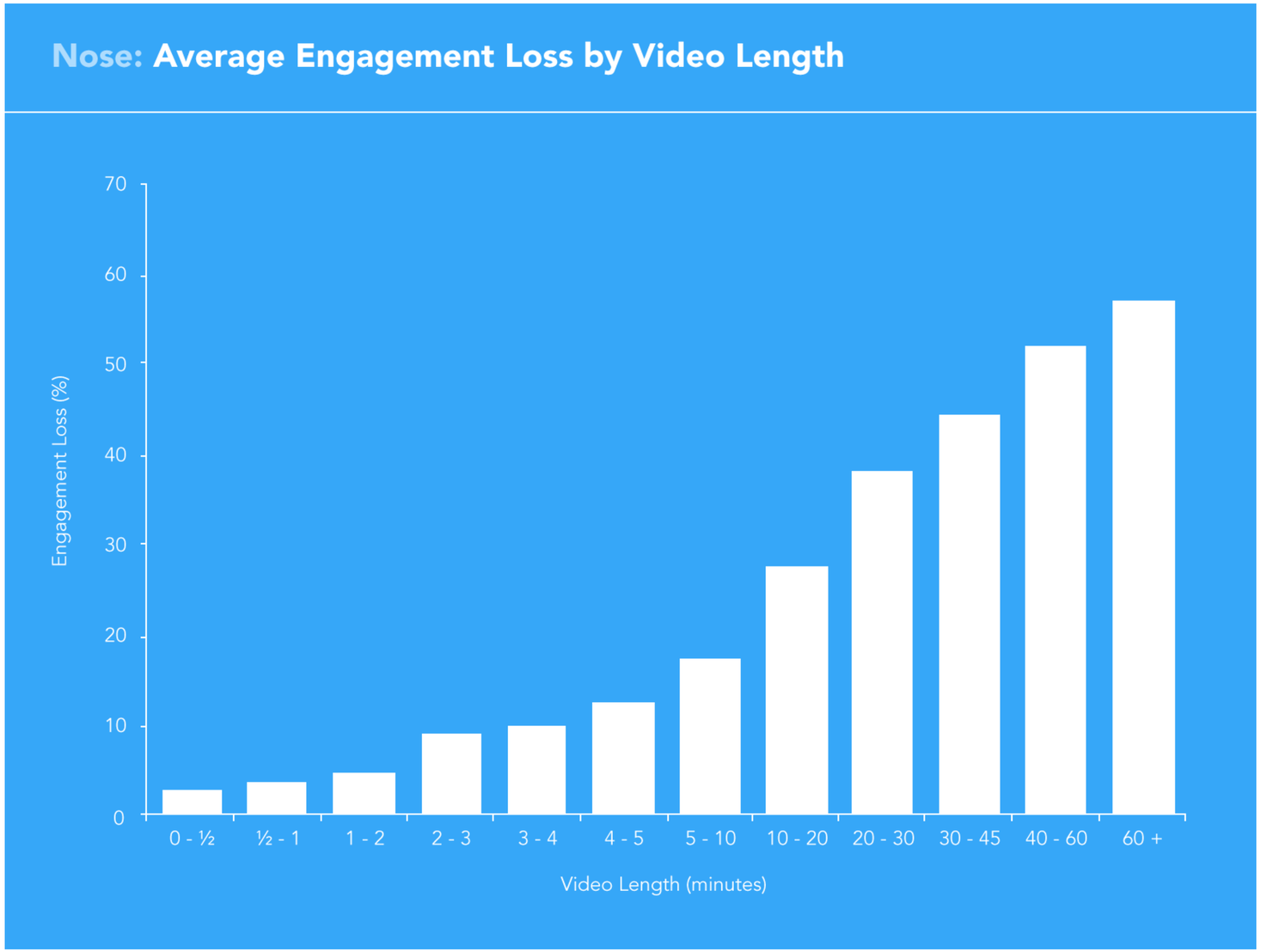
WISTIA

Context guides improvements



The parts of a video
Nose - Body - Tail
0:00
4:32

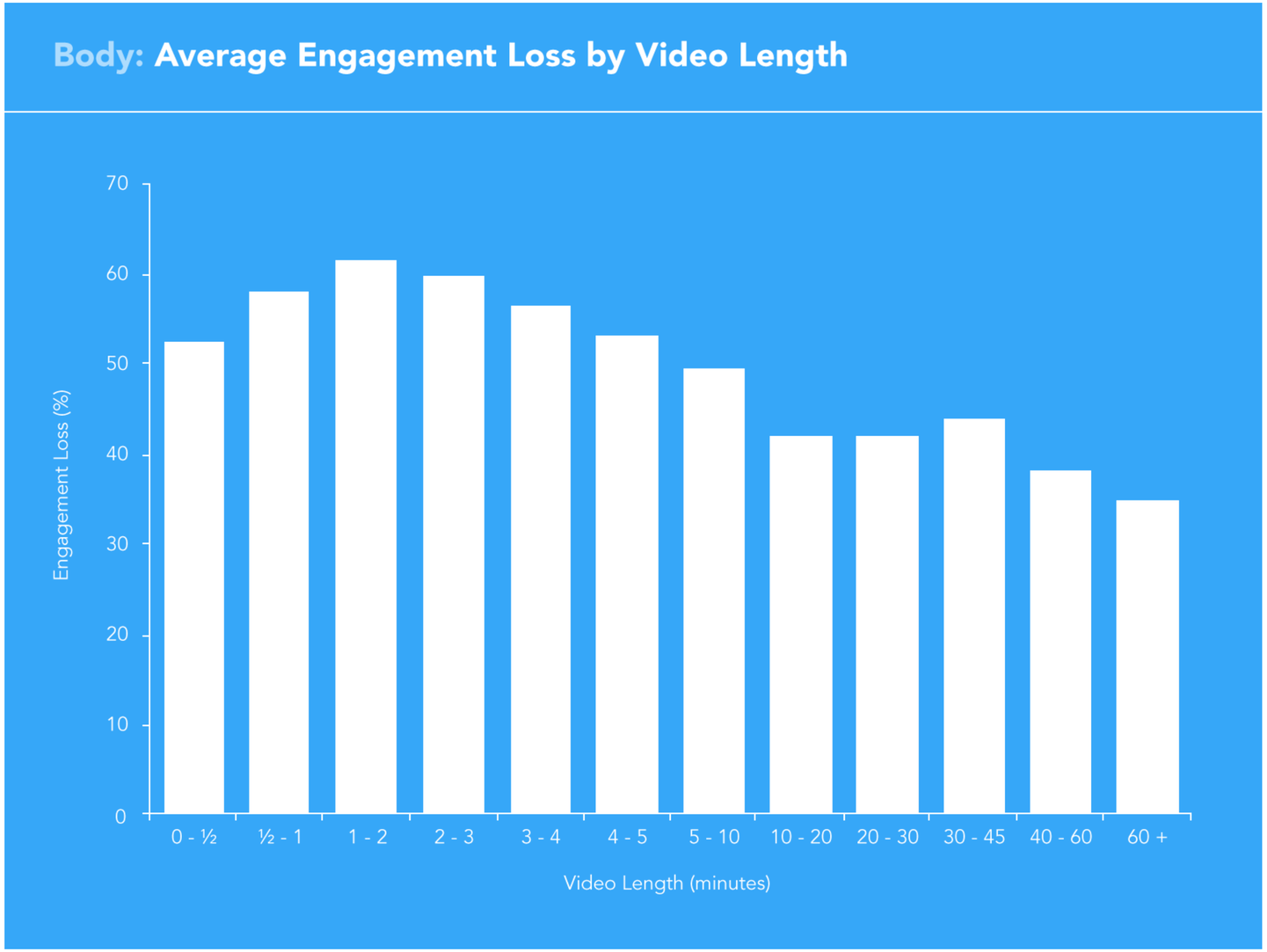


The Nose

The first 2% of the video

To improve:

- Jump right in
- Hook the audience
- Impress quickly

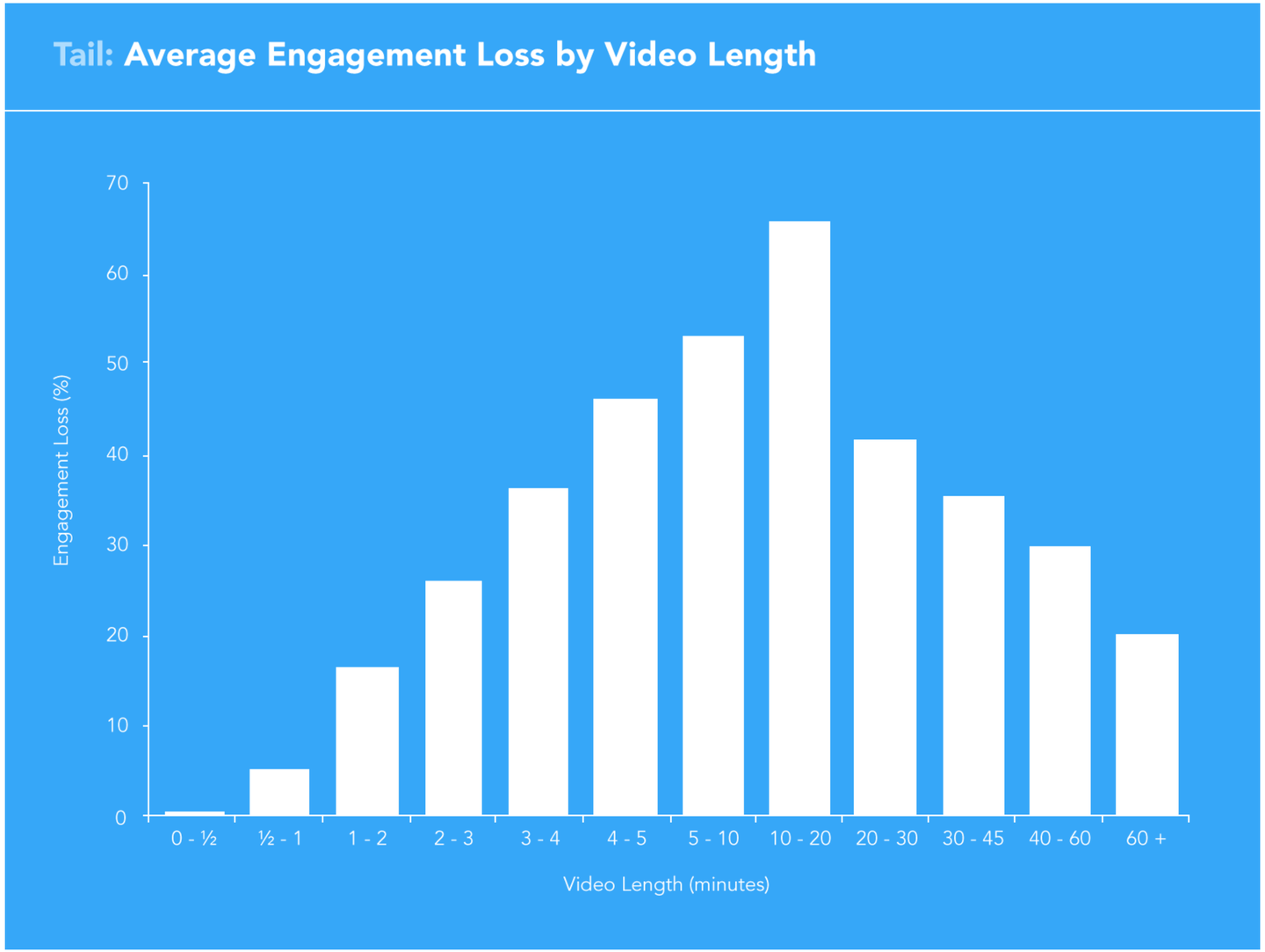


The Body

The middle 96% of the video

To improve:

- Split into parts
- Change locations and people
- Add personality
- Use music for momentum



The Tail

The last 2% of the video

To improve:

- Don't "wrap up"
- Keep logo/titles super short
- Beware ending music

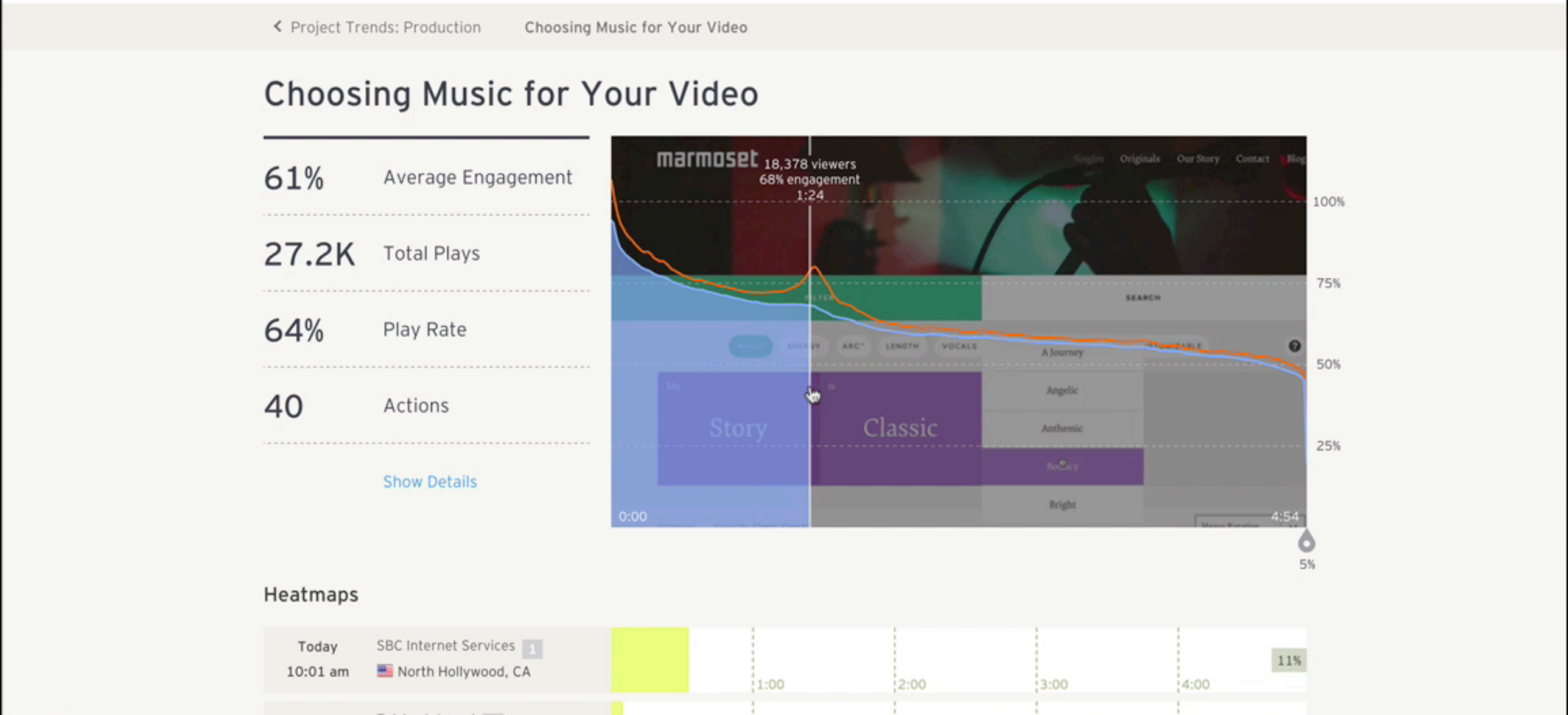
Use context to learn & pay attention to the parts

Drive action from the video

Annotations
Full screen CTAs
Email Capture

Annotations

Align annotations to rewatching



Full Screen CTA

Is Brand a Google Ranking Factor? - Whiteboard Friday

Branding | Whiteboard Friday

48

88

A frequently asked question in the SEO world is whether or not branding plays a part in Google's ranking algorithm. There's a short answer with a big asterisk, and in today's Whiteboard Friday, Rand explains what you need to know.

Capture viewing momentum

Is Brand a Google Ranking Factor? - Whiteboard Friday

Branding | Whiteboard Friday

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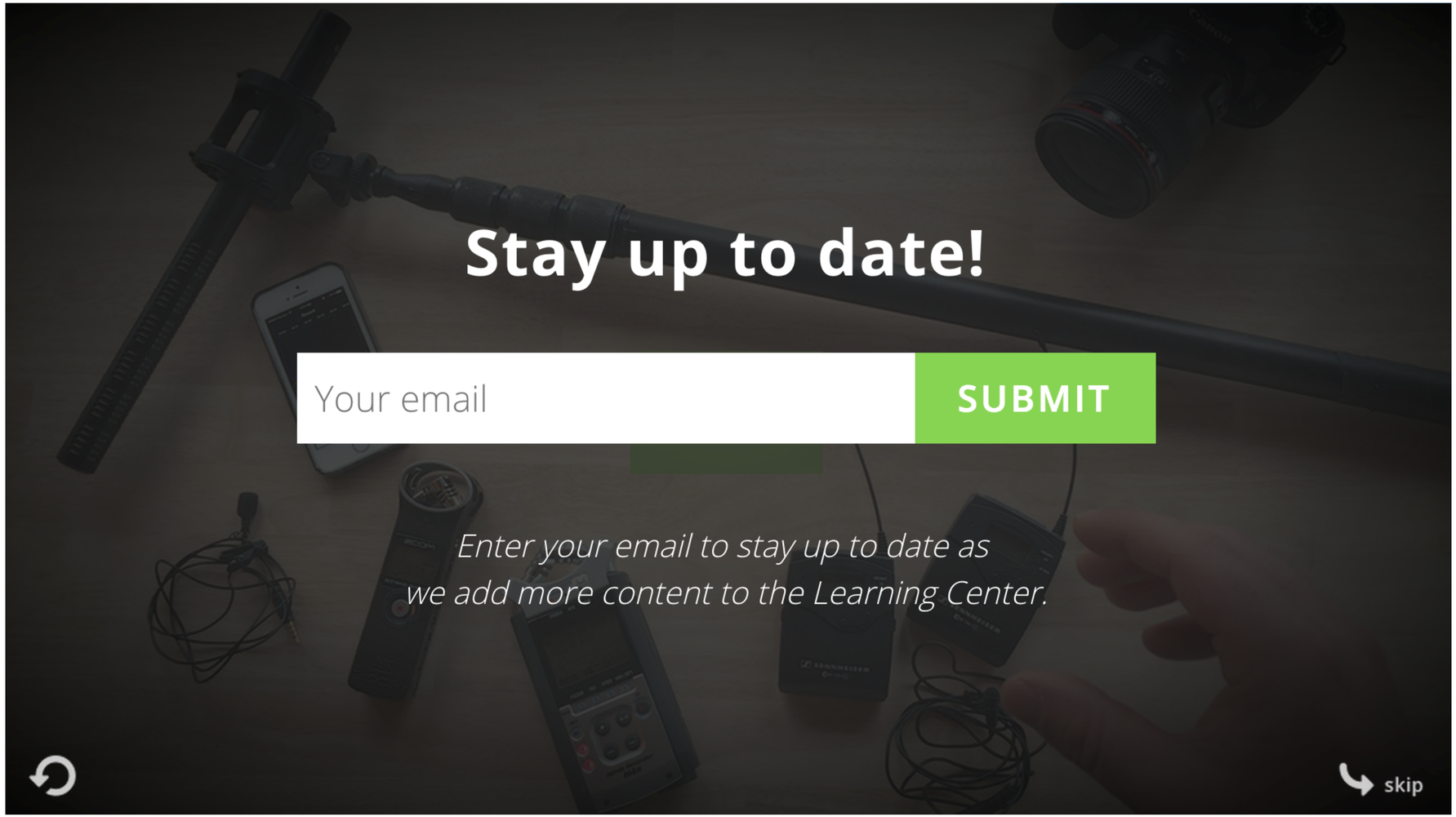
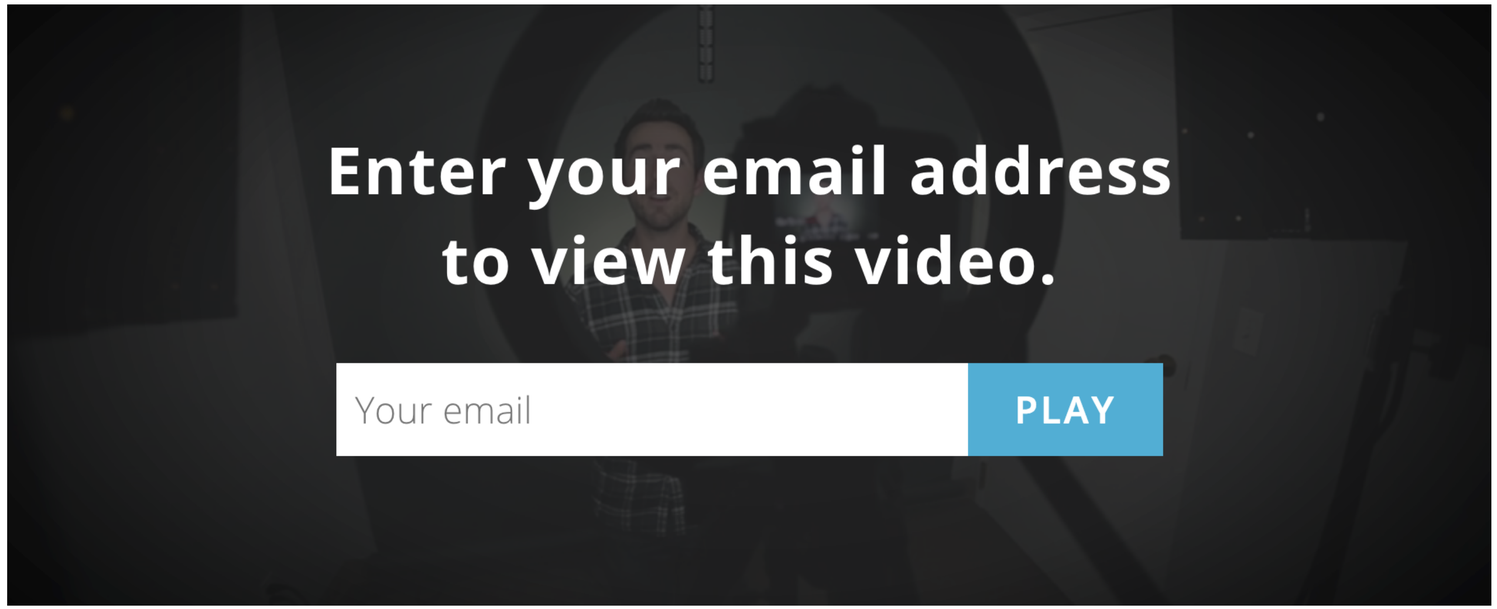
A frequently asked question in the SEO world is whether or not branding plays a part in Google's ranking algorithm. There's a short answer with a big asterisk, and in today's Whiteboard Friday, Rand explains what you need to know.

Turnstile



1.2 million emails collected

Turnstile Location

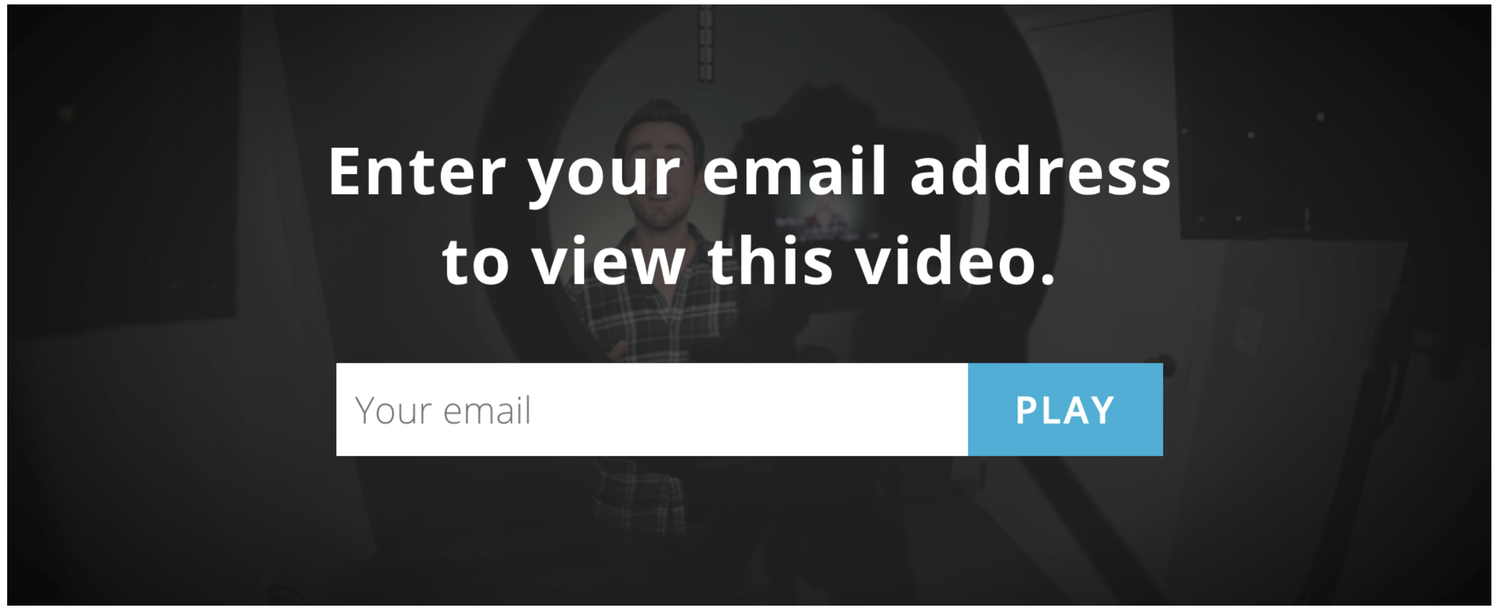


25%
@ START

26%
@ MIDDLE

49%
@ END

Conversion Rate by Location



16%

CONVERSION
@ START

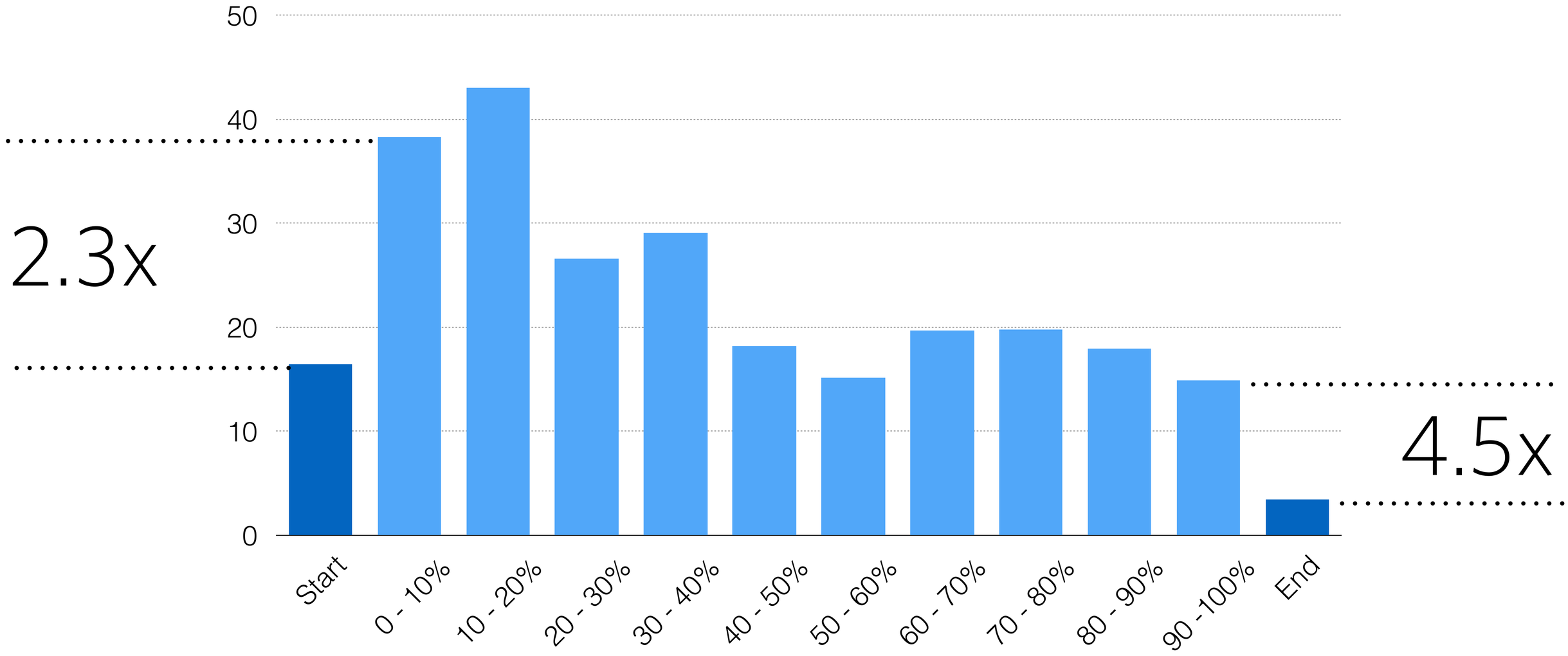
24%

CONVERSION
@ MIDDLE

3.4%

CONVERSION
@ END

Turnstile Conversion Rate by Location



Small differences in placement
make a huge impact

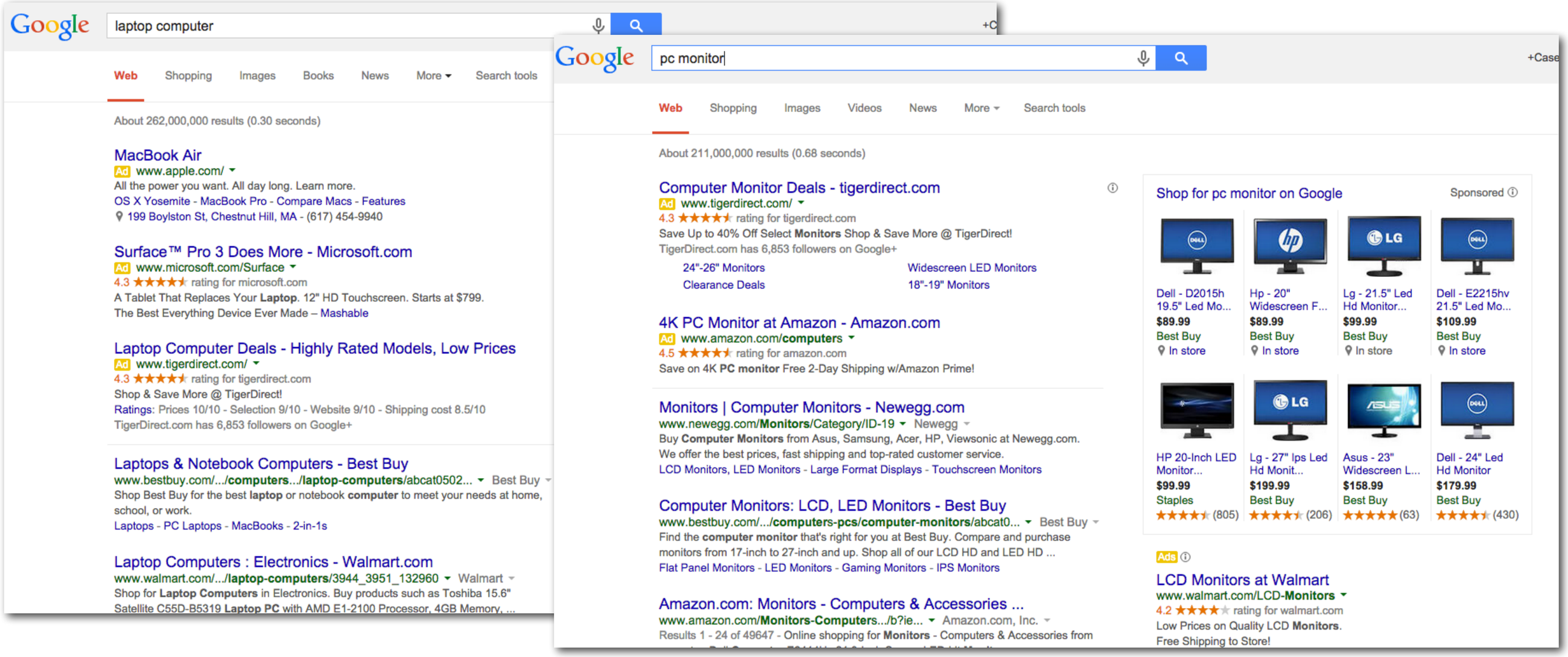
Get people to play

Keep people watching

Drive contextual actions

Bonus Op: Paid landing pages

Crawled 100k keywords



Crawled 375k landing pages

.25% of landing pages had a video

That's only 937 landing pages!!!

Wistia Library | Wistia

Chris

wistia.com/library

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Welcome to the Library

A catalog of resources on how to succeed with video marketing.

ALL PRODUCTION STRATEGY VIDEO GEAR CONCEPTING

ALL TYPES VIDEOS GUIDES

Sort: NEWEST

Search

LIBRARY » STRATEGY

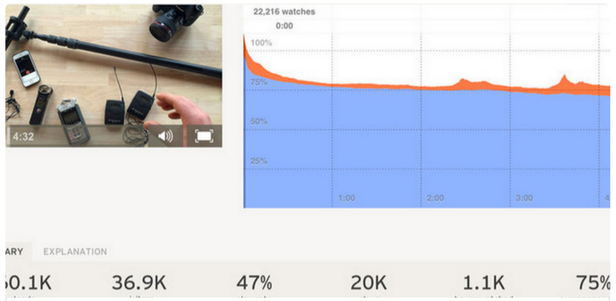
Hiring an In-House Video Producer

For many companies, bringing video production in-house represents uncharted territory. Figuring out how and when to start can be challenging.

LIBRARY » STRATEGY

Guide to Video in Email

When two mediums exist in beautiful harmony: Marketing goals, technical limitations, and user experience



LIBRARY » STRATEGY

Guide to Video Metrics

How to understand what your analytics are really telling you and measure the impact and effectiveness of your next video.

Wistia Community

Chris

https://wistia.com/community

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WISTIA

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- All Posts
- Concepting
- Production
- Video Feedback
- Marketing
- Non-Sequitur

ADMIN AREA

+ NEW POST

HEY CHRIS!
No Notifications

Preventing noise from a lav mic By Diana Madrigal - last reply about 10 hours ago	6 Replies	Production
Long distance customer testimonials? By Jamie Gregory - last reply about 10 hours ago	5 Replies	Production
Converting blogs to video By Paul Petroskey - last reply about 19 hours ago	13 Replies	Marketing
Bringing video in-house By Meryl Ayres - last reply about 23 hours ago	23 Replies	Production
Need affordable lighting for a growing media dept. By Danielle Boudreau - last reply a day ago	3 Replies	Production

Thank you!
WISTIA
FIELD NOTES
@csavage