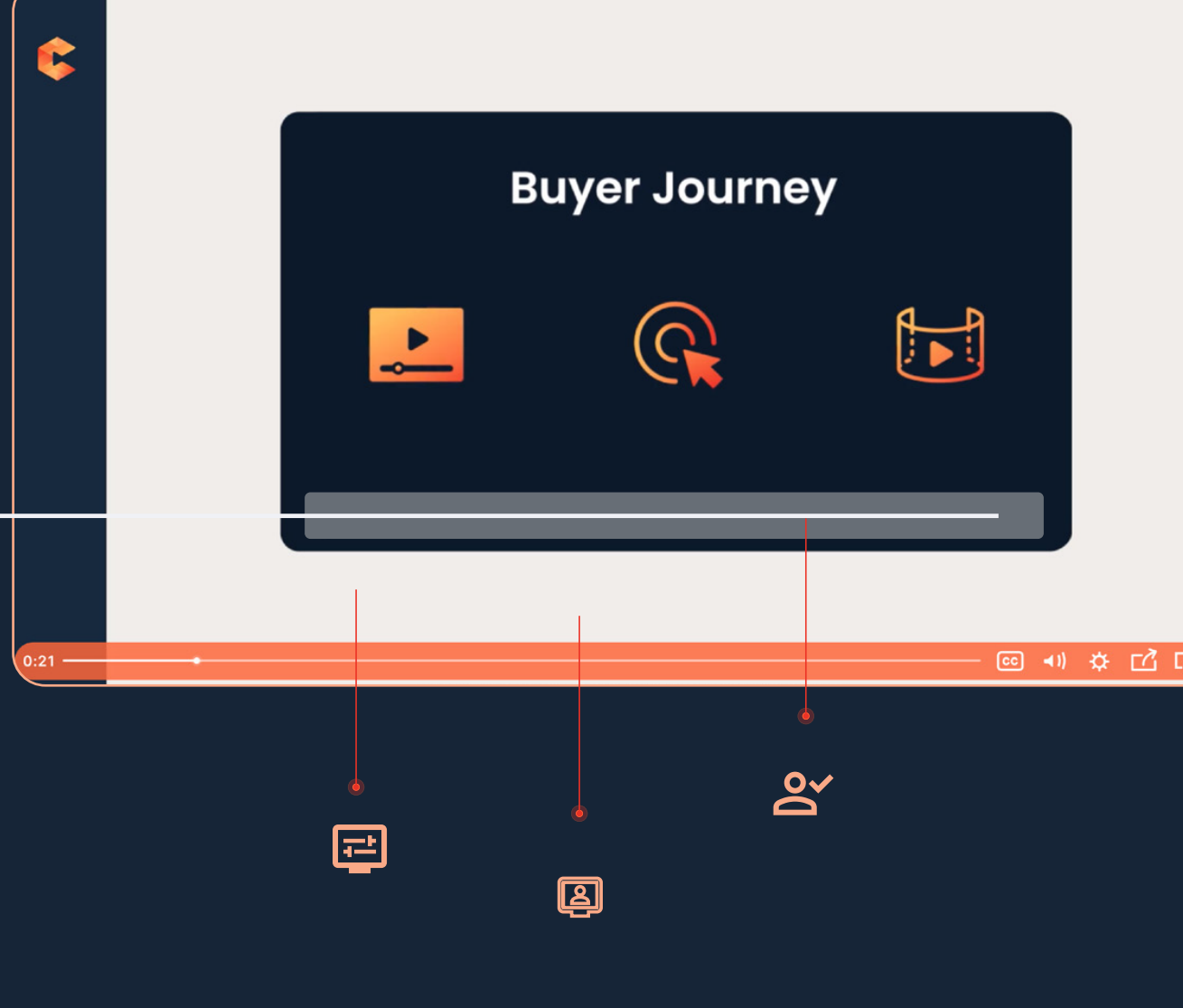


Why Video Will Always Be in Demand Across the Buyer Journey

Video is more powerful than ever.

The demand for video has expanded across the entire buying journey, and it's so versatile that every department can benefit from including video as part of its strategy. See how video impacts each stage of the buying journey.



Need

The buyer has identified there's a problem they need to solve, and starts searching for a solution.

Why video works:

- 90% say video marketing has helped them generate leads.
- 88% of marketers report a positive ROI with video.
- Email clicks increase by 300% when they include videos.
- 91% of businesses use video as a marketing tool.
- 9 of 10 businesses use video, the highest rate in 9 years.

Where video fits in the Need stage:

- Spread brand awareness on websites, content, or review sites.
- Increase email campaign engagement.
- Boost existing content.
- Improve ad performance.
- Qualify buyers before applying live resources.

Learn

The buyer continues investigating options but starts narrowing down their shortlist of vendors.

Why video works:

- 94% of sales professionals believe videos can help build buyer confidence.
- 91% of sales reps think video can help address objections.
- 87% say video marketing has helped them increase sales.

Where video fits in the Need stage:

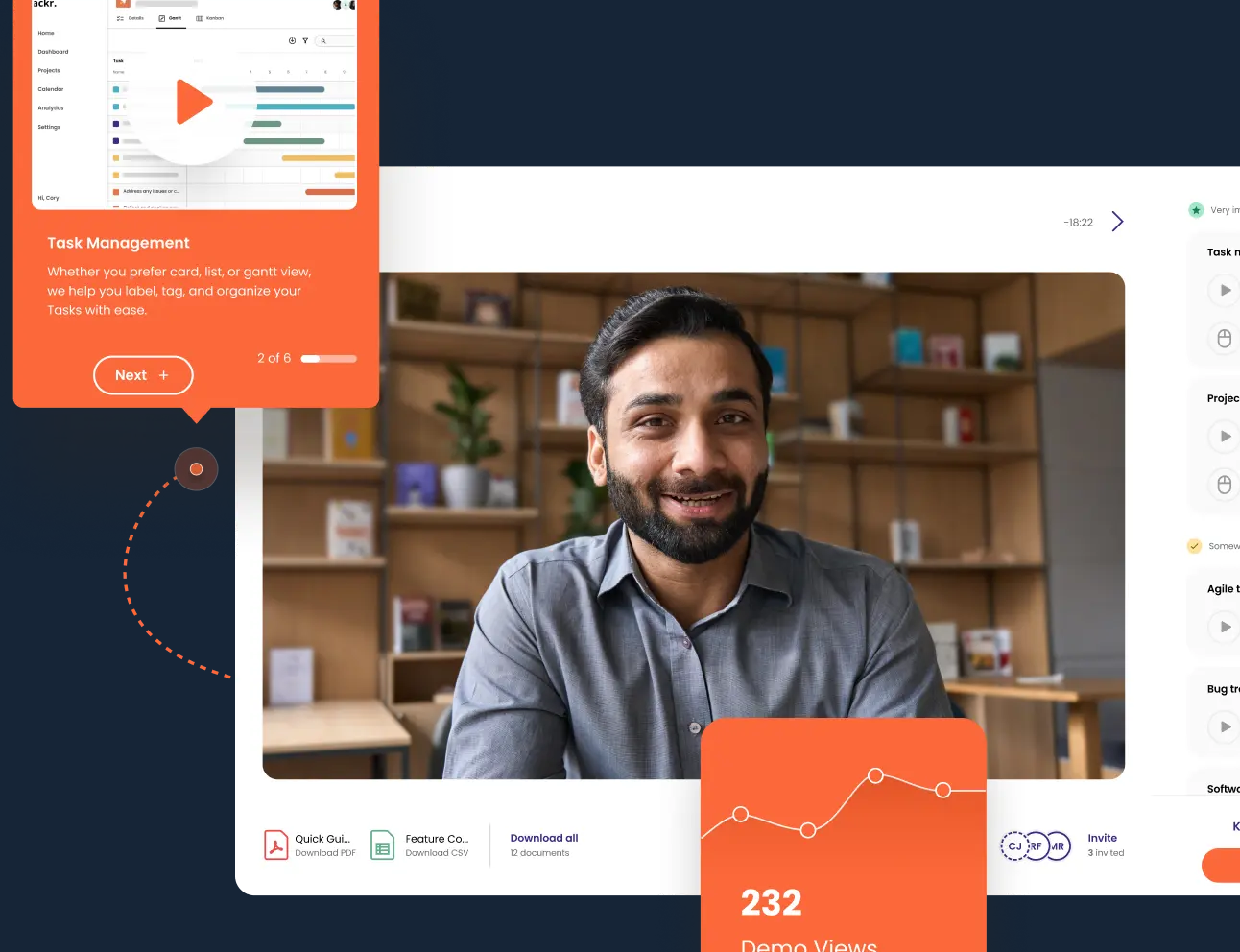


Buy

The buyer has settled on a solution and is ready to make a decision.

Why video works:

- 87% of customers say videos helped them decide on a solution.
- 74% of software buyers say video content actively influenced their final decision.



Where video fits in the Need stage:

- Provide social proof of similar organizations being successful.
- Share a road map for implementation.
- Illustrate how data migration, integrations, and security are addressed.

Value

The buyer has implemented the solution and is looking for confirmation they're getting their money's worth.

Why video works:

- 31.3% of customers want how-to videos.
- 29.8% of customers want educational content.
- 91.9% of users are content to watch any type of video.
- Customers prefer "authentic" videos over ones overly produced. Think YouTube, not Hollywood.

Where video fits in the Need stage:

- Provide educational resources buyers can watch on demand.
- Enhance implementation and onboarding support.
- Record and share support video calls.
- Present customer success stories.
- Create searchable knowledge-base videos.

The data is clear: Video isn't going anywhere anytime soon.

And these numbers are just from using regular video platforms. Including video demos can give you an additional layer of intent data that helps with qualification and discovery. See how you can use video demos and interactive product tours to make buying easier.

