

10 Online Video Facts You MUST Know!



Today, 251-million households worldwide have broadband (high speed internet connection).



By 2011, 90-million US households will have a broadband internet connection.



91% of broadband users watch videos online and over half of them planning to watch more in the future.



Video increases retention of information by over 50% outperforming all other mediums.



Video is 72% more likely to drive sales decision than any other marketing medium.



64% of website visitors take some form of action after seeing an online video ad or demo.



12% of people watching online video ads make a purchase as a direct result of the video.



Online video results in 32% of viewers describing the featured brand as innovative, 32% as creative, and 30% as fun.



76% of online video viewers tell a friend about a video they have seen and liked.



Mail Dog offers the easiest, most fully featured online video solution for your website and permission email.

Sources: PEW Research, eMarketer, Wharton School of Business, Online Publishers Association, Google and AOL

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