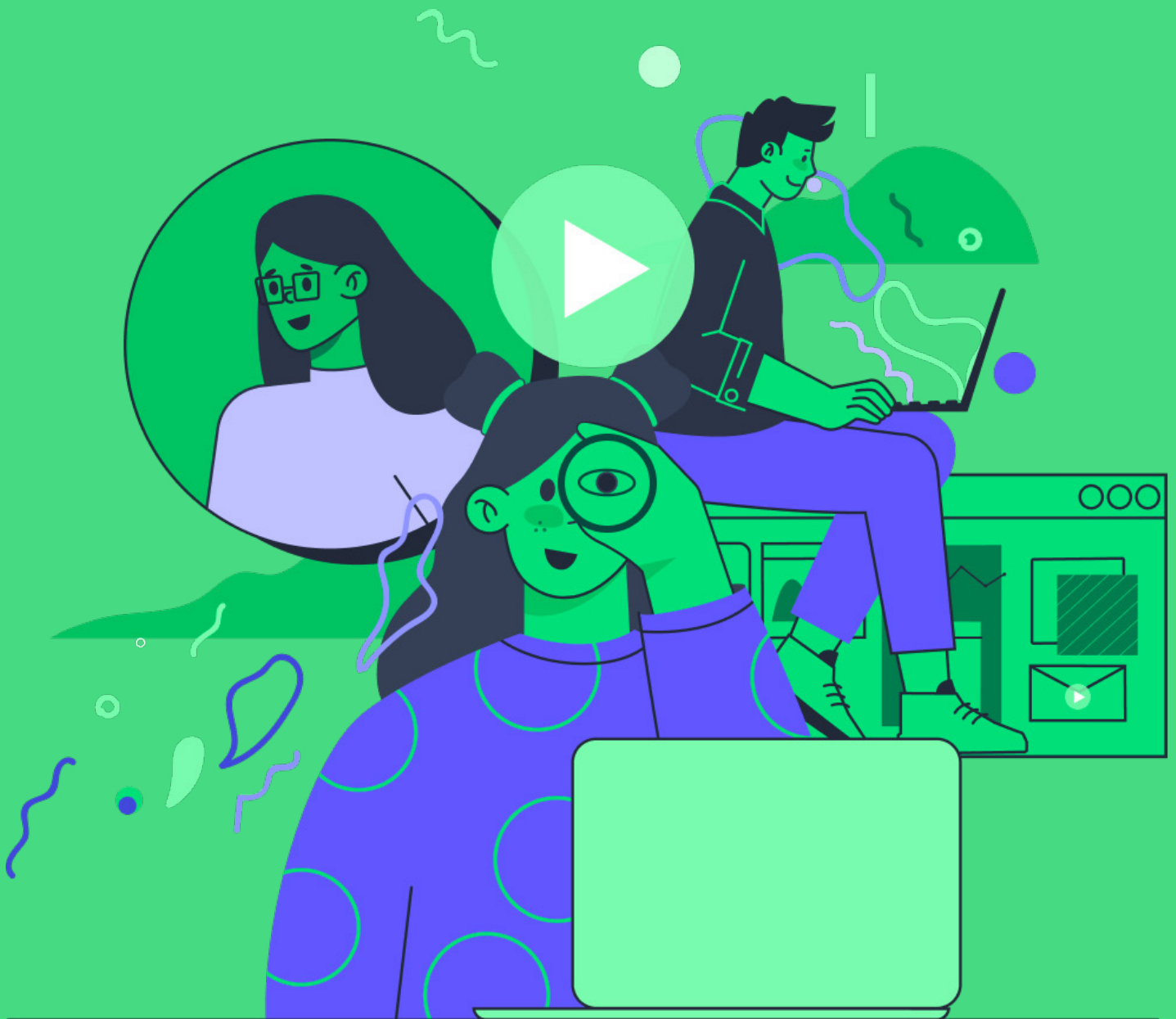# vidyard®

The State of Video

The State of Video

As businesses across all industries continue to adapt to the "new normal," video usage remains strong in all roles during the digital transformation.

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

This year's report provides insights that will help your team understand how to leverage video and measure its effectiveness. It also shows the importance of having a unified video strategy across the business—bringing together your sales, marketing, and customer experience teams under one umbrella.

The following report summarizes the results of this year's survey and shares insights from over 700 study participants.

Contents

Key Findings

Video plays a crucial role in the content mix across organizations.

82% of respondents report that video, as a form of content, is becoming more important to their organization.

Video remains a top performer for driving conversions.

Nearly 70% of sellers say that video converts better than any other form of content they use, and customer experience professionals report even higher success rates. Overall, 93% of study participants believe that video converts the same or better than other forms of content.

The use of video has grown exponentially in recent years.

The percentage of respondents who report that their company creates more than 51 videos each year has increased by 261% over the past two years.

Video distribution channels have evolved.

The use of video in sales and customer conversations was reported by 59% of teams, outranking the distribution of video on YouTube for the first time in this study's history.

Sales teams make personalized video content a priority.

Sales teams are more likely than marketing and customer experience teams to prioritize the use of video platform features that enable users to create personalized video content.

Tech stack integrations are key for driving sales success.

Nearly 80% of sales teams recognize the importance of integrating their video creation and sharing tools with sales engagement technology.

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

Brands that use advanced video metrics are over 2x more likely to report satisfaction with video, compared to those who don't use any measures of content effectiveness.

SECTION 01

The Video Landscape

Future Plans for Video Use

You'll find throughout this study that sales and marketing teams aren't always aligned. But when it comes to the importance of video, they are in agreement.

The importance of video for business has increased every year that we've conducted this study, and this year is no different. Over 80% of this study's participants report that video, as a form of content, has become more important than ever before.

Sales reported the most significant year-over-year increase in their perceived importance of video on all teams. Still, marketers remain the most likely to recognize that video is becoming a more integral part of the content mix.

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

6%
Becoming Less
Important

82%
Becoming More
Important
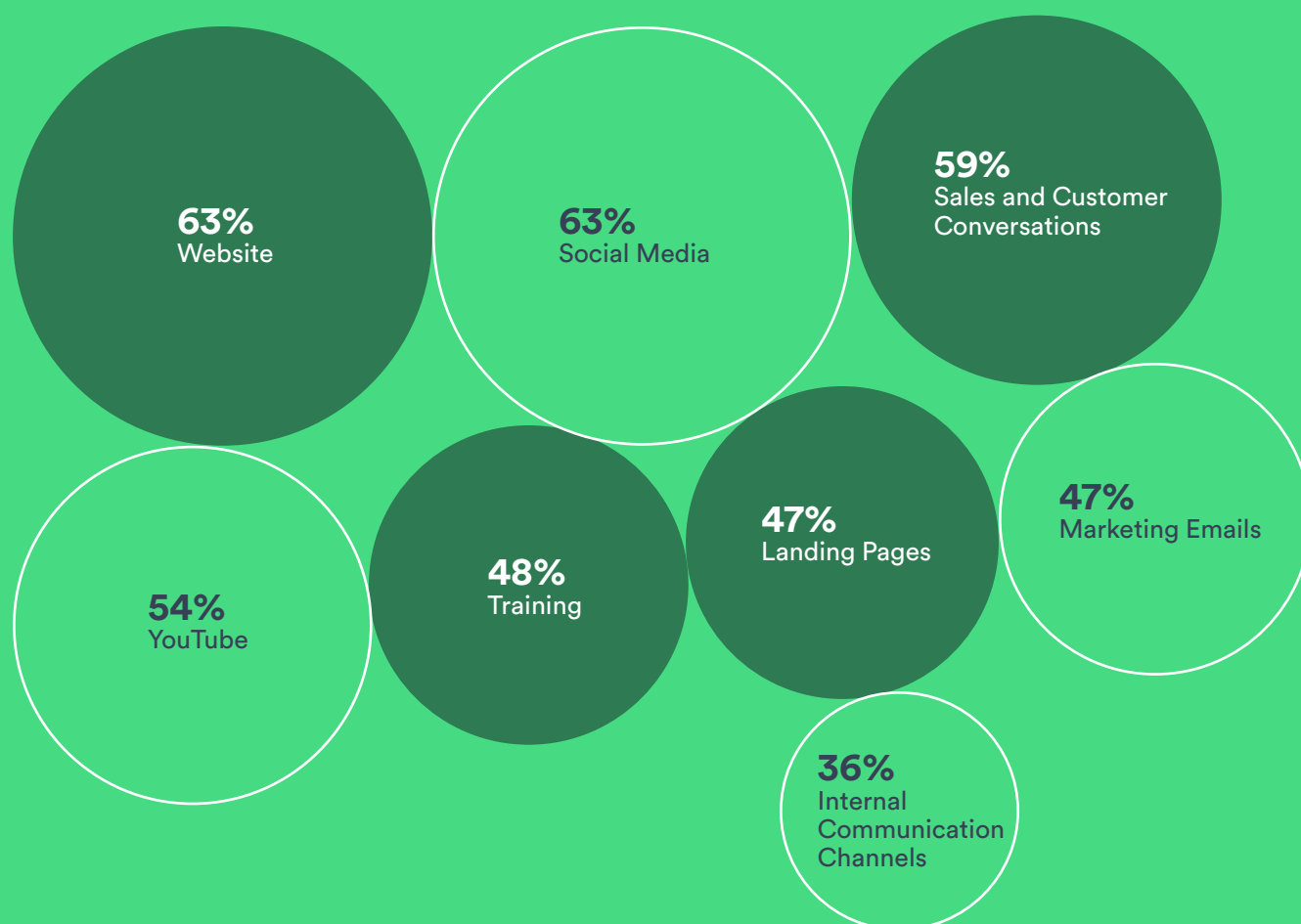
12%
Importance Not
Changing
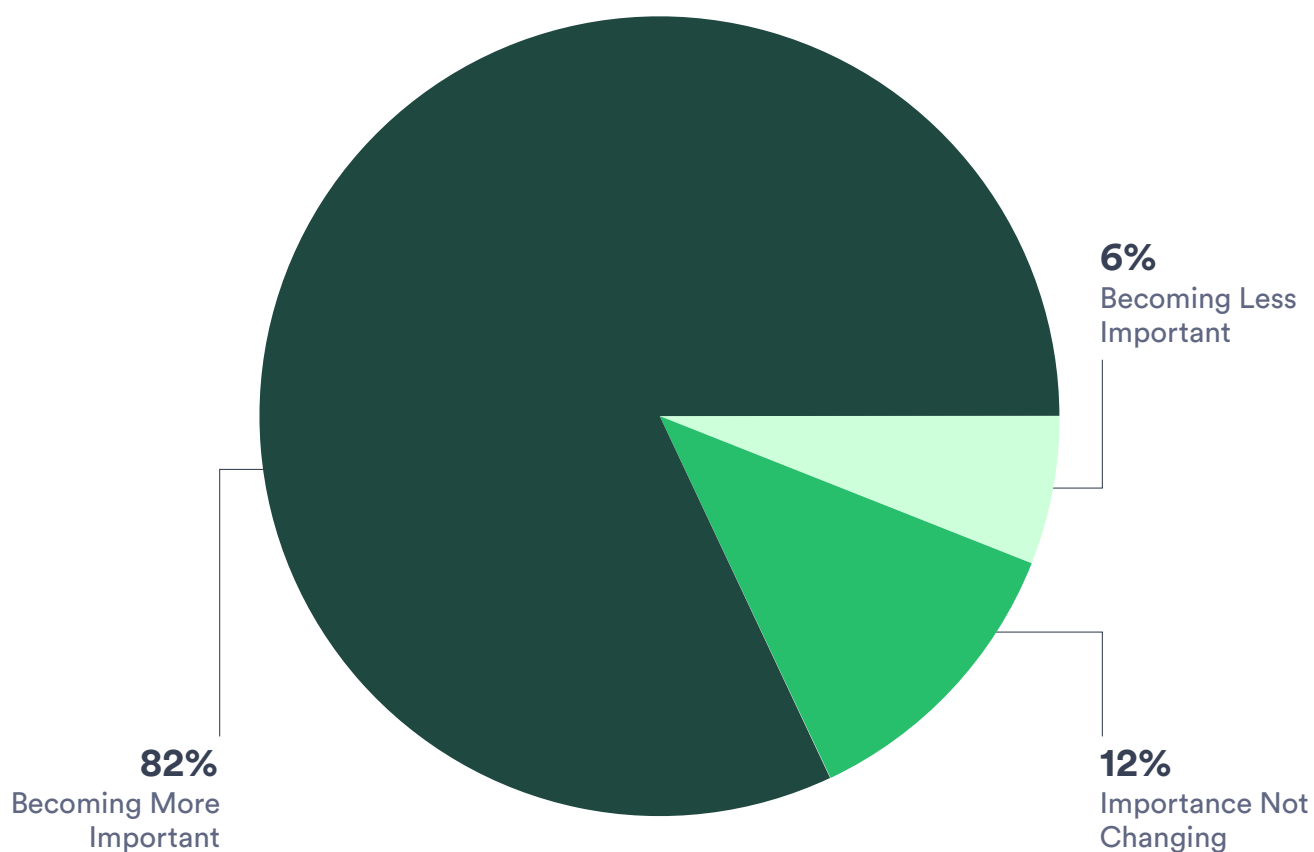
Where Video is Being Used

The locations where video is being used have changed since last year's study, with social media, websites, and sales and customer conversations rounding out the top three distribution channels.

From 2019 to 2020, there was a 93% increase in using video for sales and customer conversations. As a result, this year's study further segmented those channels to see differences between sales and customer interactions. In 2021, 43% of organizations reported using video for sales, while 38% reported using video for customer experience or support.

The rise of video in sales and customer conversations is a notable deviation from previous years, as these locations have dethroned YouTube for the first time in this study's history.

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

63%
Website

63%
Social Media

59%
Sales and Customer Conversations

54%
YouTube

48%
Training

47%
Landing Pages

47%
Marketing Emails

36%
Internal Communication Channels

Where Video is Being Used by Job Role

As expected, the channels where video is being used are viewed differently based on job function. Unsurprisingly, sales personas reported using video for prospecting and sales conversations as a number one channel. However, video marketing content is also top of mind for this group, with web and marketing emails rounding out their top three.

It makes sense that customer experience teams are most likely to report using video for customer conversations and training. At the same time, marketers align with the overall leading channels, with social media being at the top of the list.

Although the digital channels used to distribute video may vary depending on the job role, video performs better when teams align their content and overall strategy with technology. To achieve alignment, teams must prioritize the integration of a video platform with the technologies that sales, marketing, and customer teams already use. This way, they can not only share video content but also the insights and impact from those video efforts.

Top Video Distribution Channels by Role

Rank	Marketing	Sales	Customer Experience
1	Social Media	Sales Prospecting/ Conversations	Customer Conversations/Support
2	Website	Website	Training
3	YouTube	Marketing Emails	Internal Communications Channels

Types of Video in Use

Each year, this study categorizes the types of videos that study participants create. Overall, the most popular types of video that businesses are investing in include brand, demo or product, and social media video.

Educational video content such as demos, training, how-tos, and explainers continue to be a top priority for businesses as well. With digital and self-serve buying experiences on the rise over the past few years, this type of content popularity makes sense.

It's also worth noting that both synchronous (live) and asynchronous (on-demand) communications have increased in importance over the last two years as organizations moved to remote or hybrid work, and the related video content usage also reflects this shift.

Synchronous video content leveraged through live streams, virtual events, and live webinars was reported to be used by 53% of organizations. Most teams that report using live video selected multiple formats, suggesting they often leverage a mix of synchronous video content.

At the same time, 35% of organizations leverage asynchronous user-generated or personalized video used for sales, customer experience, or internal communications.

## Which types of videos have you invested in? Check all that apply.
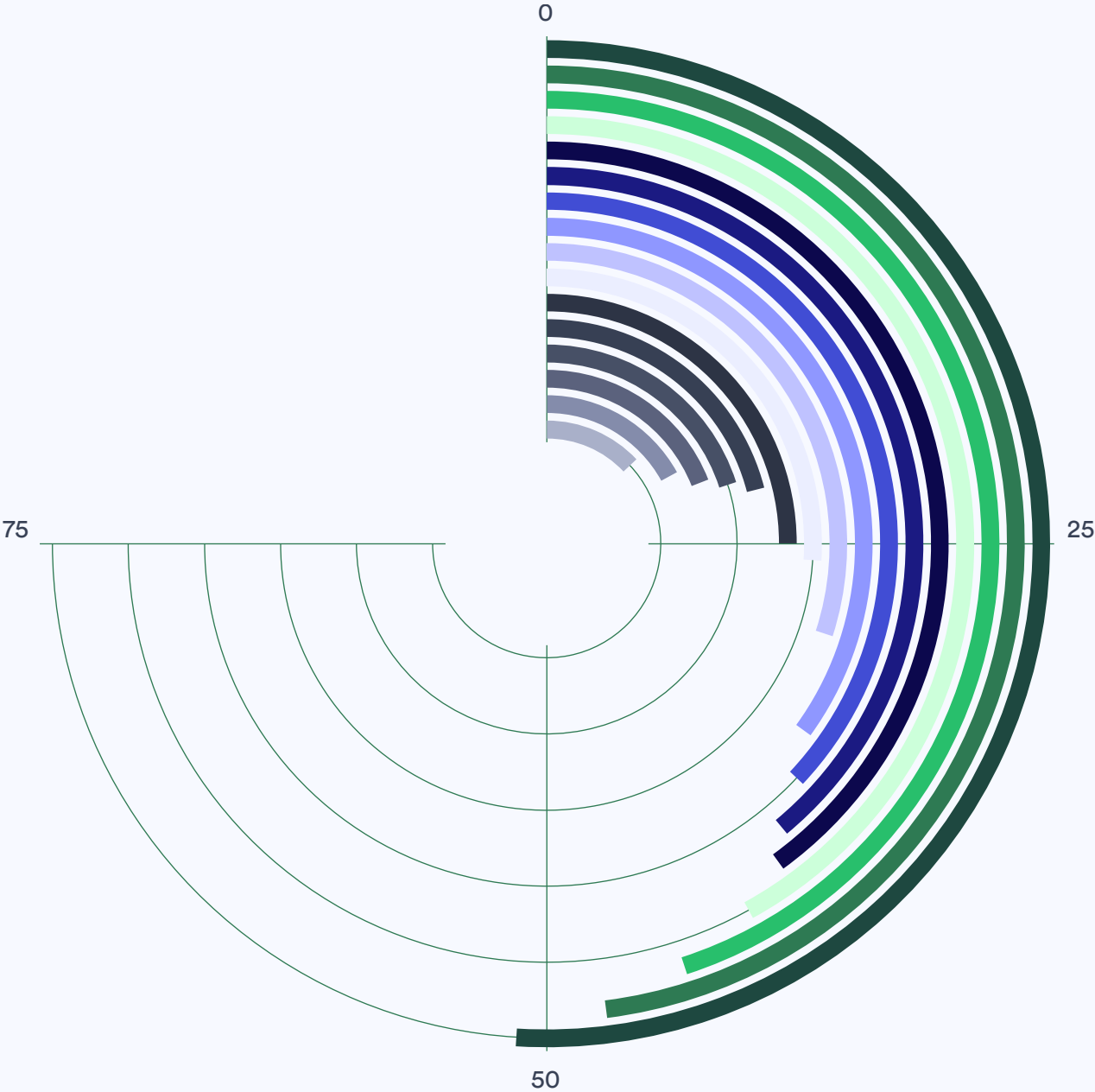
●	**53%** Brand	●	**37%** Virtual Events	●	**19%** Paid Ads
●	**51%** Demo or Product	●	**35%** Live Webinars	●	**17%** User-Generated Internal Comms Videos
●	**48%** Social Media	●	**30%** Live Streams		
●	**45%** Training	●	**26%** Culture	●	**13%** User-Generated Customer Support Videos
●	**42%** How-To's	●	**25%** On-Demand Webinars		
●	**40%** Explainers	●	**21%** User-Generated Sales Videos		
●	**39%** Customer Testimonials	●	**20%** Thought Leadership		

Most Valuable Video Types by Role

This video usage data is even more insightful when broken down by role. The most common types of videos created between all three roles (marketing, sales, and customer experience) are demo or product and brand videos.

Unsurprisingly, further analysis of this study's data revealed significant alignment between the types of video that teams are investing in and the job role of the respondent, most notably:

41% of sales teams will invest in user-generated sales videos.

40% of customer experience teams will invest in how-to videos.
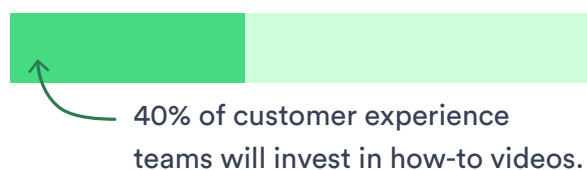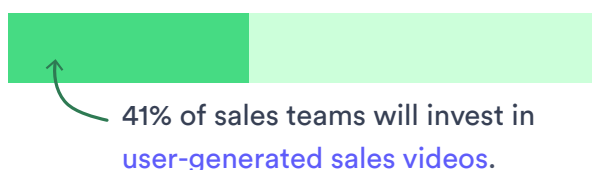
Marketers continue to support other teams in their video creation efforts, and the high percentage of investment into brand video was driven primarily by this role. Similar findings also surfaced with several other video types that marketers usually create, such as social media videos.

Top Five Video Types by Role

Rank	Marketing	Sales	Customer Experience
1	Brand (71%)	Demo or Product (50.6%)	Demo or Product (42%)
2	Social Media (64%)	User-Generated Sales Videos (41%)	How-Tos (40%)
3	Demo or Product (60%)	Brand (41%)	Training Videos (39%)
4	Training Video (48%)	Explainers (38%)	Brand (31%)
5	Customer Testimonials (46%)	Social Media (38%)	Customer Testimonials (30%)

* Participants could pick all that applied.

Annual Video Production Volume

In the last two years, with the shift to remote and hybrid work, coupled with video creation tools that make it easier than ever to develop video content, it's no surprise that companies that created over 51 videos per year increased by over 260%. Now that we're two years into this new way of work and content creation, things seem to have leveled off. However, the majority of businesses (close to 50%) still created over 51 videos last year.

Video Production Volume

47%
More than 51

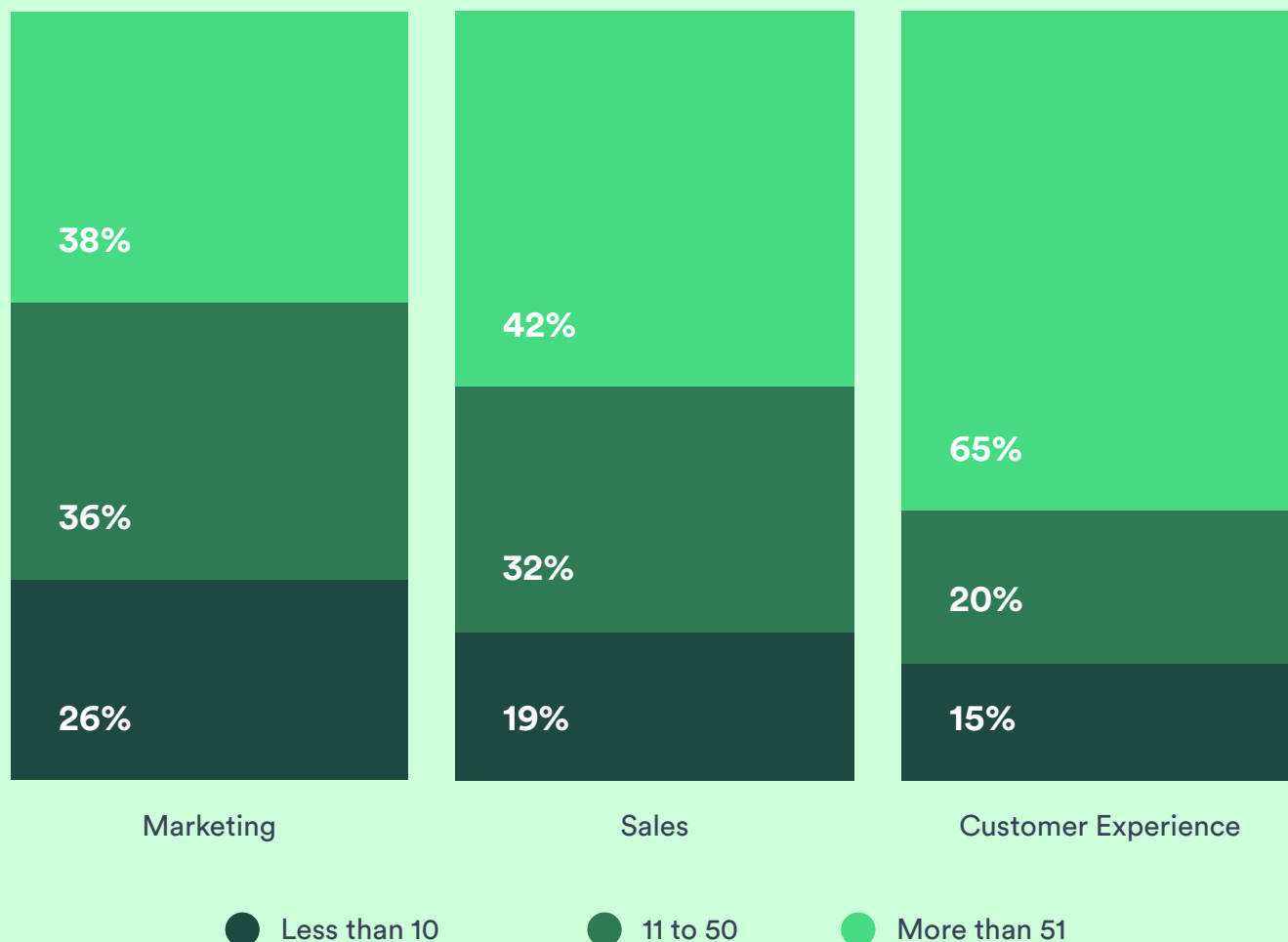**31%**
11 to 50

22%
Less than 10
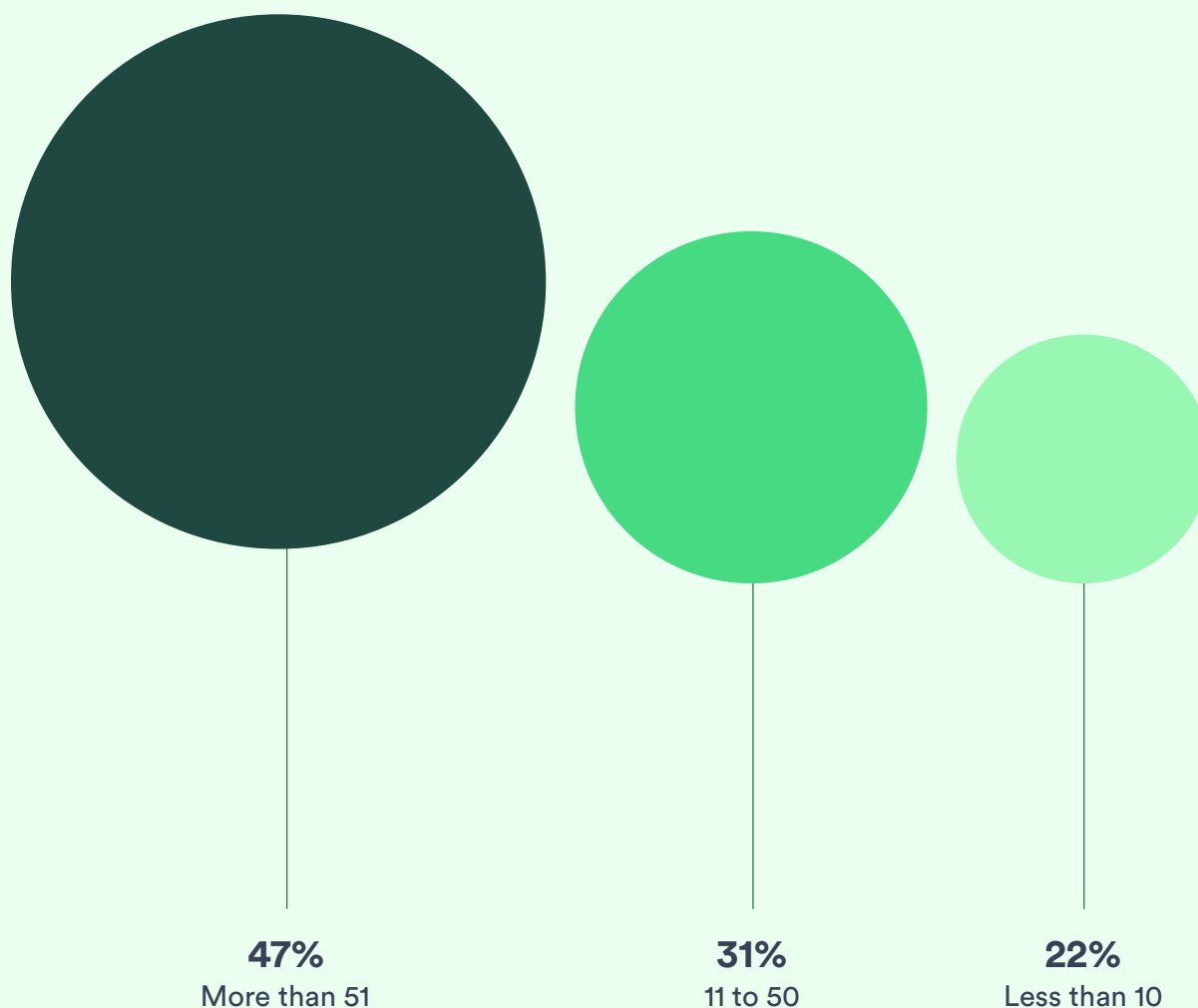
Annual Video Production Volume by Job Role

New formats and use cases have made video more accessible to businesses than ever before. However, there seems to be a disconnect between how much video content different teams believe gets created at their company.

When we look at production volume over 51 videos by different segments, sales (at 49%) and customer experience (at 65%) respondents report more video creation than marketers (at 38%). This finding leads us to believe that some marketers might not know how much user-generated video is being leveraged and created by sales and customer experience teams. Businesses can solve this disconnect by bringing sales, marketing, and customer experience teams into the same video platform.

Video Production Volume by Role

	Marketing	Sales	Customer Experience
More than 51	38%	42%	65%
11 to 50	36%	32%	20%
Less than 10	26%	19%	15%

Legend:
- Less than 10
- 11 to 50
- More than 51

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 forms of content. This conversion assumption is one that this study tests and proves year after year. Over 90% of study participants report that video converts the same or better than any other content form.

Marketers have believed in the power of video for a long time. However, in this year's study, further analysis revealed that nearly 70% of sellers say that video converts better than any other form of content they use. Customer experience professionals report even higher success rates, with 75% saying that video performs better.

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

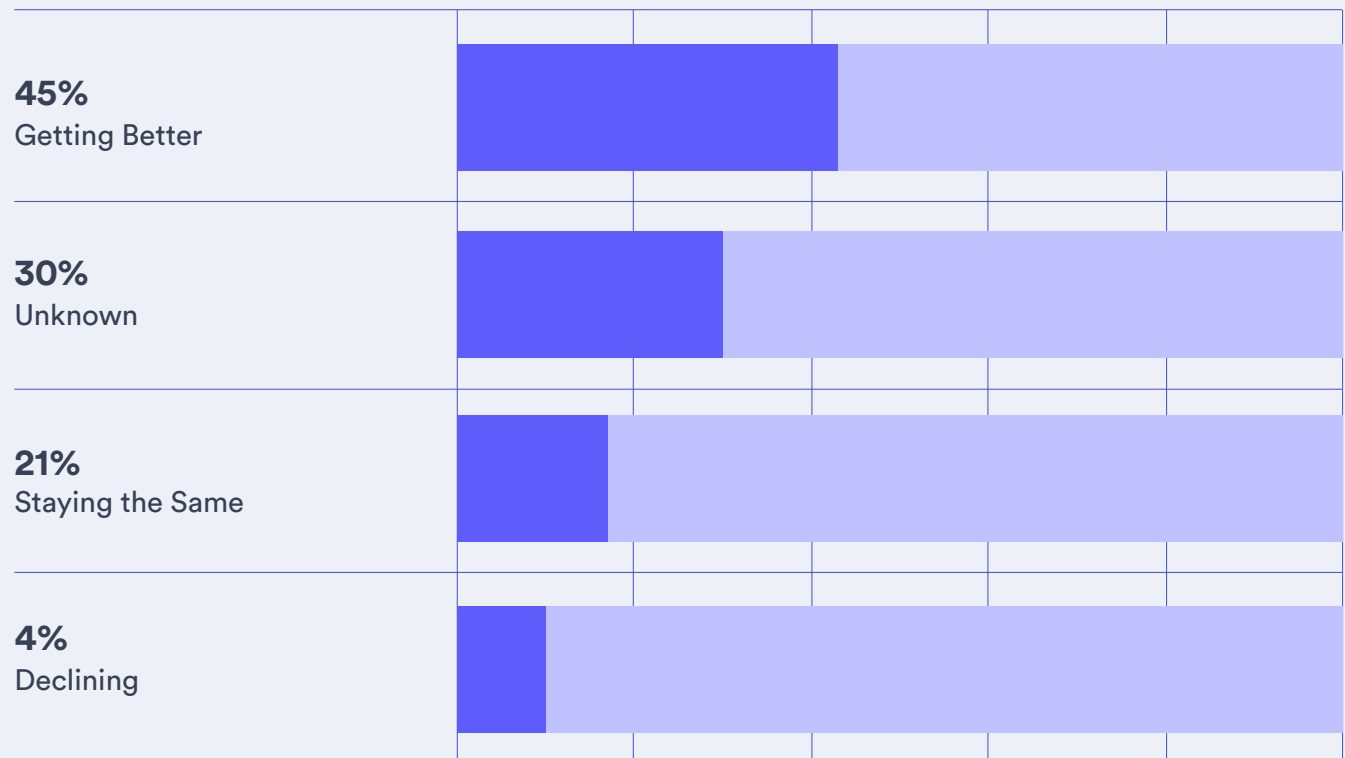| **70%** Better	**23%** About the Same	**7%** Worse
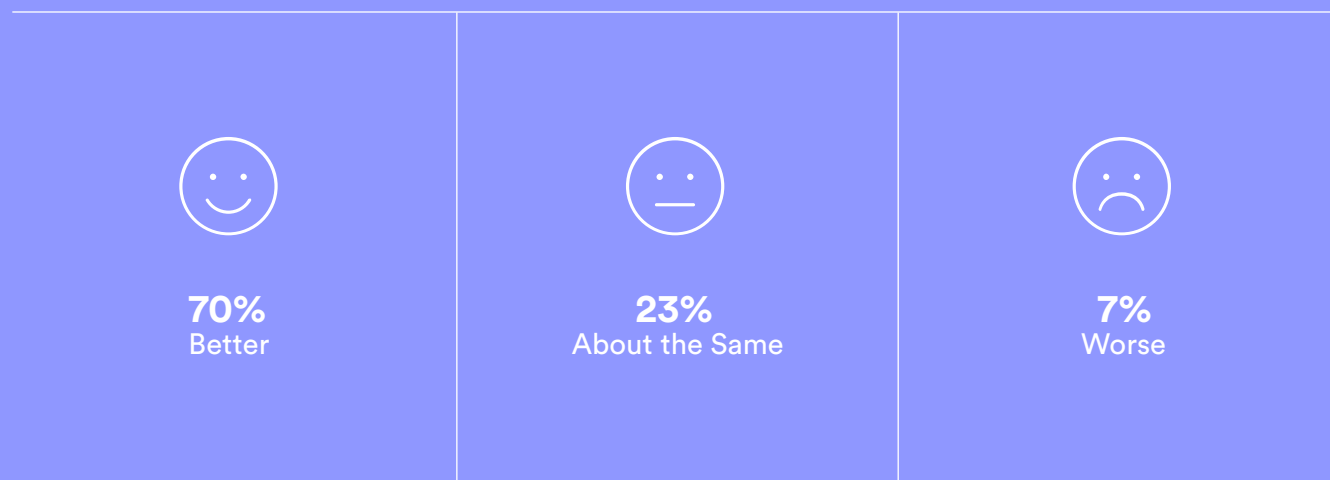
Video ROI Remains Strong

The return on investment (ROI) of video held steady this year, with two-thirds of all study participants reporting that it's getting better or staying the same.
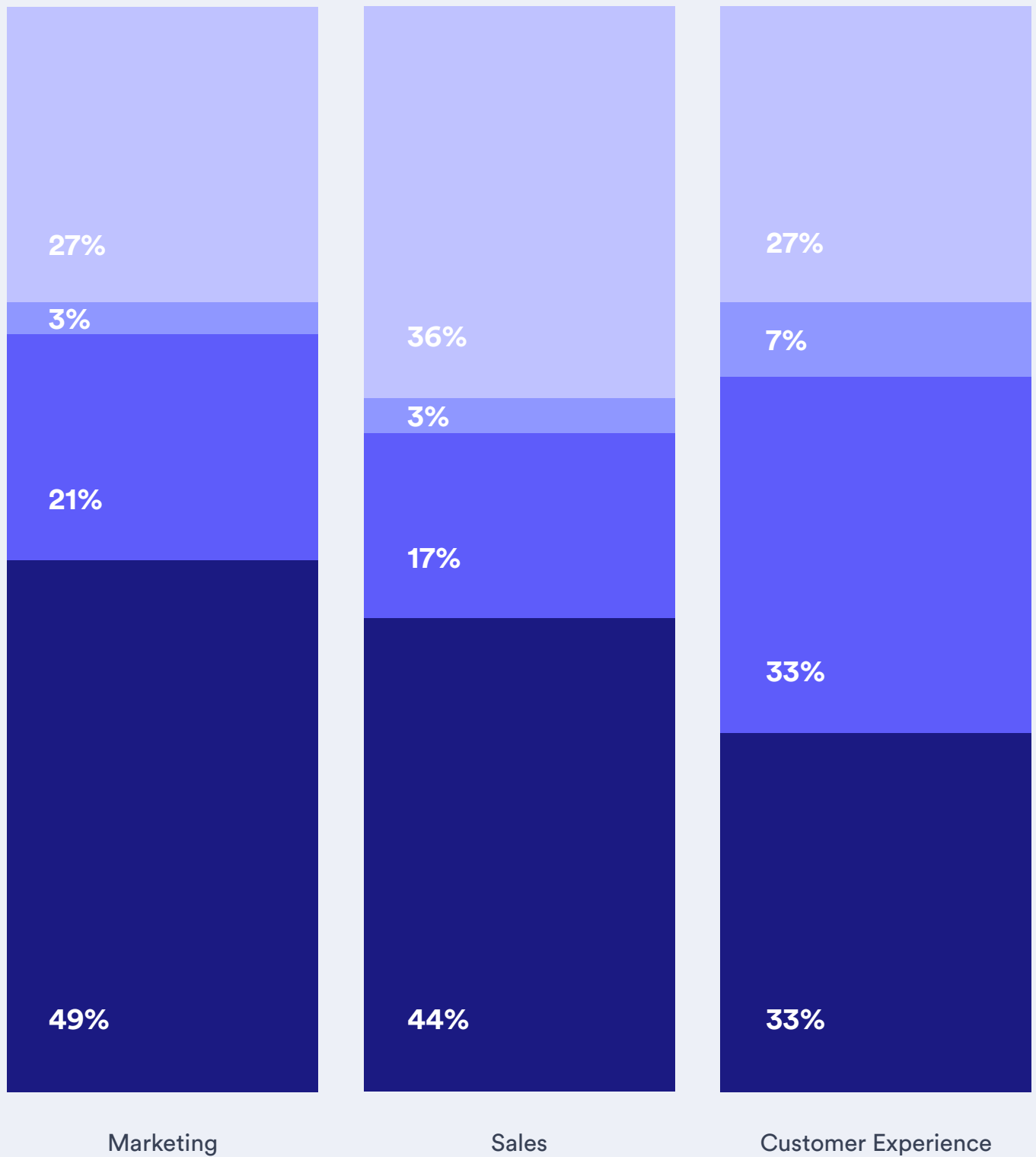
Video users have become intentional about understanding performance, and the ROI of video remains impressive. Regardless of role, respondents agree that video ROI is getting better- at nearly 50% for marketers. And while 44% of sales pros agree ROI is getting better, 36% say ROI is unknown to them and therefore they must do a better job of measuring their results.

Once again, we see the disconnect between sales and marketing teams. It's also where the value of a video platform and its ability to show individual and aggregate video metrics can help.

How is the ROI you get from video changing?

45%
Getting Better

30%
Unknown

21%
Staying the Same

4%
Declining

How Video ROI is Changing by Role

Marketing
- 27%
- 3%
- 21%
- 49%

Sales
- 36%
- 3%
- 17%
- 44%

Customer Experience
- 27%
- 7%
- 33%
- 33%

Legend:
- ● Getting Better
- ● Staying the Same
- ● Declining
- ● Unknown

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:

Basic: Measures of consumption such as views or shares. These are relatively easy to capture and are often leveraged by the individual user.

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

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

Video Effectiveness Metrics in Use

Brands have become more sophisticated in their use of video effectiveness measures, and 83% of study participants report using some form of video analytics. The most significant growth has come from businesses that leverage advanced analytics to track video performance, up 42% from last year.

Across roles, sales pros are most likely to report using basic analytics. In contrast, marketers tend to leverage advanced analytics. Customer experience teams fall in between, most likely to use intermediate metrics.

Although it's promising to see that most teams use some form of measurement, those who are not using advanced measures to show the complete picture of video's impact will have a more challenging time providing ROI. Since more brands are leveraging advanced analytics overall, companies are moving in the right direction. However, businesses that can achieve alignment and measurement across teams will see the most impact from their video efforts moving forward.

How is the effectiveness of your video content currently measured?

Marketing	Sales	Customer Experience
13%	9%	8%
31%	18%	34%
44%	49%	42%
12%	24%	17%

● None ● Basic ● Intermediate ● Advanced
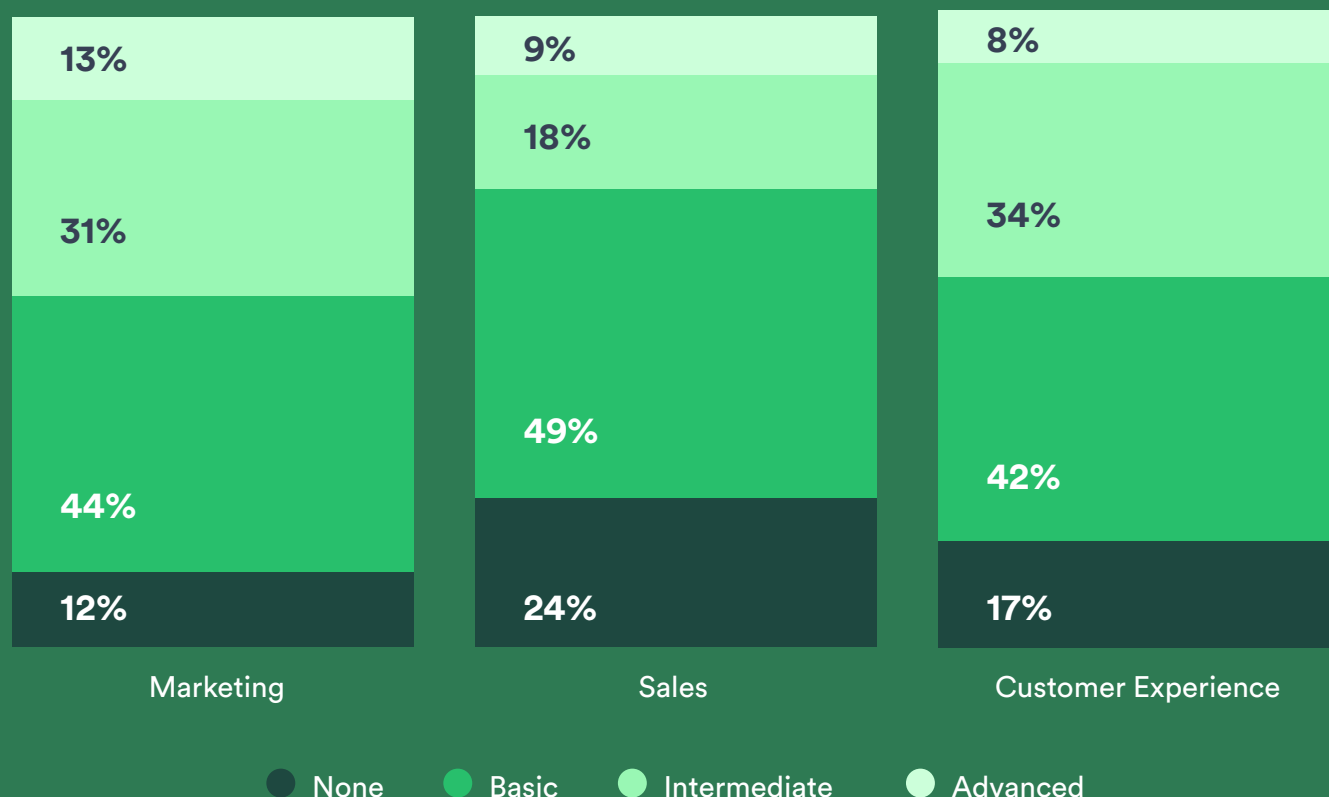
Integration Status of Video Viewing Data

Integrating video data into marketing automation platforms (MAPs) and customer relationship management (CRM) systems enable the tracking and use of advanced metrics. Over one-third of respondents have achieved some level of integration into these systems, but only 13% report being fully integrated and exploiting the data.

Most respondents currently have yet to integrate their systems, with 15% reporting that they have no plans to make these integrations happen. The good news is that these integrations have become more accessible, especially when teams leverage a video platform built for business that works with top CRM and MAP systems. Organizations should prioritize integrating their video platform with other enterprise technologies to get the most out of video investments.

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

49%
Planning to
Integrate

36%
Integrated

15%
No Plans to
Integrate
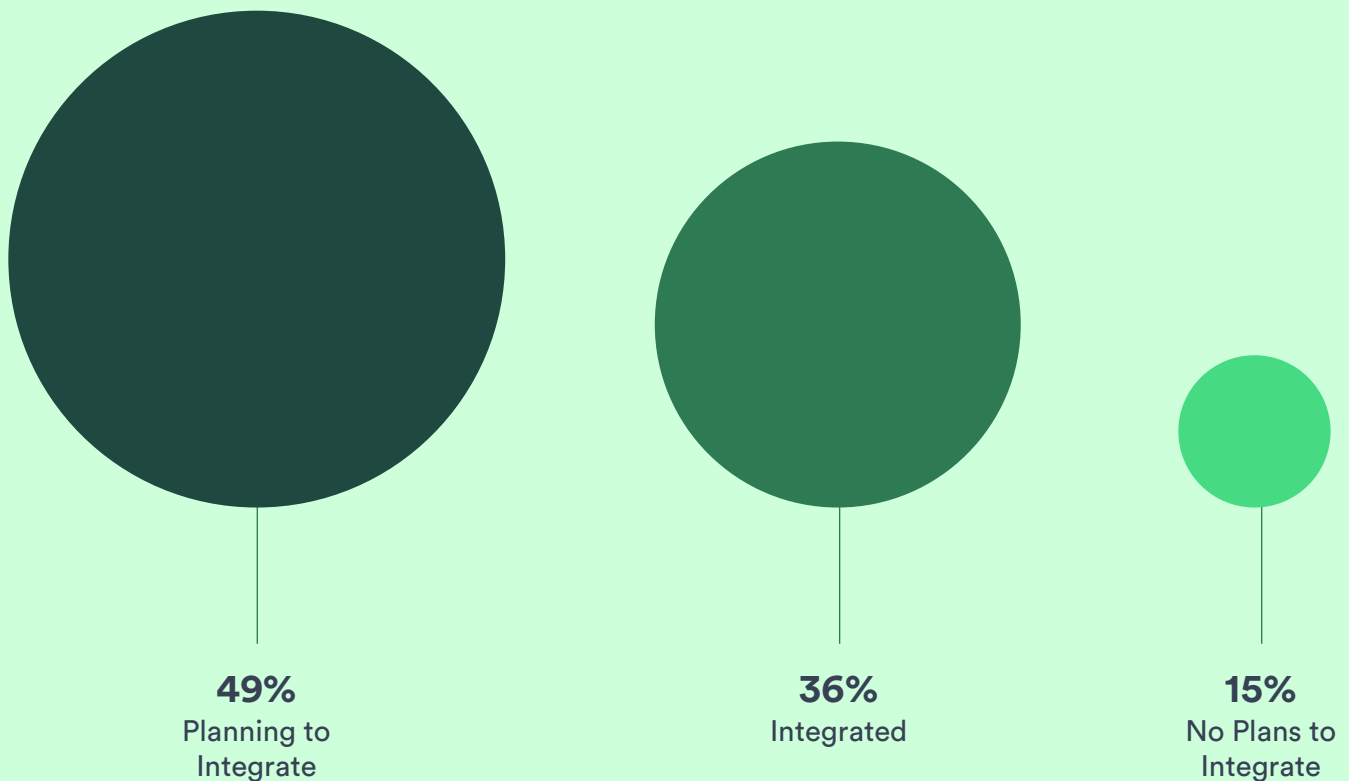
Importance of Video Viewing Data

Marketers are ahead of the curve when leveraging viewing data for their own use. However, there is a disconnect between sales and marketing regarding the importance of leveraging video data from a sales perspective.

76% of sales professionals believe that accessing video viewing data to help qualify leads, engage prospects, and influence deals is important, compared to 67% of marketers.

Video viewing data is a critical sales enablement tool. Marketers must become more aware of the value that sales teams place on video viewing data and help them leverage it fully.

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

|	Unimportant	Neutral	Important	Not Sure
Marketing	13%	12%	67%	8%
Sales	9%	10%	76%	5%

● Marketing ● Sales
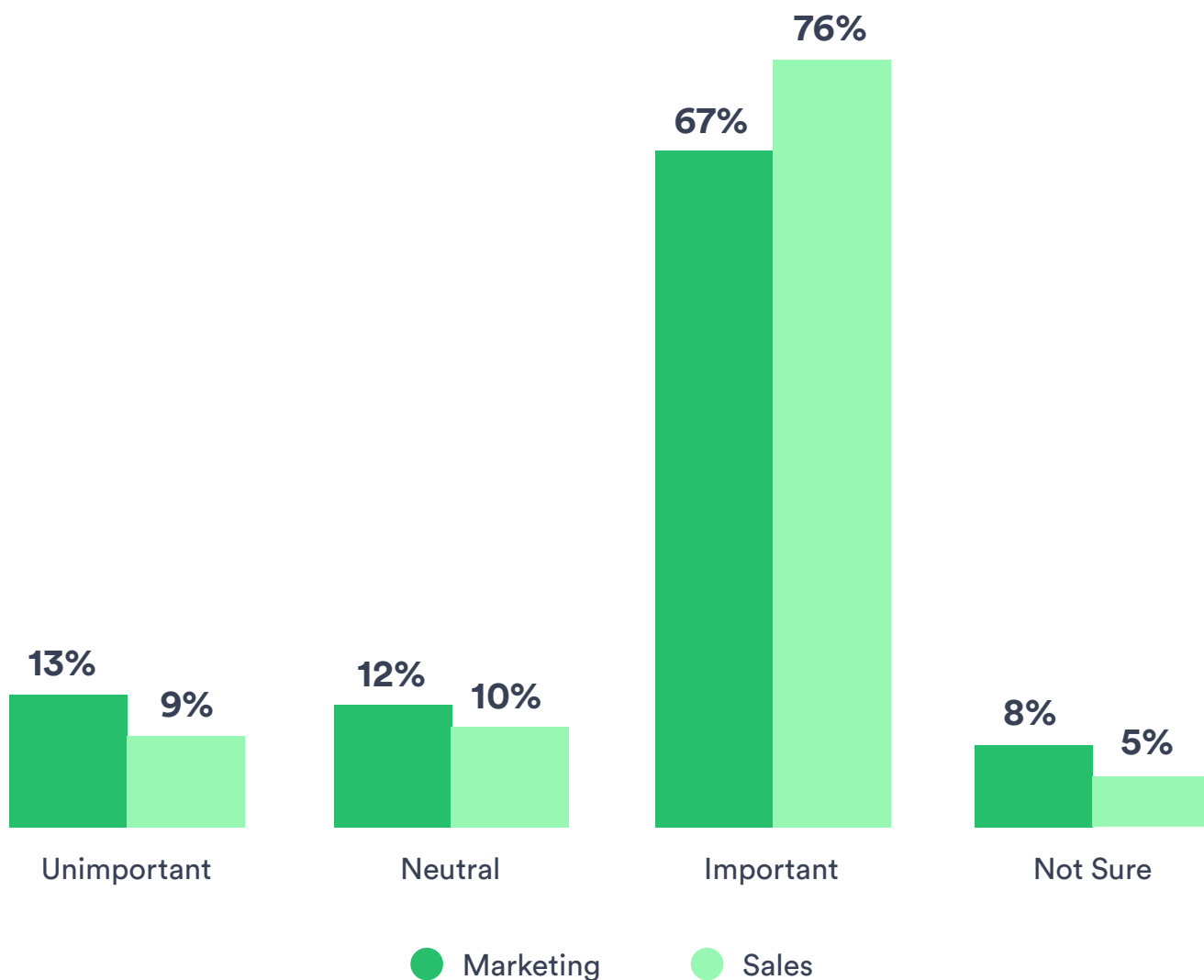
Sales Team Video Data Usage

Not only do sales professionals believe that video viewing data is important, but most teams that have access to this data during the sales process are also leveraging it to some degree.

Yet once again, this study found a disconnect between sales and marketing. Most sellers (81%) leverage video viewing data to qualify leads, engage prospects, or influence deals, but only 68% of marketers realize it. This finding should inspire marketers to leverage their extensive video knowledge and support the sales side of the organization by ensuring these crucial insights are easily accessible to both teams.

To what extent do members of your sales team currently use video viewing data to qualify leads, engage prospects, or influence specific deals?

34%
To a Moderate Extent

19%
To No Extent

26%
To a Slight Extent

21%
To a Great Extent
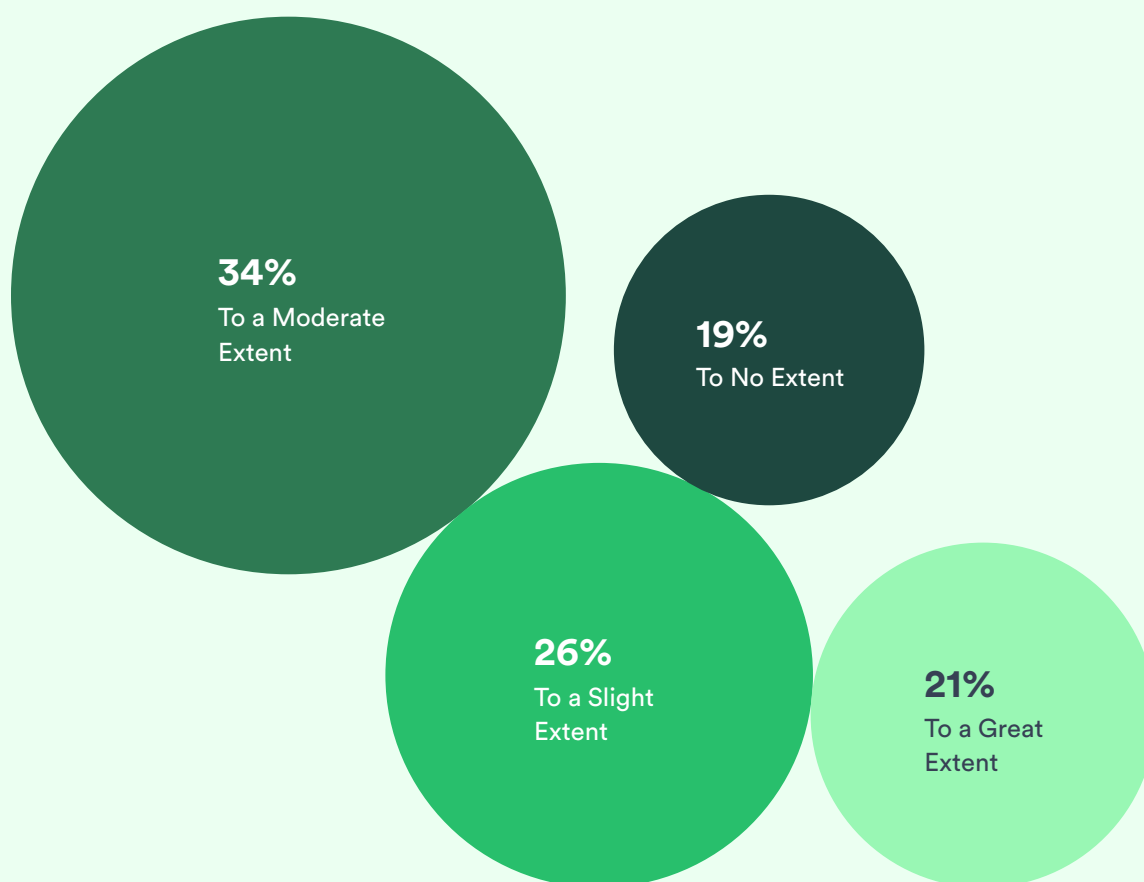
Integration Between Video Creation Tools and Sales Technology

As sales teams continue to adopt engagement technologies and execute structured cadences across various channels, the importance of ensuring tight integrations has taken center stage. Almost 80% of this study's participants recognize the importance of integrating their video creation and sharing tools with sales engagement technology.

One form of content that sales teams often use as part of their cadence is video, so it's crucial to ensure that reps can create video easily without disrupting their workflow. Again, a video platform built for business is helpful here, as it offers integrations into most organizations' top sales engagement platforms.

Further analysis of this study's data reveals that sales professionals are more likely than marketers to realize the importance of integrating a video creation and sharing tool with sales engagement technology.

How important is the integration of a video creation and sharing tool into your sales engagement platform?

78%
Important

17%
Neutral

5%
Unimportant
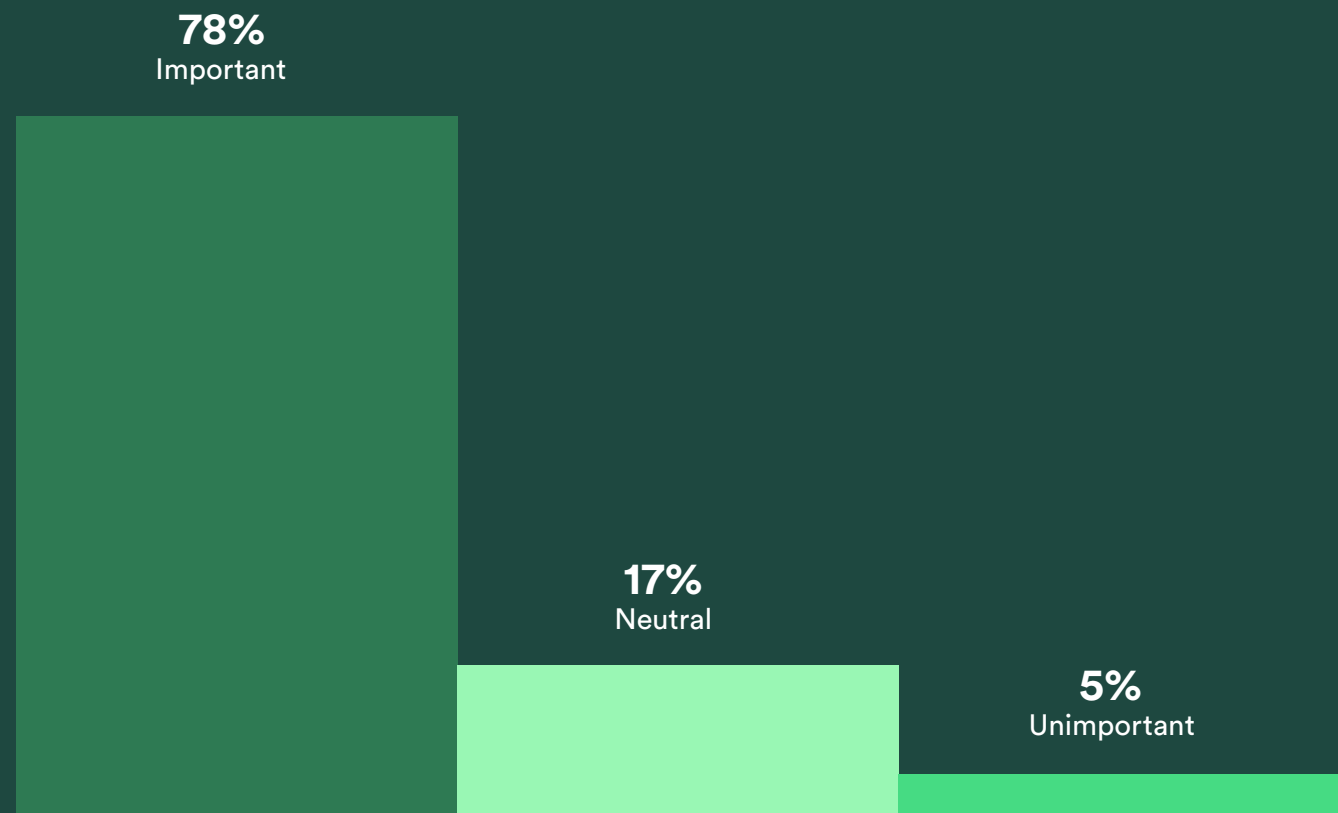
Creating and Hosting Video Content

The Video Content "Food Chain"

This section examines who drives the video content creation process, who creates video, and where it's being hosted.

First up is a summary of the video content "food chain"—who is requesting and producing video content within participating organizations.

Nearly every role in the organization is creating more video this year than last year. The most significant deltas include:

Customer Experience (+6%)
Sales (+5%)
Corporate Communications / PR Team (+5%)
HR Team (+5%)

Within your organization, who is requesting and who is creating your video content? Check all that apply.

Role	Requesting	Creating
Marketing	63%	65%
Sales	45%	23%
Executives	38%	14%
Customer Experience	18%	17%
Corporate Communications / PR	29%	24%
HR	16%	11%
Other	9%	12%

● Requesting ● Creating
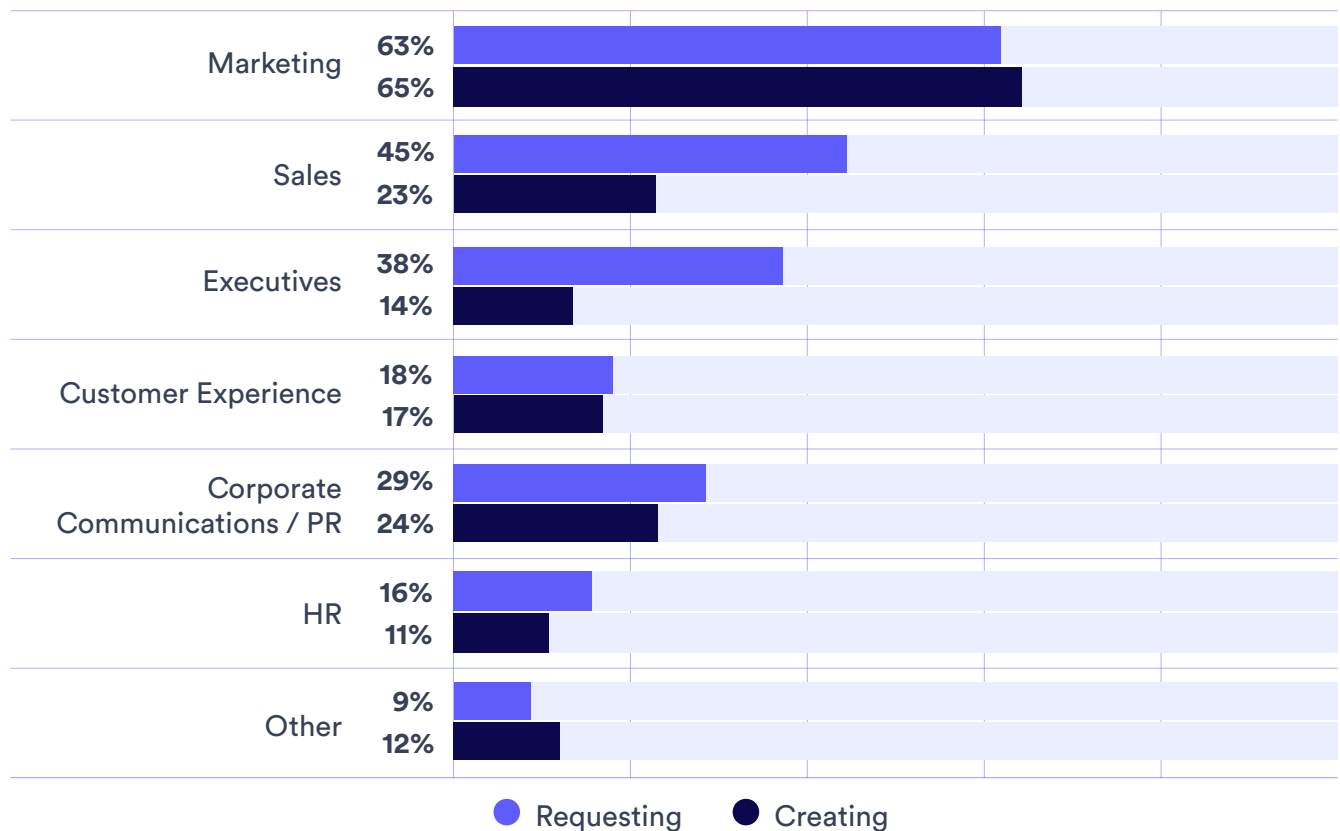
Video Creation Resources

Most organizations continue to use some mix of internal and external resources to create video content. However, the shift towards internal resources has continued since last year's study.

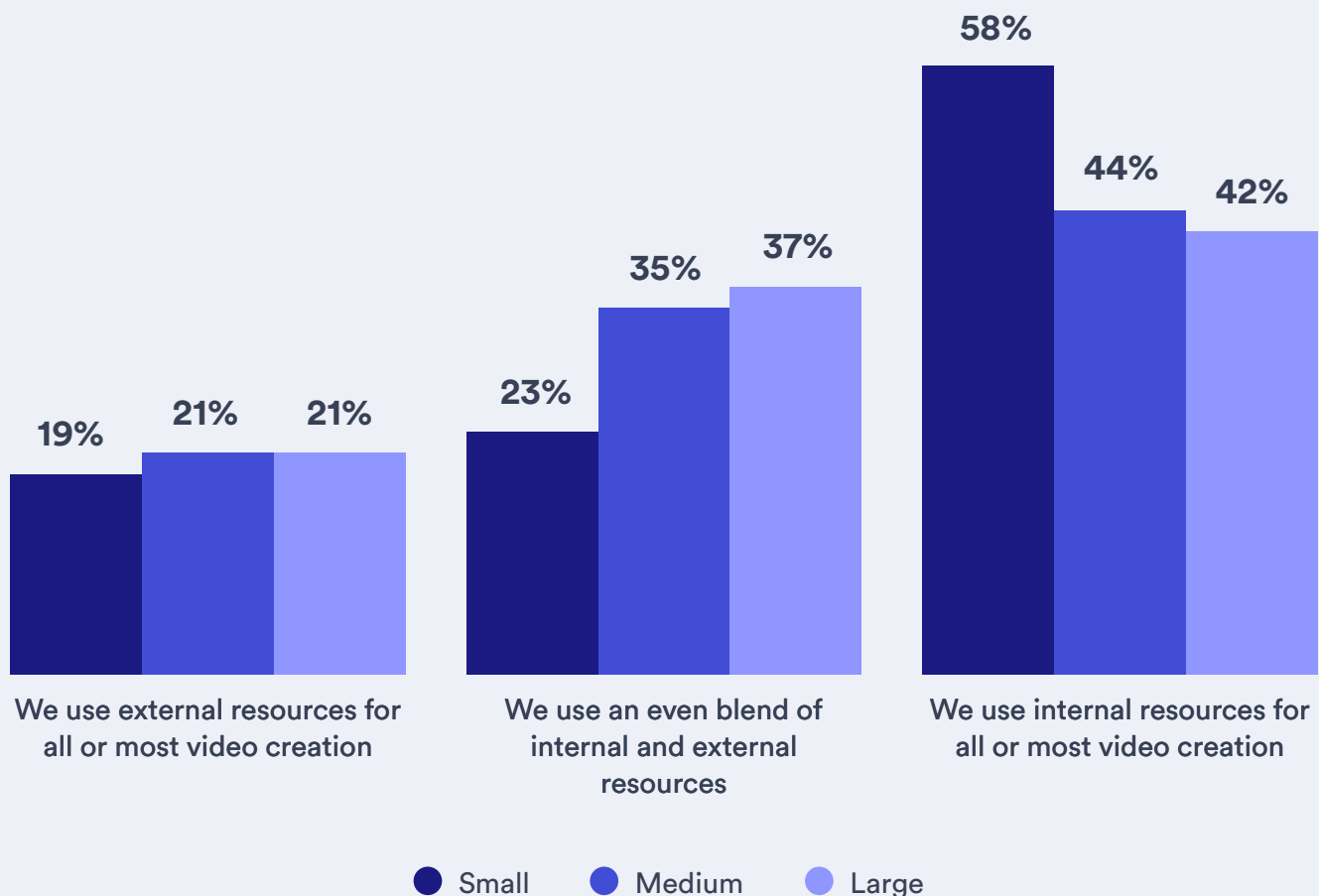This study found that the percentage of businesses using external resources for most or all video content has declined since last year. This trend is especially true in large and medium organizations, where the dependence on external resources has dropped by 42% and 36% respectively.

Of all roles in this study, sales professionals were the most likely to report using only internal resources to create video content. The accessibility of personalized and user-generated sales videos has clearly impacted the way sales teams create videos, likely leading to less dependence on external resources and an increased emphasis on improving internal capabilities.

What resources do you use to create your video content as a small, medium or large organization?

19% 21% 21%   23% 35% 37%   58% 44% 42%

We use external resources for all or most video creation

We use an even blend of internal and external resources

We use internal resources for all or most video creation

● Small   ● Medium   ● Large

Where Video Content is Hosted

Video consumes more storage space than nearly any other form of content. As the volume of video being created increases, teams must ensure that the platform they use serves as a single source of truth for video assets across the entire business. Free platforms remain the most popular video hosting solution, but business platforms continue to grow year over year.

Hosting platforms do more than offer video content storage; they can also provide integrations with the rest of the organization's tech stack, as well as other functionality for managing video content. Those who want to get the most out of their video content must consider leveraging a platform that is made for business.

What type of platform do you currently host and manage your video content on? Check all that apply.

0%

Free **43%**

Business **34%**

Not Sure **40%**

50%

25%
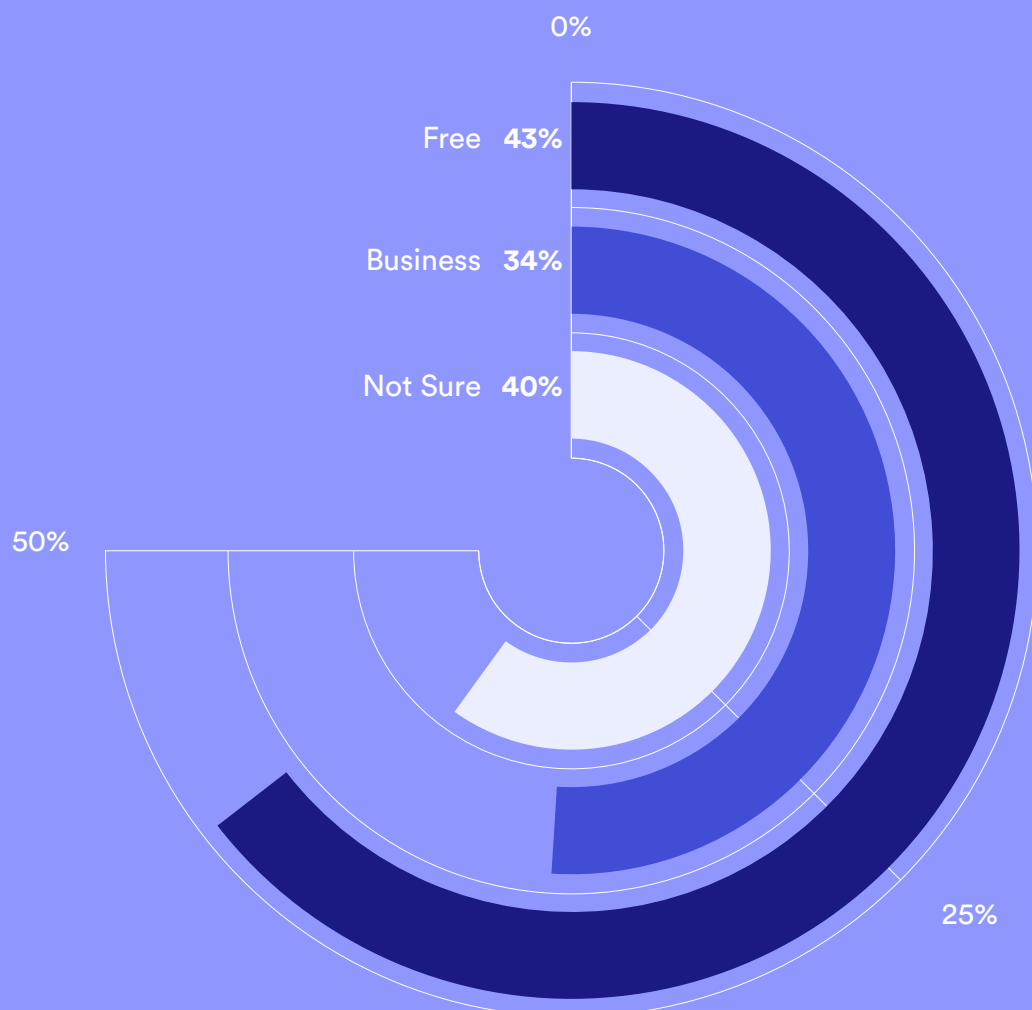
Most Valued Video Platform Features

Study participants ranked the importance of various hosting platform features, and the top five features are listed below. Further analysis of this study's data revealed that sales and marketing teams place a high degree of importance on integrations with CRM, MAP, and sales engagement platforms. In contrast, customer experience teams are more likely to value productivity and collaboration software integrations.

Study participants from the overall sample report that the features they care about most are:
- Aggregate viewer analytics (view trends, drop-off rate, and channel performance across viewers)
- Individual viewer analytics (tracking views and engagement of each individual)
- Integrations into CRM or marketing automation systems (e.g. HubSpot, Marketo, Salesforce, etc.)

Although it's good to see that so many teams recognize the importance of platform features involving integrations, very few teams have connected their systems to the point where they can exploit the data, as mentioned earlier. However, this study found that those who prioritize platform integration features reported higher video satisfaction, especially regarding the importance of integrations with sales engagement, CRM, and marketing automation platforms.

What are the top features you care most about in a video hosting solution?

Rank	Marketing	Sales	Customer Experience
1	Aggregate viewer analytics	Integrations into CRM or marketing automation systems	Integrations with productivity and collaboration software
2	Company branding	Individual viewer analytics	Individual viewer analytics
3	Put a video on website	Publish videos to one central place	Video recording tools
4	Integrations into CRM or marketing automation systems	Integrations with Sales Engagement Platforms	Put a video on website
5	Individual viewer analytics	Insert videos or links to videos in email	Video editing

Video Functionality in Use

There is significant alignment between the features that teams believe are important and leverage in their role. The top three functionalities reported across all study participants this year includes video performance analytics, in-video calls to action (CTAs), and channel performance analytics.

Which of the following functionality are you using as part of your video strategy? Check all that apply.

44% Video performance analytics (views, drop-off rate, etc.)	**38%** In-video calls-to-action	**38%** Channel performance analytics (views by channel)
33% Centralized video content management	**31%** Video content personalization	**31%** Individual viewer engagement (tracking views and engagement of each individual)
30% Access control for private/secure content	**24%** Video content with embedded forms/gates	**18%** Synchronization of viewer engagement data to Marketing Automation or CRM

Video Functionality in Use By Role

Leveraging video to support the entire sales cycle has become increasingly prevalent in remote and hybrid work environments, so it's no surprise that top priorities for sales include personalized video, in-video CTAs, and individual viewer engagement. The ability to record and send a personalized video message, get notified if someone watches, and have the viewer take action (i.e. book a meeting) from a video aligns with the overall goals for this group.

Analytics remain a top priority for marketers both from a video and channel perspective. Centralized video management is also essential to this group, as they are commonly tasked with managing content within a video hosting solution.

In-video CTAs and personalized video are also top priorities for customer experience teams. They also prioritize content management, as they likely have catalogs of FAQ and how-to video content to manage.

Video Functionality in Use by Role	Marketing	Sales	Customer Experience
In-video calls-to-action	38%	42%	36%
Video content with embedded forms/gates	34%	26%	28%
Video content personalization	23%	49%	34%
Video performance analytics (views, drop-off rate, etc.)	55%	31%	30%
Channel performance analytics (views by channel)	49%	22%	26%
Individual viewer engagement (tracking views and engagement of each individual)	31%	35%	23%
Synchronization of viewer engagement data to Marketing Automation or CRM	19%	16%	17%
Centralized video content management	39%	23%	32%
Access control for private/secure content	33%	23%	32%

* Participants could pick all that applied.

Video Satisfaction

Barriers to Successfully Leveraging Video

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 three challenges to successfully leveraging video include having a strategy to drive video production, allocating time and resources, and producing videos that engage or represent the brand well.

✅ The good news for sales, marketing, and customer experience teams is that they can overcome any of these challenges through education and by making video a priority. Check out some of Vidyard's top resources:

Vidyard's Ultimate Video Marketing Guide
Vidyard's Video Selling Master Class
How to Use Video to Boost Customer Satisfaction

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

40% Producing professional quality video that represents the brand well	**40%** Having a strategy to drive video production	**40%** Allocating staff time and resources for video production
40% Producing videos that engage	**37%** Measuring video impact or ROI	**33%** Having video production expertise
30% Identifying relevant objectives for each video	**30%** Distributing video content through various channels (e.g. website, email, social media)	**28%** Funding video production
11% Gaining executive support for video content		

Barriers to Successfully Leveraging Video by Role

This study continues to investigate the barriers and roadblocks to video creation and usage. The only common thread between marketing, sales, and customer experience teams involves producing professional-quality videos representing the brand well.

✅ Companies work hard to build their brand, so it's no wonder why team members are concerned about the video content they create. If this is a concern for you, check out The Complete Guide to Video Production.

Top 5 Barriers to Successfully Leveraging Video by Role

Rank	Marketing	Sales	Customer Experience
1	Having a strategy to drive video production	Having a strategy to drive video production	Producing professional quality video that represents the brand well
2	Allocating staff time and resources for video production	Producing professional quality video that represents the brand well	Allocating staff time and resources for video production
3	Producing videos that engage	Having video production expertise	Producing videos that engage
4	Measuring video impact or ROI	Measuring video impact or ROI	Having video production expertise
5	Producing professional quality video that represents the brand well	Identifying relevant objectives for each video	Funding video production

Satisfaction with Results of Video Efforts

With so many different forms of content to choose from, understanding which type to use, where, and when is vital to success. One way to determine if a form of content is performing involves measuring the results that have been achieved. In this respect, video remains a top contender, with over half of this study's participants reporting that they are satisfied with the results they are getting from video.

Satisfaction with video remains high, and there is a strong relationship between the use of video and overall satisfaction. Only 12% of teams report that they are not satisfied with their results from video, and the number of study participants who report that they are satisfied with video increased by 5% this year.

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

| **1%**	**11%**	**32%**	**49%**	**7%**
Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied

Video Metrics and Satisfaction

Measurement is crucial to business growth. When metrics are defined and tracked, teams can understand what is working and what isn't. Without these critical insights, it's nearly impossible for leaders to optimize their programs and justify additional investments. Unsurprisingly, users of advanced video metrics are far more satisfied with the results they get from video than those who lack visibility into video results.

Only metrics such as average viewing duration, drop-off rates, or attribution to the sales pipeline give brands the insight to get more value from their video efforts. Compared to teams that don't track any metrics, those that leverage advanced metrics are 2x more likely to be satisfied with their results.

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

Do you use video metrics and what is your satisfaction level of video performance?

	Dissatisfied	Neutral	Satisfied
No Metrics	22%	48%	30%
Advanced Metrics	7%	26%	67%

● No Metrics   ● Advanced Metrics
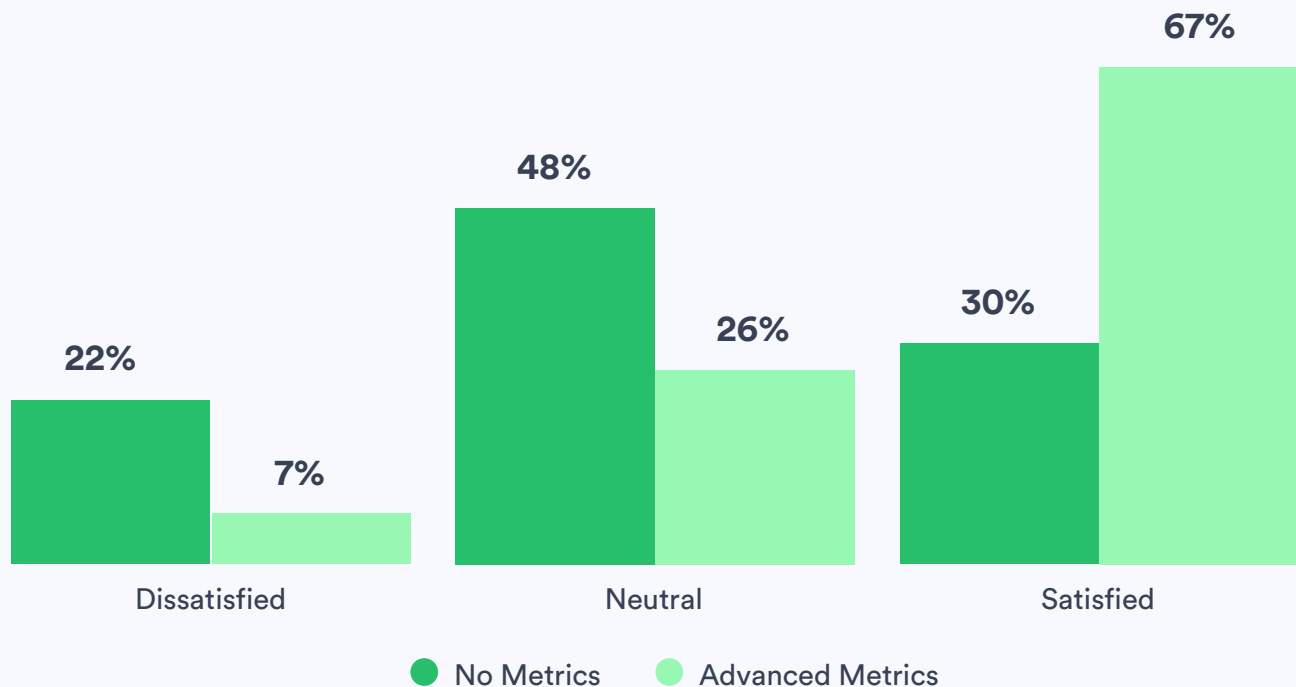
Action Plan

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Video is in a class of its own; no other form of content can match it in terms of its ability to delight, engage, and, ultimately, convert. The results that businesses have achieved using video have undoubtedly contributed to its rapid adoption, especially among sales, marketing, and customer experience teams.

Although this study validates that video remains as important as ever, some organizations still aren't doing all they can to leverage the full power of this form of content. In many cases, the most appealing aspects of video—its ease of use and accessibility—have created silos across teams that limit its effectiveness.

Those who want to achieve the best results with video must approach it with a sound video strategy and a high degree of alignment. The following section provides a four-step action plan that will help you align your resources and kick your video program into overdrive.

STEP 1

Get Everyone Using the Same Technology

In recent years, user-generated video has been a game changer for sales and customer experience teams. It has reduced video creation barriers and enabled these teams to create more video than ever before.

Sharing data between teams becomes vital when businesses hit scale with video creation and begin leveraging it for different objectives. Essentially, sales and marketing work better together. Unfortunately, this study found a significant disconnect regarding the perceived importance of accessing video viewing data, especially among marketing and sales teams.

Businesses that leverage video metrics and share insights across teams get a complete view of the entire customer journey from arguably one of the most impactful touchpoints, which can help video users create even more impactful content.

This level of insight and collaboration is only achievable when everyone in an organization— including sales, marketing and customer success teams—use the same video platform. Those who are not using an enterprise video platform must strongly consider implementing one. It offers more than just hosting; you also get all the features you need to optimize your video strategy.

Empower Other Teams

When it comes to the video content "food chain," it's safe to say that marketers are at the top, especially when it comes to requesting video content. However, as more sales and customer experience teams adopt user-generated video and expand its use cross-functionally, the gap is closing quickly.

Teams that want to take their use of video to the next level must measure their results to justify additional investments. The good news is that most of this study's participants have become intentional about understanding video performance, and the ROI of video remains strong.

Unfortunately, 36% of sales teams report the ROI of video is unknown to them, suggesting that they are unable to connect their efforts to business results. Since marketers have been at the forefront of the video movement for longer than any other team, they are more disciplined in their approach to measurement, as this study shows.

The journey to video measurement requires a certain level of sophistication, which most marketers have learned gradually over several years. Although the learning curve was steep for marketers, it can be dramatically reduced for other teams if their knowledge is transferred and shared internally.

Organizations that already leverage a video platform for business are ahead of the curve, and teams can achieve meaningful metrics by enabling deeper integrations into the sales and customer tech stack. Regardless of the technology used, those who want to achieve the best results with video must do a better job of listening to the needs of others, sharing lessons learned along the way, and working together in a unified environment.

Pump Up the Volume

Nearly all sales, marketing, and customer experience teams report that video converts better than any other form of content, so if video isn't already a big part of your content strategy, you're missing out.

As this study found, companies are also creating more videos than ever before, and brands are still keen to experiment with different video formats. That's because, unlike most other forms of content, video has the unique ability to help teams and individuals quickly achieve scale.

This year, the use of personalized and user-generated video by sales, marketing, and customer experience teams grew significantly. Over half of this study's participants reported they will invest in these video formats moving forward.

User-generated video allows individuals to create high volumes of video quickly and efficiently. Sales teams have already started to realize the benefits of this video format, and they are 2x more likely than marketers to report the use of personalized video.

As user-generated video becomes easier to create and more accessible, it's vital to ensure that video resides within your team's existing processes and workflows. The best way to accomplish this goal is to integrate your video content creation tools in the systems already being used, like sales engagement technology.

STEP 4

Tackle Barriers Head-on

Teams will run into challenges with any technology they use, and video is no different. Thankfully, the barriers to video usage that sales, marketing, and customer experience teams report are easy to overcome, especially if video is deemed a priority.

The only common thread between marketing, sales, and customer experience teams involves producing professional-quality videos representing the brand well. Those who want to create excellent video content but don't know how to make it happen should check out Vidyard's video production guide.

It's also essential to have a strategy that will drive video production. Having a clearly defined plan will help you allocate and justify staff time and resources for video production and should include a measurement component to help understand video's impact and ROI.

Developing a video strategy begins with eight steps, as outlined in Vidyard's blog post, "The Video Strategy You Need to Succeed." This post is an excellent resource for anyone who wants to create a successful video marketing strategy, including goal setting, budgeting, establishing responsibilities, and more.

Methodology

Methodology

This 2022 State of Video survey was administered online from December 8, 2021 until January 9, 2022. During this period, 908 responses were collected, and 705 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?

Marketing	45%
Sales	25%
Customer Experience	12%
Internal or Corporate Communications	7%
Other	11%

Which best describes the nature of your company's business?

12%
Mostly or
entirely B2C

41%
Split between
B2B and B2C

47%
Mostly or
entirely B2B
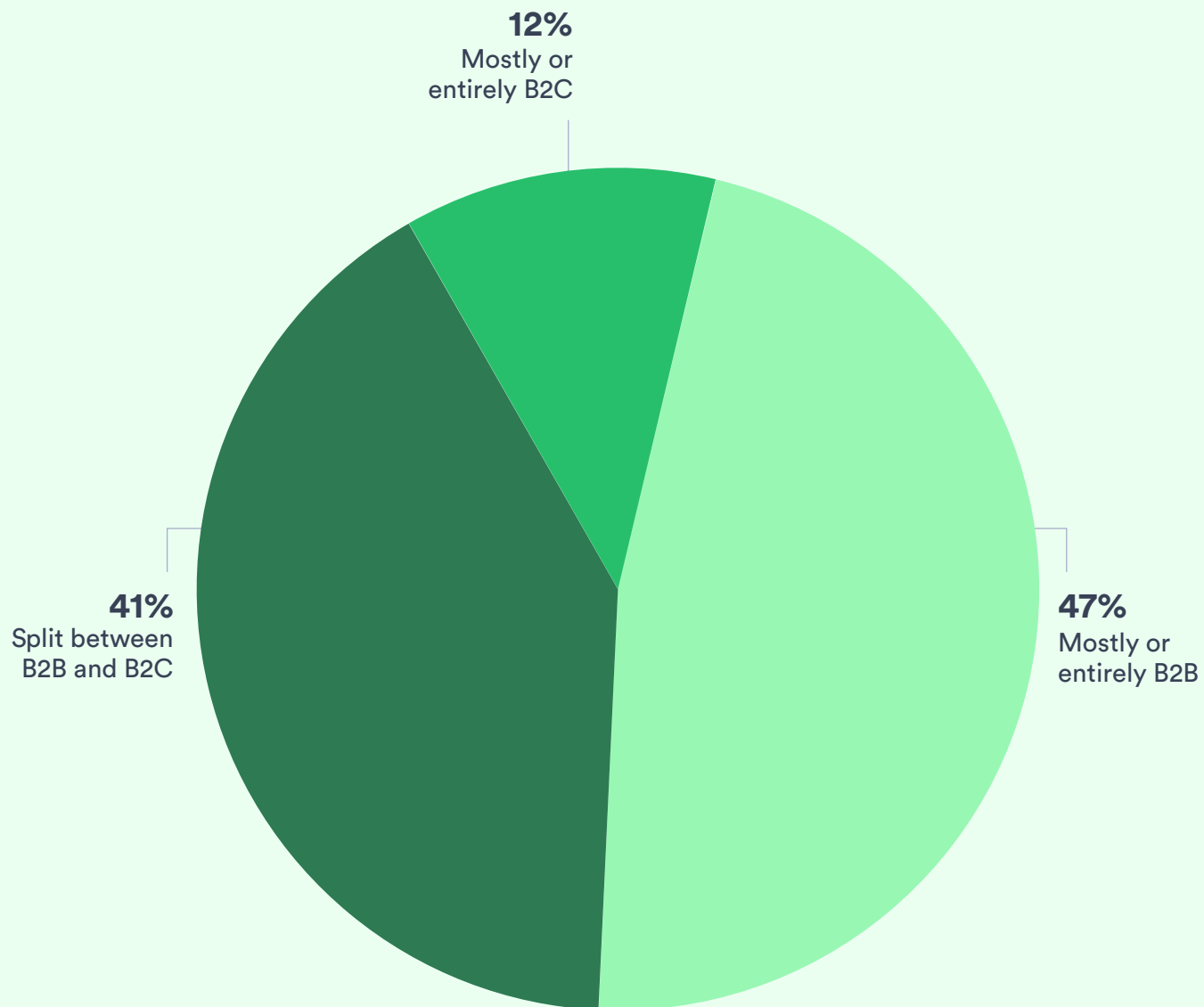
How many employees work at your company?

0-30 employees	32%
31-200 employees	24%
201-600 employees	15%
601-5,000 employees	19%
>5,000 employees	10%

What industry are you in?

Arts / Media / Entertainment	4%
Construction	2%
Education Services	8%
Financial Services	11%
Health Care Providers & Services	9%
Internet Software & Services	25%
Manufacturing	8%
Non-Profit	3%
Professional Services	15%
Real Estate	3%
Other	12%

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 Appendix.

About Us

◉ vidyard®

Smart businesses know that people want video. Everyone craves it, relates to it, and most importantly, presses play. But smart businesses also know that you need more than just eyeballs on your content. That's where Vidyard, the Video Platform for Business, comes in. Simply put, Vidyard gives you the power to create better, stronger business results, like more (and better!) leads, more pipeline, and more customers. Sign up for Vidyard for free: www.vidyard.com/free

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