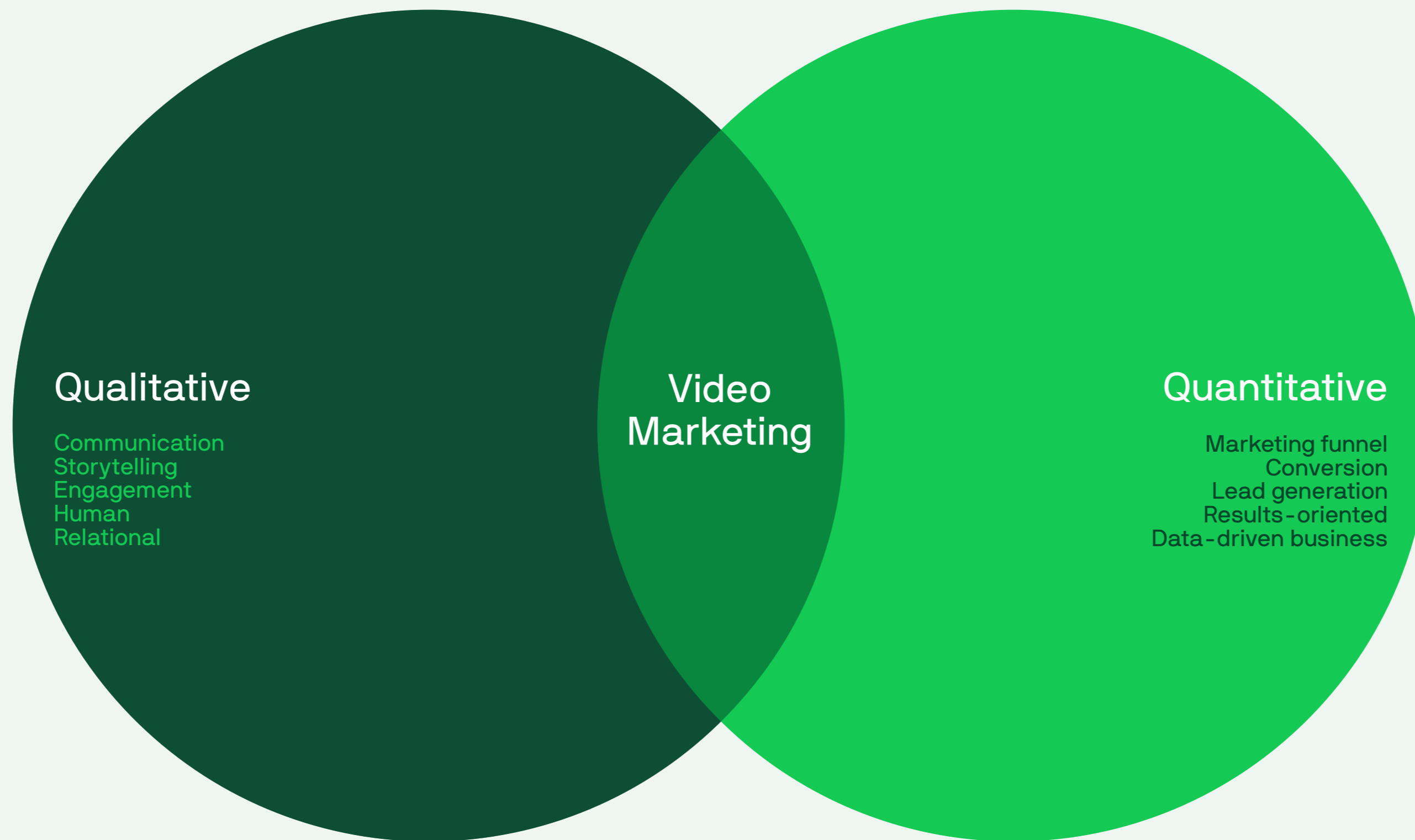


The State of Online Video 2018

“The branding and stickiness value of video means that every viewer is worth (in the marketing sense) **10X more than a reader of text content** (maybe more).”

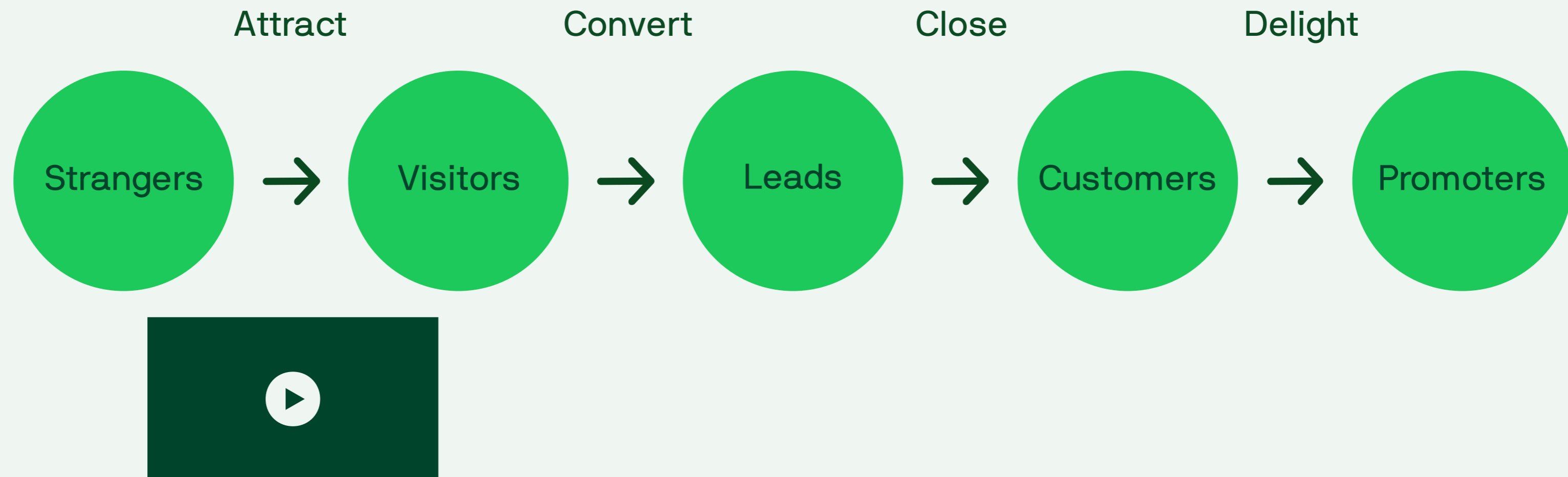
Rand Fiskin





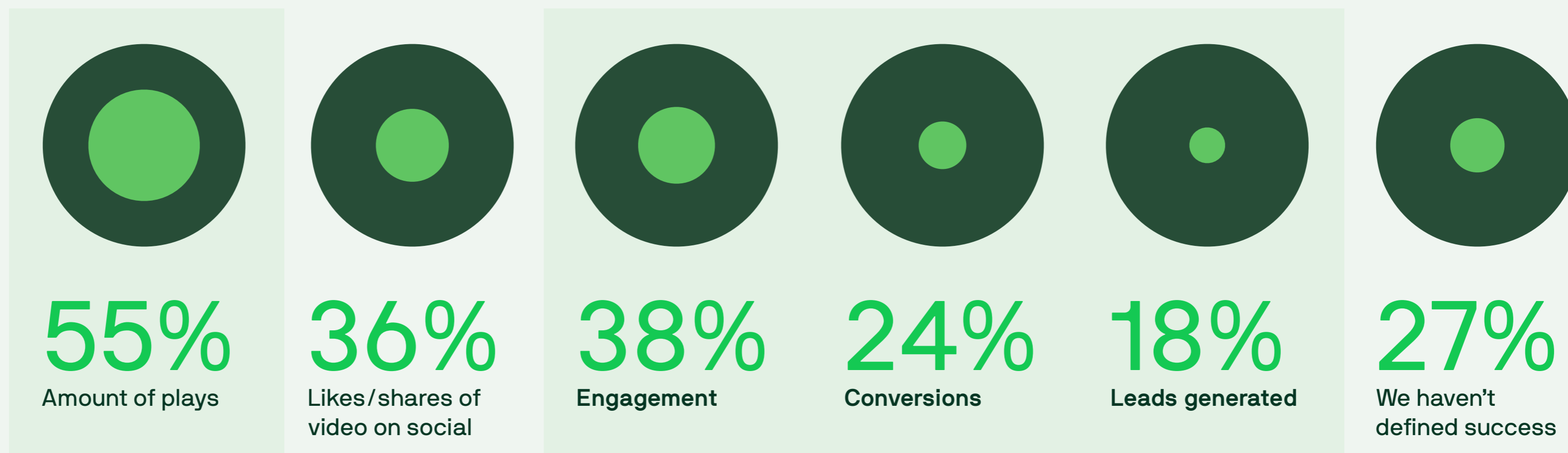
What's Wrong With Video Best Practices in 2018

1. The majority of marketers are only using video at the top of the buyers journey.



2. Are Marketers Properly Measuring Video Through the Funnel? (No)

Video is being measured by the equivalent of decade-old vanity metrics like clicks.

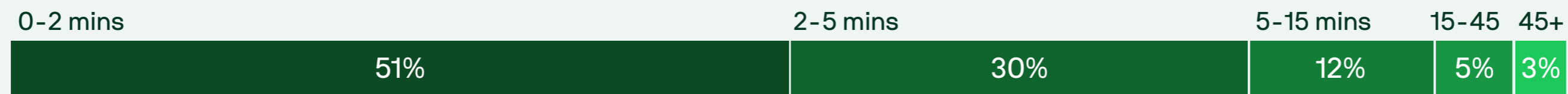


Source: TwentyThree's State of Video Marketing Survey 2018

3. You're most likely producing the wrong videos.

We tracked over 1 billion plays and saw that successful videos don't have to be under 2 minutes.

What videos are being produced?



What videos are driving engagement?



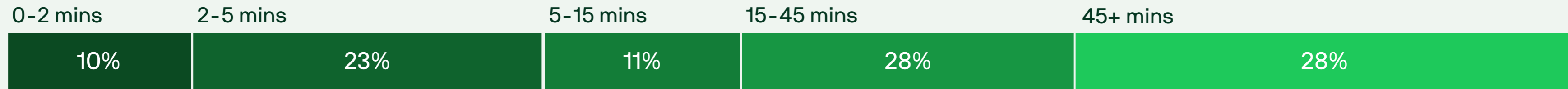
Source: State of Online Video 2017

And it's changing even more in 2018:

What videos are being produced?



What videos are driving engagement?



4. Marketers are stuck on a platform or two.

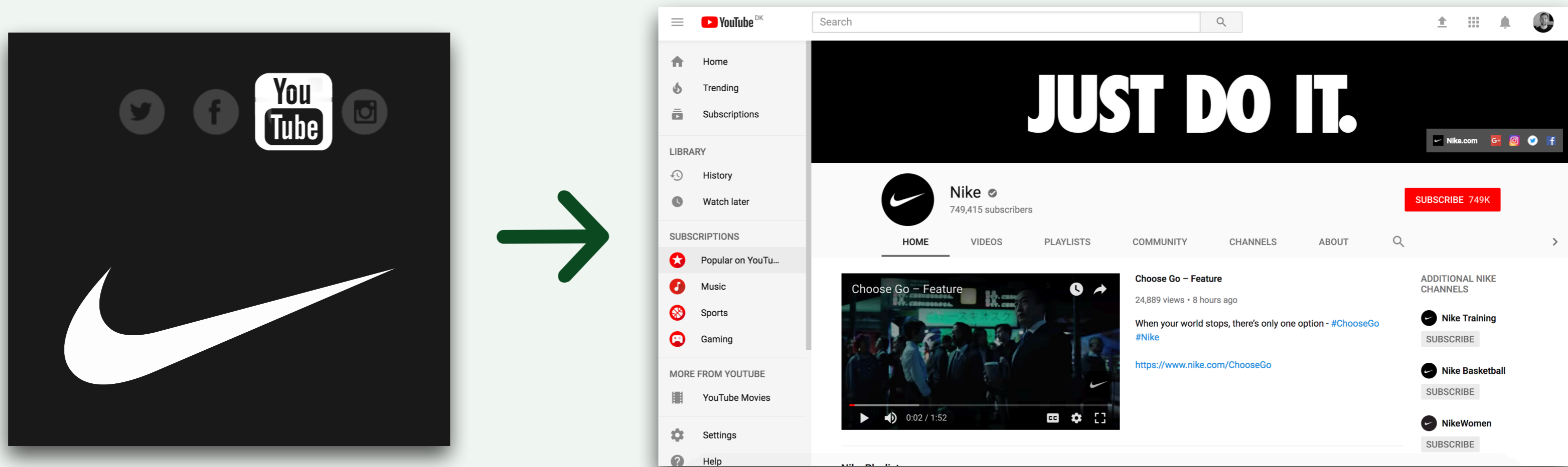


5. Are you running video on every possible platform?



6. By not using trackable video on your website, users are leaving your website to YouTube.

Just when you've captured their traffic and invested in moving them down your funnel, you send them away.




Nike's lack of video on their website, drives users out of the funnel to YouTube.

7. Marketers are driving 100,000 email recipients off to a 3rd party platform

By not having trackable video on your website, you're forced to drive them to a third-party

Email

DOX:AWARD // THIS YEAR'S BEST INTERNATIONAL DOCUMENTARIES




From the film *Welcome To Sodom*

12 films have been nominated in CPH:DOX's main competition **Dox:Award** 2018, the festival's bid for this year's best international documentary film.



3rd Party Platform



Dox:Award // CPH:DOX 2018
152 views

Up next

- Laila at the Bridge @ CPH:DOX 2018
CPH:DOX
No views
New
- Tennis. Rafael Nadal - TOP EVER FUNNY Moments
Racquet TV
Recommended for you
- Why Denmark is the Happiest Country
Prof G
60K views
- Emilia Clarke Recalls Her Game of Thrones Audition
The Tonight Show Starring Jim
Recommended for you
- No Sex Marriage – Masturbation, Loneliness,
TEDx Talks
Recommended for you

8. Your lead scoring and attribution data is off by 50%

Positive Attributes ? Add new set

Score: 1 ✎ Actions

The contact property **Google Plus clicks** is greater than 0. ✎

AND

+ 1 Set Cancel Actions

The contact property **Twitter clicks** is greater than 0. ✎

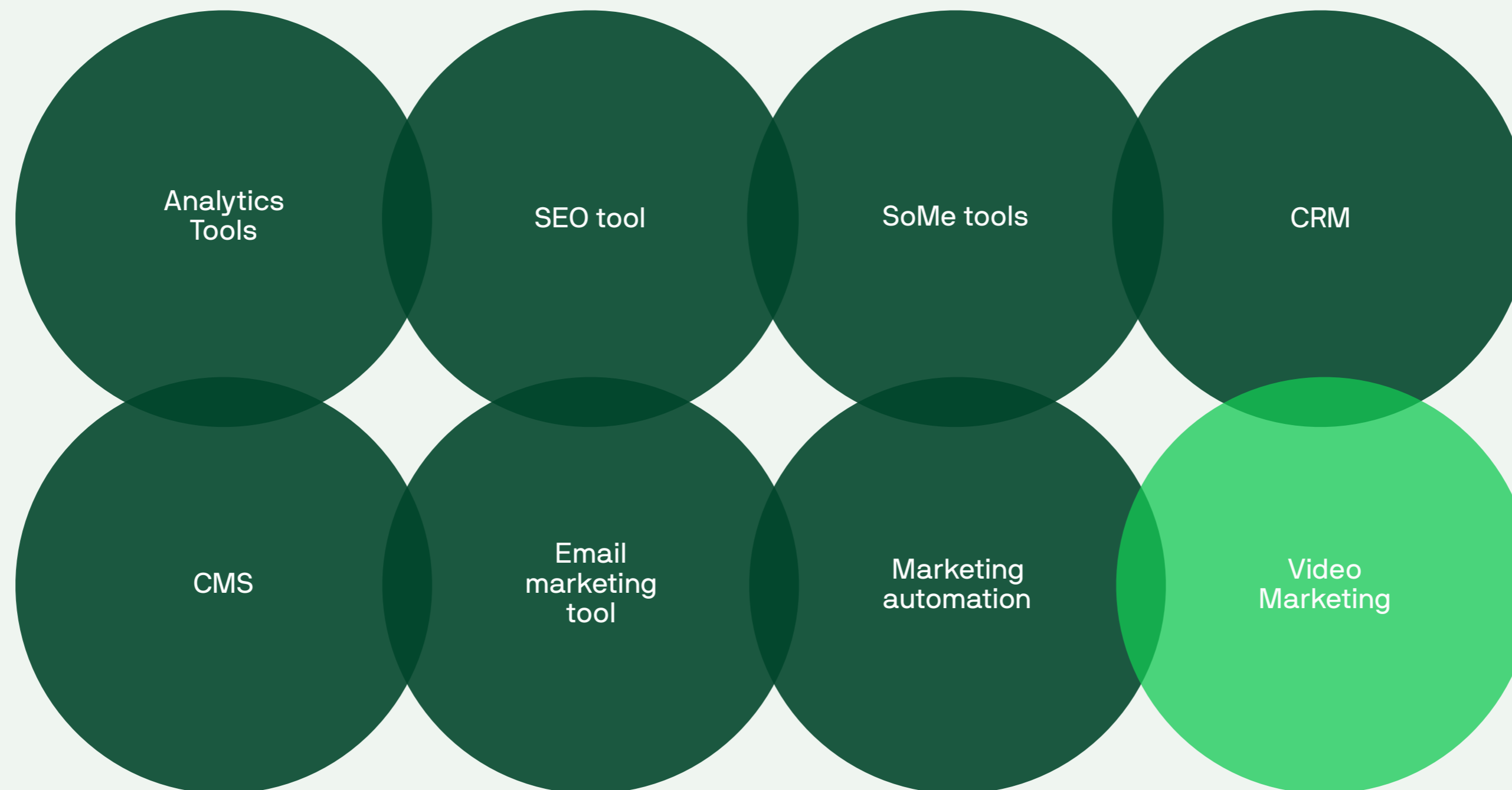
AND

Score: 1 ✎ Actions

The contact property **Facebook clicks** is greater than 0. ✎

AND

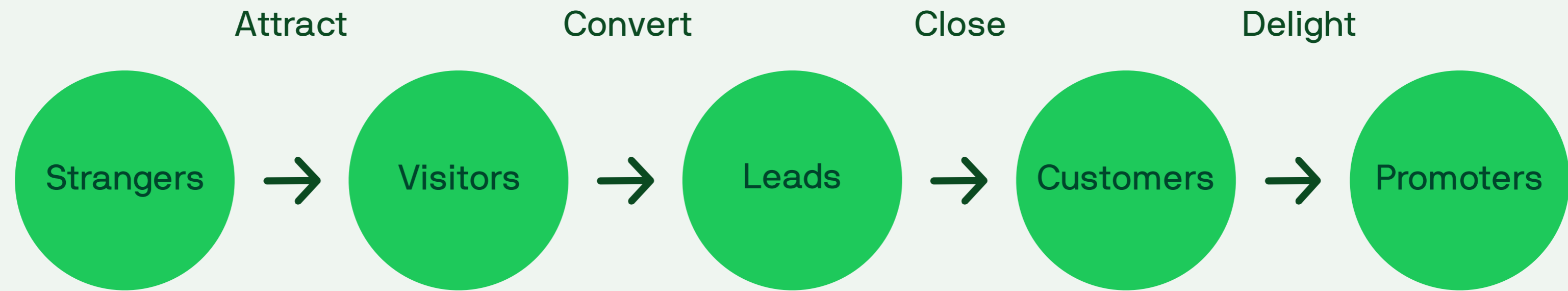
Why is video treated differently?



Why Are Marketers Treating Video Differently:

- 1 The majority of marketers are only using video at the top of the buyers journey.
- 2 Are marketers properly measuring video through the funnel? (No)
- 3 Marketers are most likely producing the wrong length of videos.
- 4 Marketers are stuck on a platform or two.
- 5 By not using trackable video on your website, users are leaving your funnel to YouTube.
- 6 Marketers are driving 100,000 email recipients off to a 3rd party platform
- 7 Your lead scoring and attribution data is off by 50%

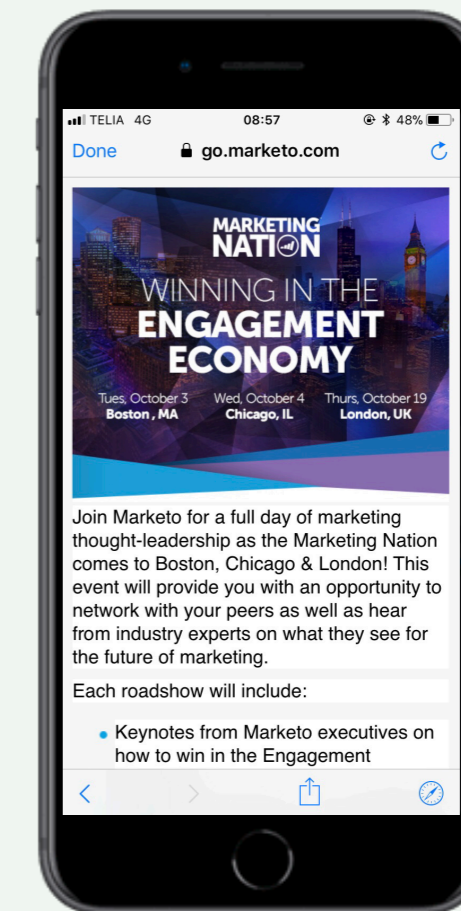
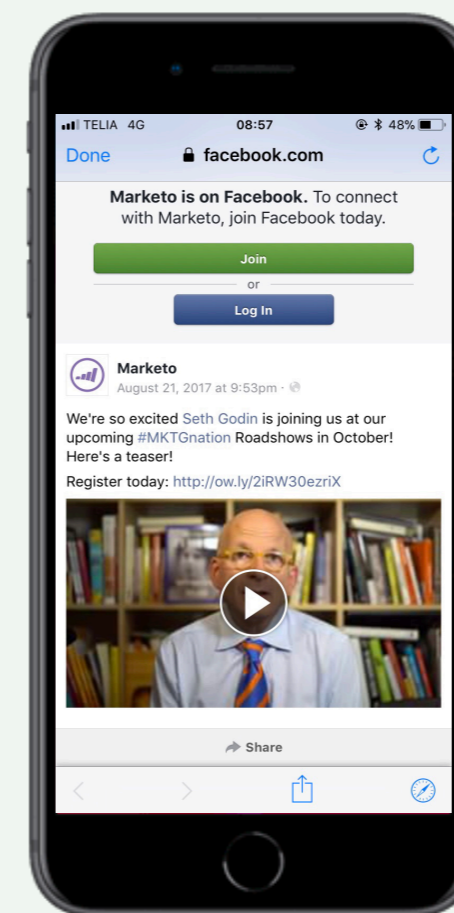
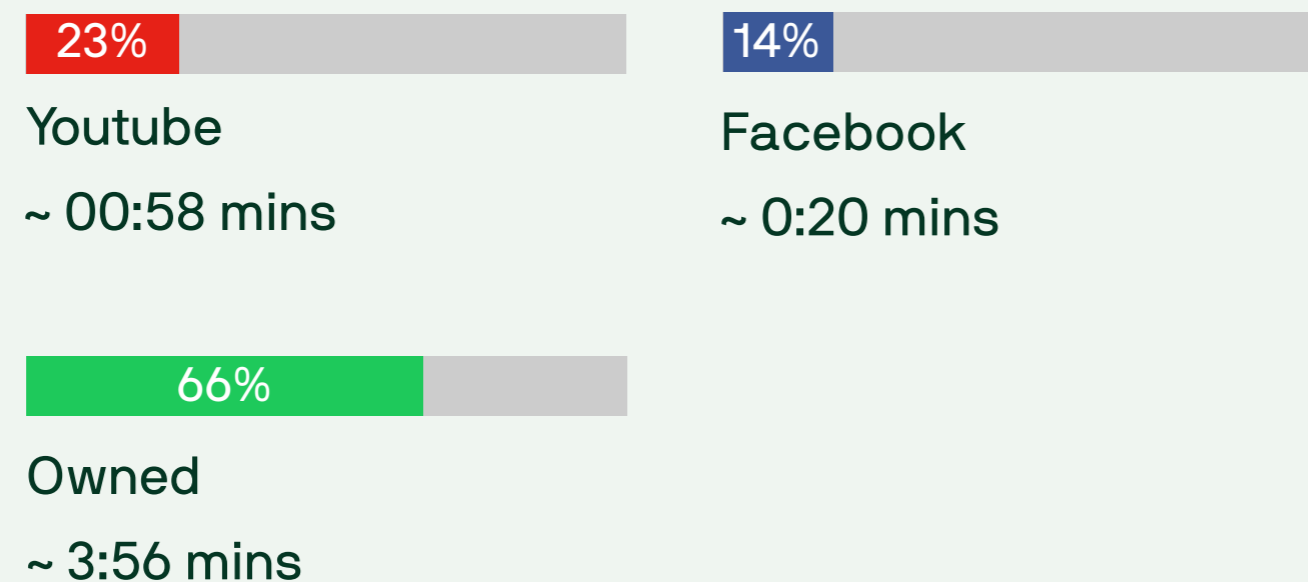
Video Marketing Best-Practices



1. Measure beyond the top of the funnel

- Run shorter versions of video content to attract users and to drive them to your website where you can track their behavior.
- Keep users in your funnel by using video hubs and video landing pages on your website.

How much of my video do people watch?

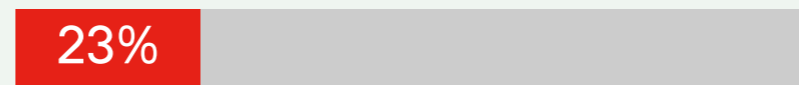


Instead of simply posting a video to Facebook, drive them to your website to learn more.

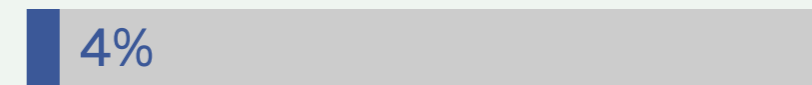
How much of my video do people watch in 2018?



Website
~ 4:59 mins



Youtube
~ 01:14 mins



Facebook
~ 0:06 mins

Even when a video is played, the experience context matters. Owned media is up to 50x better at driving engagement.

79% of marketers use video for brand awareness, whether that's on social, YouTube, or on a website, video can quickly relay your message to prospects.

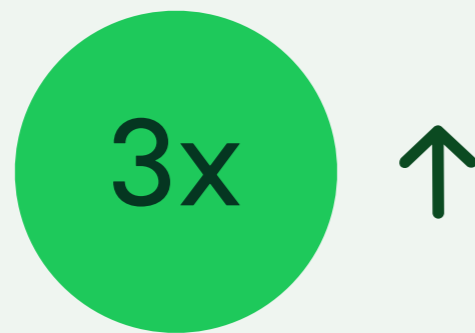
TwentyThree's State of Video Marketing Survey 2018

However, only **38%** measure video engagement on their website.

TwentyThree's State of Video Marketing Survey 2018

2. Start measuring engagement and conversions, instead of views or plays.

Higher conversion rates from inbound traffic generated from videos and video hub



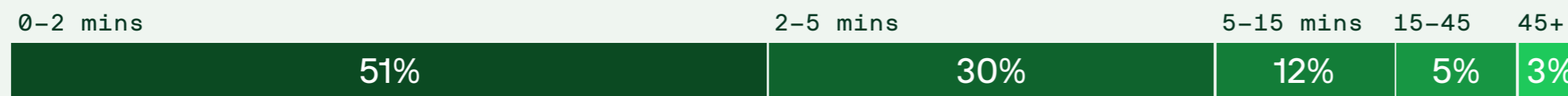
Conversion rate on live events



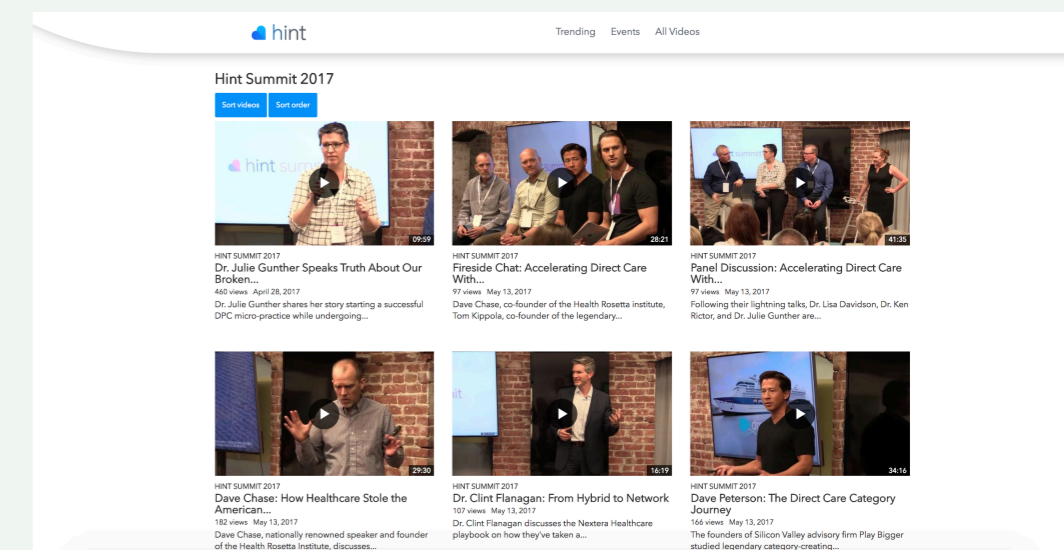
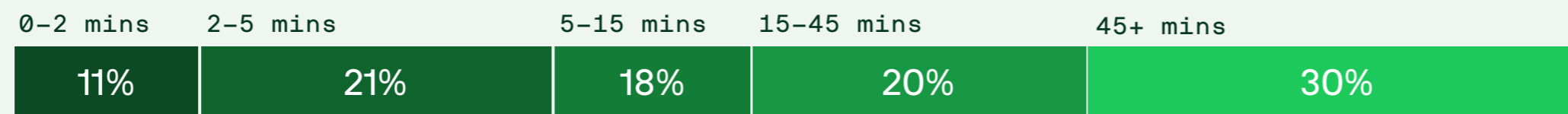
3. Produce (and measure) the right length of content for your audience.

We tracked over 1 billion plays and saw that successful videos don't have to be under 2 minutes.

What videos are being produced?



What videos are driving engagement?



Completion rate on their videos that average 27.4 minutes

Leads generated from video content

↑ 63%

+1000

4. Run video across every channel, your entire website, and emails.

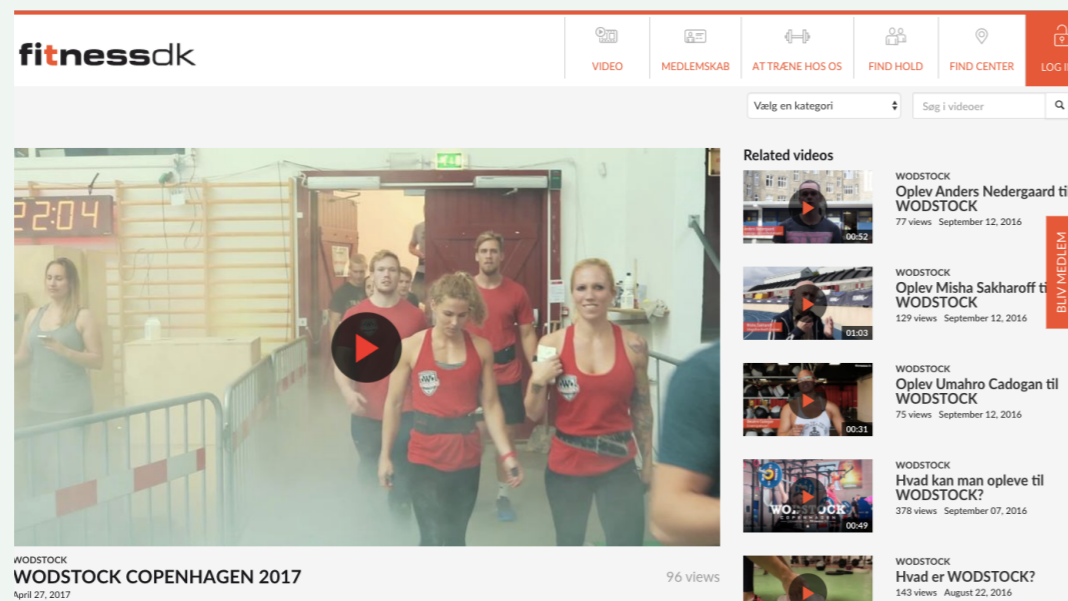
Avg. time spend on webpages increased by video engagement

↑ 185,5%

Facebook pages connected to a video marketing platform

+40

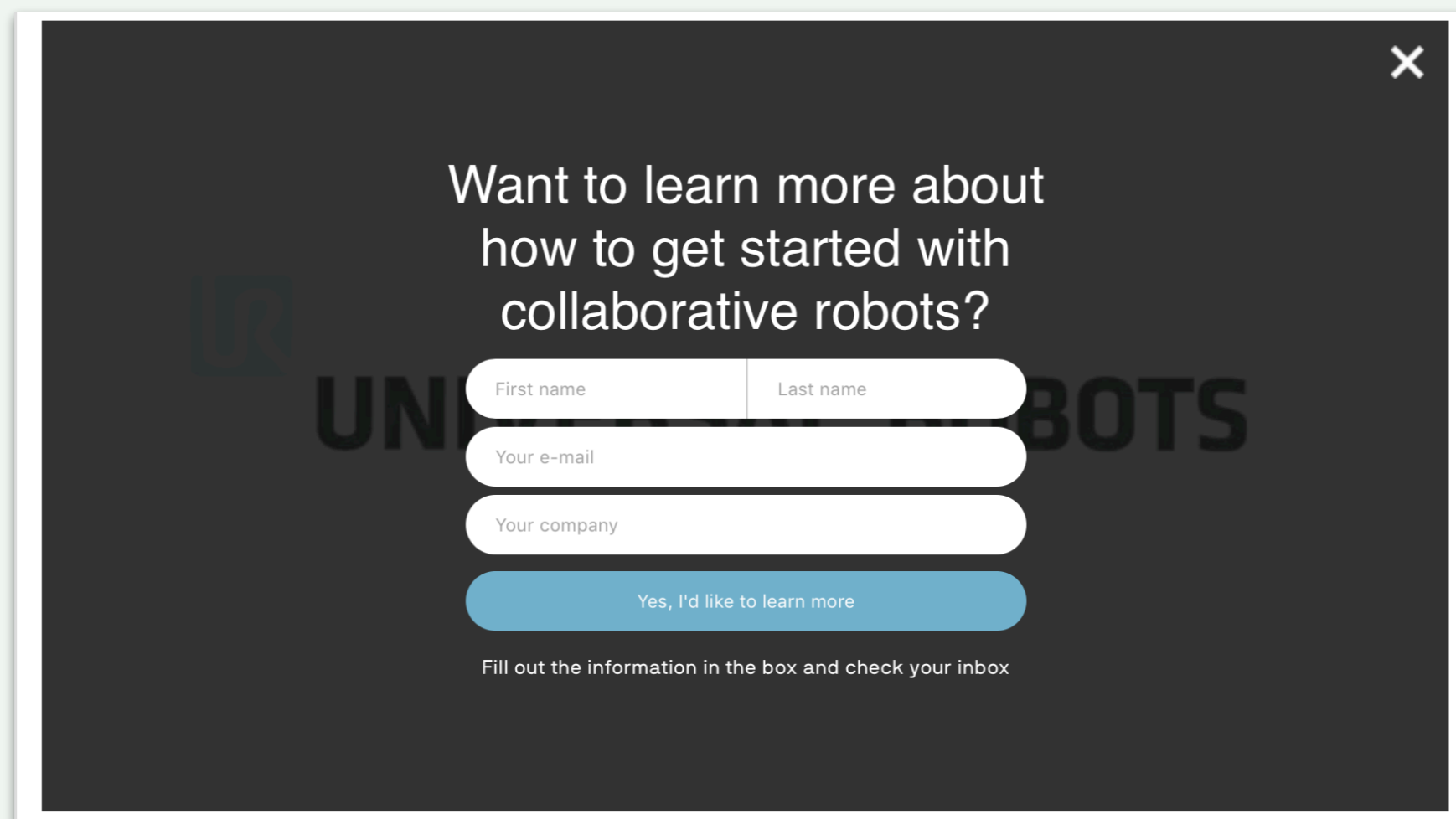
fitnessdk



“A video marketing platform makes my work much easier, especially for larger campaigns. Using a platform for Facebook I can do my work in half an hour instead of several hours.”

Casper Finn Olsen,
Social Media Coordinator, fitness dk

5. Increase leads with video by 50%



Want to learn more about
how to get started with
collaborative robots?

First name Last name

Your e-mail

Your company

Yes, I'd like to learn more

Fill out the information in the box and check your inbox



“Now we can actually measure and we can lead score on engagement, and we can capture the contact details from the [video] viewers, within that first month, we saw that **50% of all contacts** generated came from video collectors.”

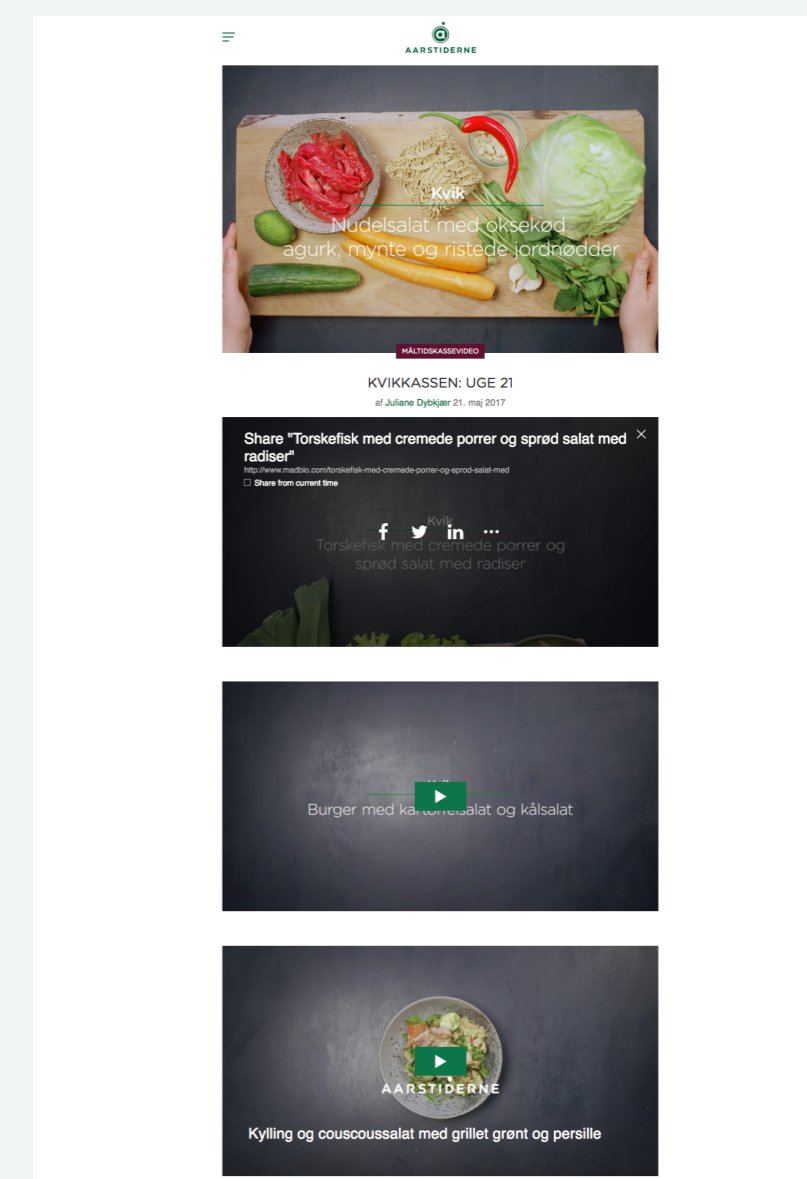
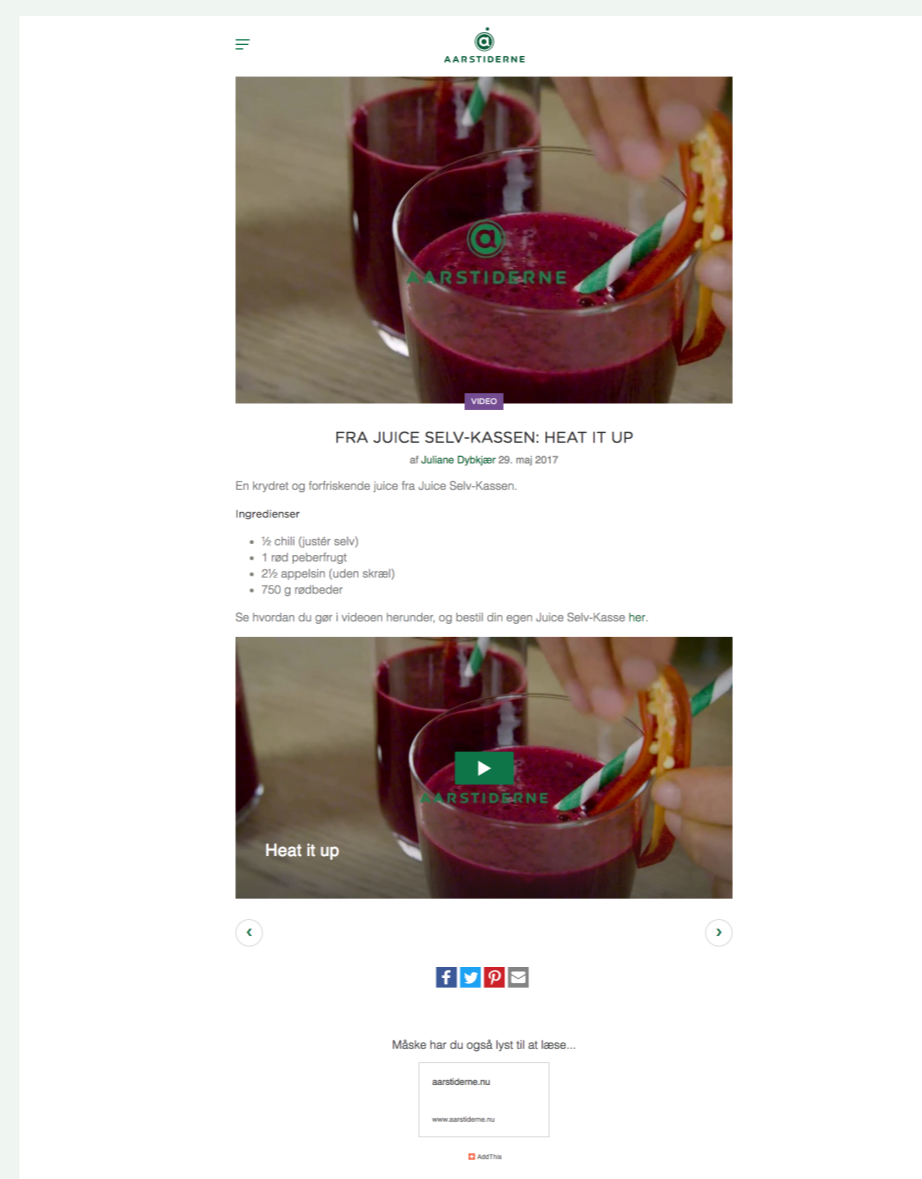
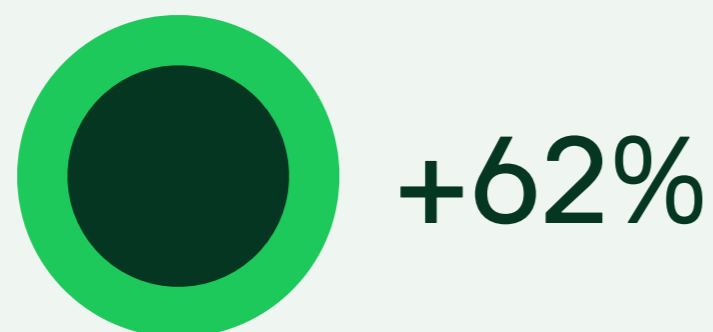
-Christian Johansen, Digital Marketing Specialist, Universal Robots

Only 18% of marketers use video to collect leads

TwentyThree's State of Video Marketing Survey 2018

6. Use GIF's or animated thumbnails to improve CTR's and keep users on your website

Increase in click-through rate with animated thumbnails



7. Video metrics can't be put in a silo

Contacts from Marketo directly integrated with Twentythree VMA

+4,000

Average video engagement minutes for identified contacts

9:57

branch

Convert Your Web Traffic into High-Value App Users

Journeys™ turns your mobile web traffic into an organic app install channel with smart banners and custom audience targeting.

TRY IT

Your App is Your Most Important Channel

Compared to mobile web, apps perform better across a variety of metrics.

- ↑285% PRODUCTS VIEWED
Users engage with products more in apps.
- ↑120% CONVERSION TO PURCHASE
Apps perform better in every part of the
- ↑11% ORDER VALUE
App customers spend more on every

Connect

Analytics

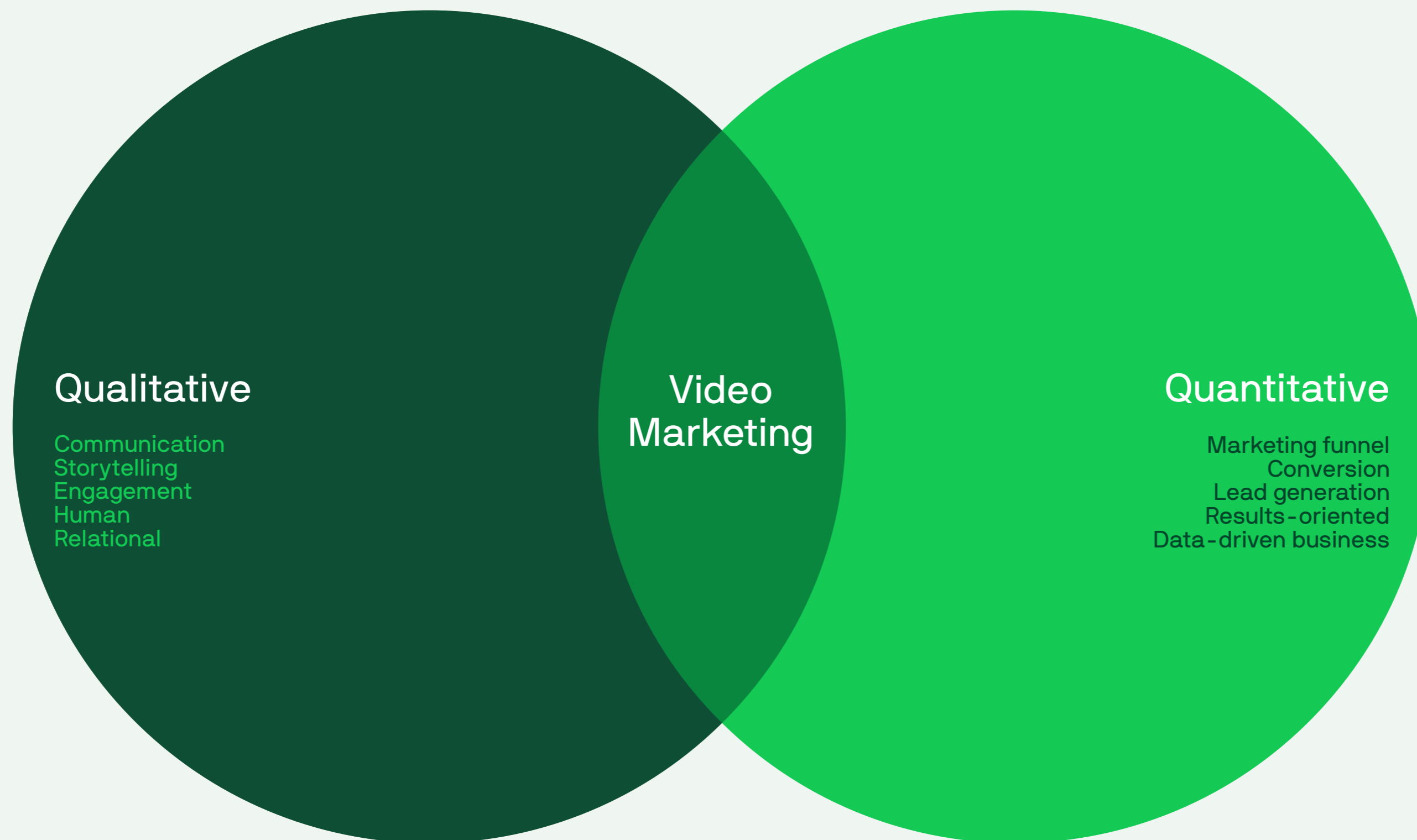
- Connected Google Analytics
- Adobe Analytics
- Google Tag Manager
- Mixpanel

Marketing Automation

- Connected Hubspot
- Marketo
- Pardot
- Eloqua
- Connected SharpSpring

Remarketing

- Connected Google Remarketing
- AdRoll
- Facebook Pixel
- Twitter Website Tag



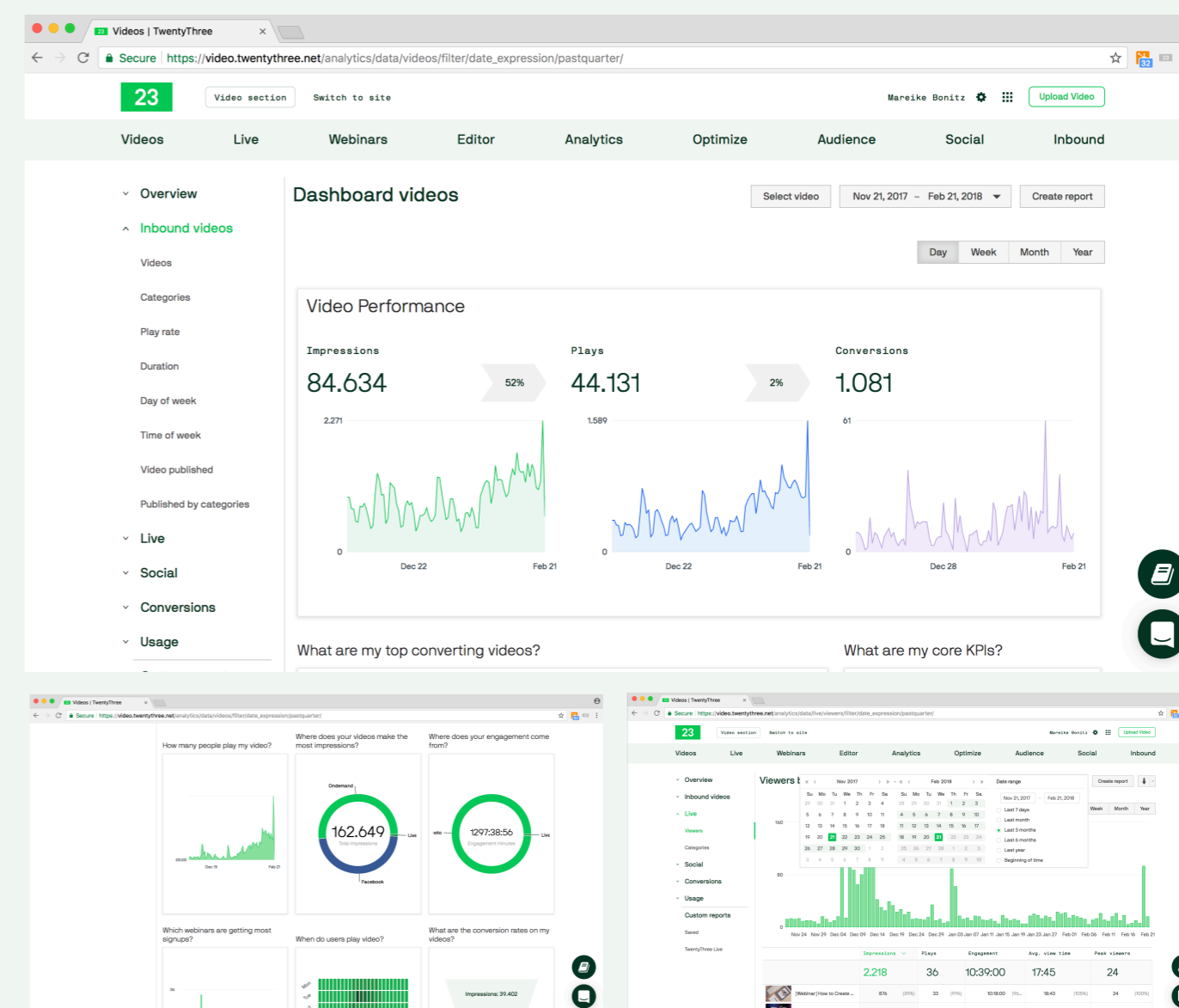
What TwentyThree Is Doing to Modernise Video

Moving video marketing analytics to level of web analytics by measuring engagement and conversions

001

Analytics

- We're moving from video analytics to video marketing analytics
- Tailored for every core marketing persona
- Follows the best practise web analytics
- On demand, social, live in one place
- We innovate on video analytics, context analysis
- Knowing which videos convert and perform the best.



Partnering & integrating video data into HubSpot to lead score and automate workflows

002

Hubspot

- Two—Way Sync / Deep integration
- Real-time Video Heatmaps
- Email Video Previews



Maria Willoch on TwentyThree

Maria Willoch
Paris, France • TwentyThree
TwentyThree • maria@twentythree.net

ENGAGEMENT

SCORE 51
ENGAGEMENT 2m
VIDEOS 3 videos played
VISITS 2 sessions
LAST SEEN a day ago
LAST VISIT twentythree.net
FIRST SEEN 5 months ago
FIRST VISIT twentythree.net
IDENTIFIED VIA Hubspot, Sharpspring

ACTIVITY

RIGHT NOW

07:47 00:20
Played via embed on twentythree.net 1:49 PM

YESTERDAY

07:47 00:20
Played via embed on twentythree.net 1:49 PM

CONTACT

NAME Maria Willoch Maria Willoch
SENIORITY manager
ROLE marketing
TITLE Head of Customer Acquisition
E-MAIL maria@twentythree.net

Video Engagement Score
82

Engagement

Don't miss out! The 1st Bouldering Conference
Team Rangu <hello@ranguinc.com>
To: Anna Nyberg



Join us! On June 20th-22nd it's Rangu Conf - the first ever online conference for Bouldering, designed exclusively for you.

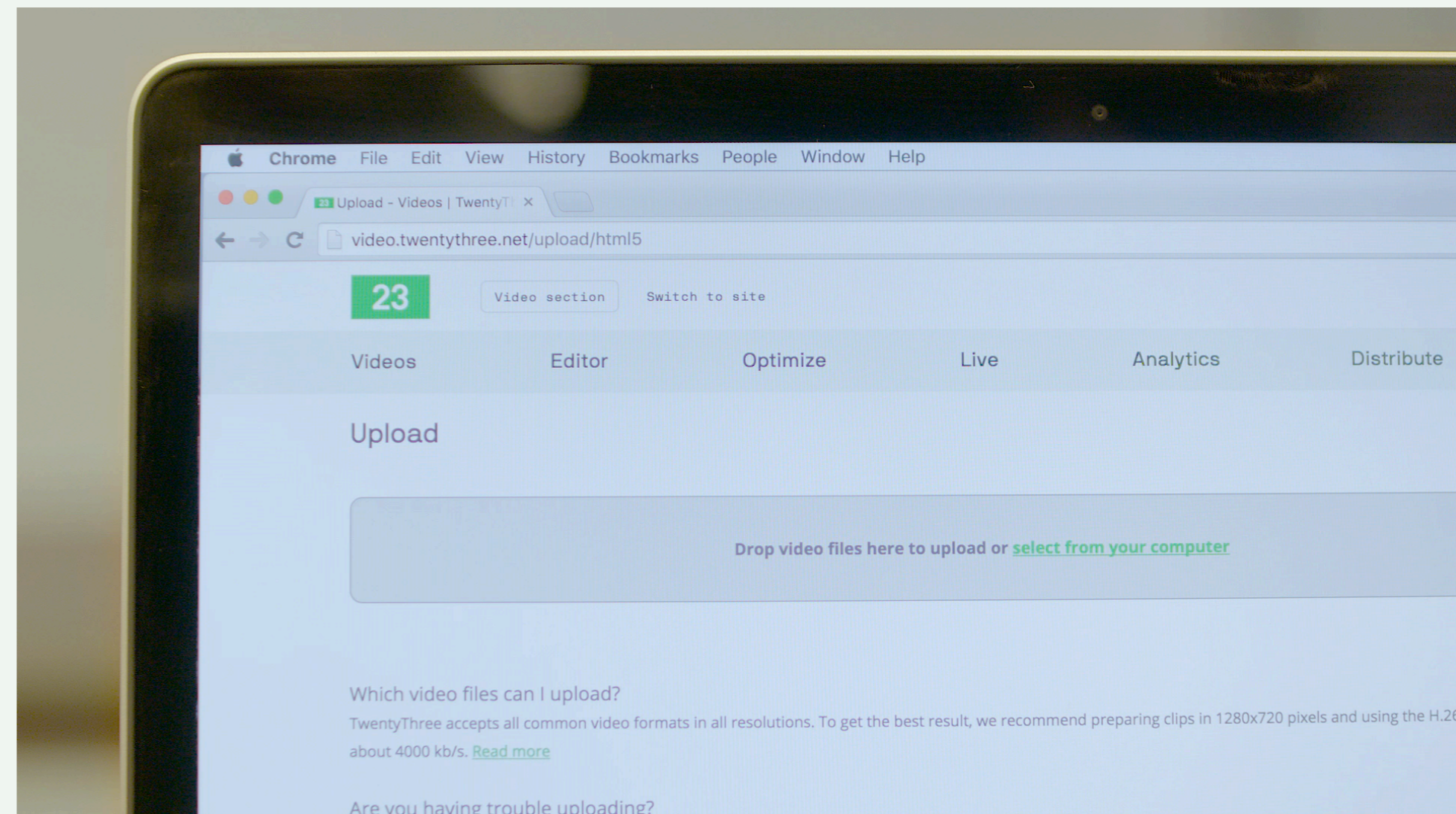
We've handpicked leaders and experts, pioneers and growth to provide you with the latest insights to greatest walls and mountains. Get inspired by the top extreme sports athletes and catch up with what is happening in the space.

Allowing marketers to run their video's on every channel from one platform, including inbound and social video.

003

Run video everywhere.

- Native distribution to FB, TW, and YouTube
- All analytics in one platform
- Inbound tools for video hubs, landing pages, and live/webinar

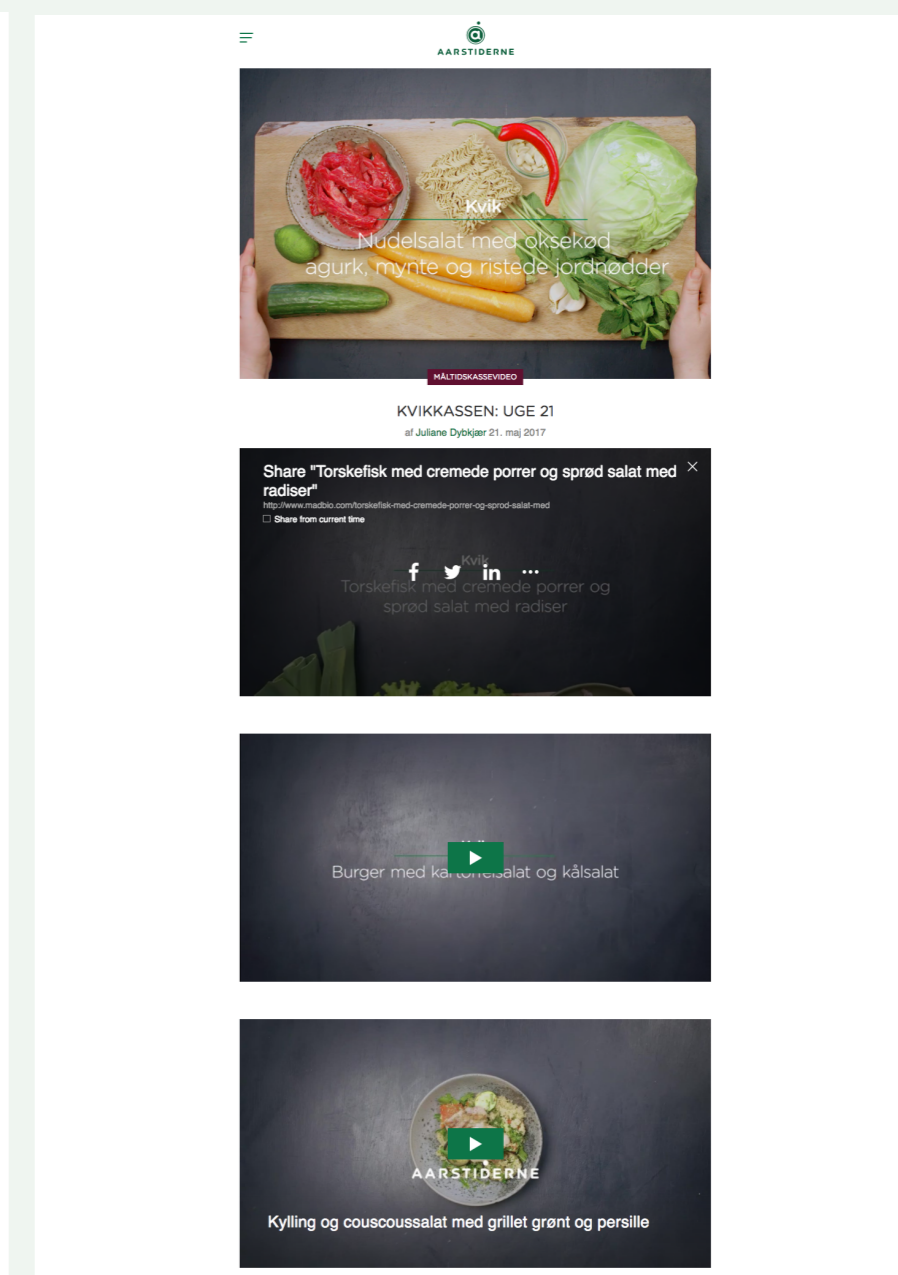
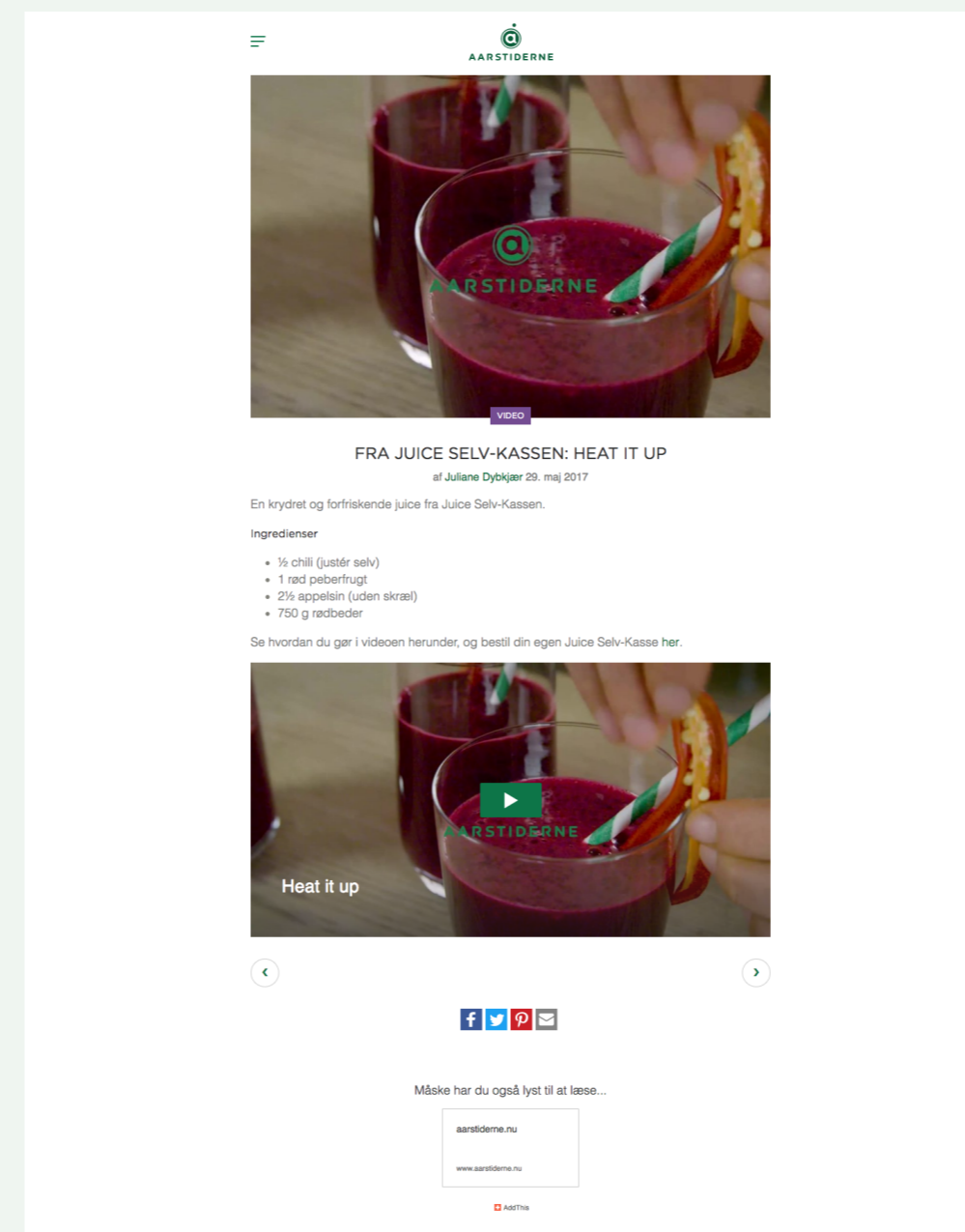


Integrate video into email campaigns and keeping users in the marketing funnel

004

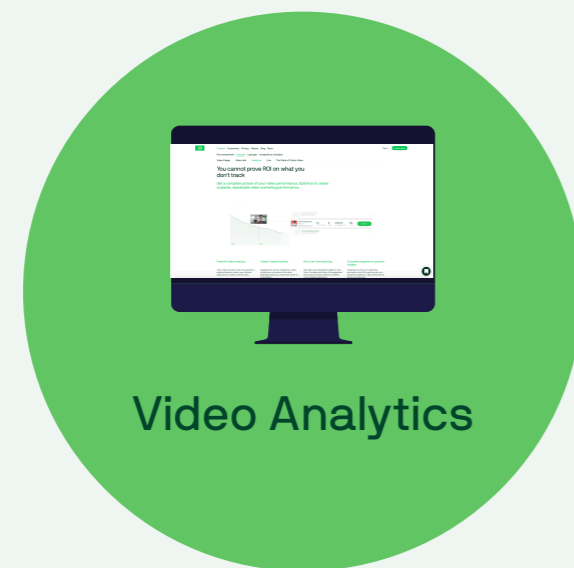
Email

- Trackable video GIF's and thumbnails for video
- Direct integrations with email platforms
- Video hubs and landing pages to keep users in your marketing funnel.



TwentyThree – The Video Marketing Platform

Each product from TwentyThree addresses the core pain points marketers experience with video



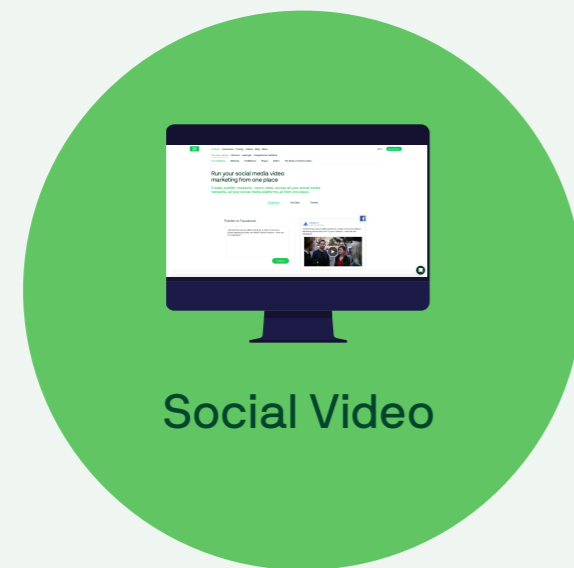
Video Analytics



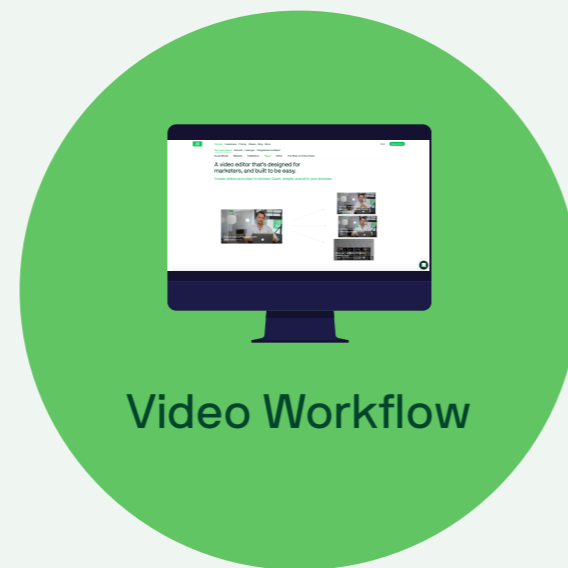
Video Audience



Inbound Video



Social Video



Video Workflow



Live & Webinar

Challenge

01

Produce (by measuring engagement)
the right full-funnel video content

45 minute videos, 60 second videos, brand awareness, product video, etc

02

Test what video content works on each channel

social, website, live, webinars, etc

03

Integrate video across existing tools & set up
include video metrics in lead scoring/attribution

marketing automation, Google Analytics, etc

04

Use a video marketing platform



Todd Patton

todd@twentythree.net

<https://www.linkedin.com/in/todd-patton>

Techfestival.

The State of Webinars 2018

Be a part of shaping the way marketers view and think about webinars. Fill out the survey for a chance to win 2 tickets to Techfesitval!