

# Online video: business power

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When connecting to the Internet, we are surrounded by videos as part of the web-site content or in the form of video advertisement.

Many companies are deciding to use online video as part of their promotional strategies because online video creates a more personal interaction with the customers, gaining the viewer's attention more than standard content pages. After all, it is much more efficient for someone to click on a video link rather than reading a full text page.

From an advertisement perspective, online video ads have proven to be an effective way of driving traffic to websites, with a generally higher click-through rate and overall engagement compared to "non video" ads.

Specifically, advertisers with branding goals should consider moving their impression volume from simple Flash to rich media with video, which results on average in a 2.15 percentage point improvement in brand favourability and a 1.54 percentage point improvement in aided brand awareness.

Looking closely at purchase intent results, it appears that the effect of rich media with video is over 4 times that of simple Flash (from "The Brand Value of Rich Media and Video Ads")

With the right content, using the online video can be a powerful tool for any business: from the small and medium-scaled companies to the larger players in the market.

Don't let your campaign underperform..... add video and increase your revenue!

For more information on how we can help you use online video to increase your revenue, please contact us.

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