

"If you don't livestream you're missing out on a huge opportunity that your competitors are going to pick up on."

Director of Digital Strategy, Carolina Herrera



prefer live video from a brand to social posts

(Livestream and New York Magazine)



of audiences would rather watch live video

from a brand than read a blog

(Livestream and New York Magazine)

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increases sales intent

..... and

brand association

(Insivia)

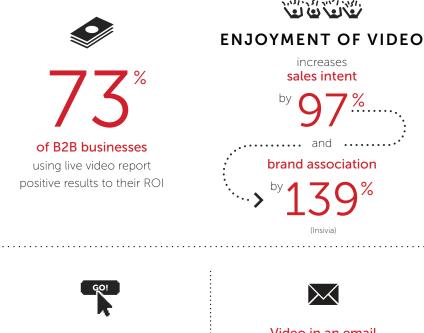
by



are more likely

to have a negative perception of a brand that publishes poor quality video

(Insivia)



Video on a landing page can increase conversion



.....



Video in an email leads to a

increase in click-through-rate

(Insivia)



of executives call a vendor after viewing a video



of users are more likely

to buy a product online after watching a video

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