



for

MARKETING

"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



82%

prefer live video
from a brand to social posts

(Livestream and New York Magazine)



80%

of audiences
would rather watch live video
from a brand than read a blog

(Livestream and New York Magazine)



62%

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

(Insivia)



73%

of B2B businesses
using live video report
positive results to their ROI

(Insivia)



ENJOYMENT OF VIDEO

increases
sales intent
by **97%**

and
brand association
by **139%**

(Insivia)



39%

of executives
call a vendor after
viewing a video

(Insivia)



Video on a landing page
can increase conversion

by **80%**
or more

(Insivia)



Video in an email
leads to a
2 to 3X
increase in
click-through-rate

(Insivia)



64%

of users are more likely
to buy a product online
after watching a video