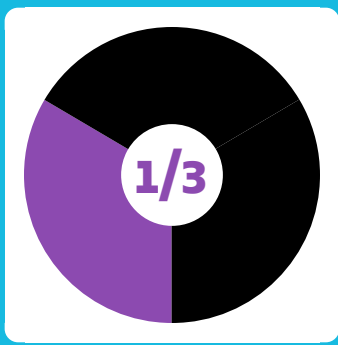


# Why Your Company Needs truvideo

## 1. People Love Video

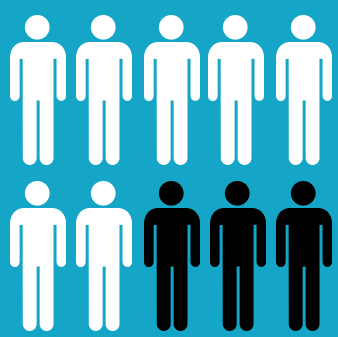


1/3 of all online activity is spent watching video <sup>1</sup>

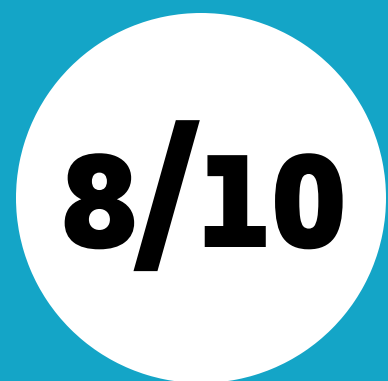


The average person watches >1.5 hours of video every day <sup>2</sup>

## 2. People Want Video in Business



>70% of people prefer to learn about a service through video versus text <sup>3</sup>



80% of people have been convinced to buy a product/service after watching a video <sup>2</sup>

## 3. Video Helps Businesses



99% of businesses plan to continue using video <sup>3</sup>



76% of businesses say that video has increased their sales <sup>2</sup>

Click [here](#) to learn how TruVideo can improve your business

### References

1. "37 Staggering Video Marketing Statistics For 2018." Wordstream.com. N. p., 2018. Web. 26 July 2018.

2. Wyzowl. (2018). Video Marketing Statistics 2018 (Original Research). [online] Available at: <https://www.wyzowl.com/video-marketing-statistics-2018/> [Accessed 26 Jul. 2018].

3. Hayes, Adam. "The State Of Video Marketing In 2018 [New Data]." Blog.hubspot.com. N. p., 2018. Web. 26 July 2018.