Video is an incredibly powerful medium and its value to businesses—both B2B and B2C—is only increasing. Find out how companies like yours are using video to support marketing and sales efforts.

**2019 Video in Business Benchmarks**

- 87% of business-related video views take place on desktop or laptop computers.
- 52% of small and medium businesses use a mix of in-house and outsourced resources for video production (more than in 2017).
- 73% of business videos in 2018 were less than 3 minutes long.
- 52% of viewers will watch all the way to the end, on average.
- 43% of companies are using intermediate or advanced analytics.* That's 19% more than the previous year.
- 85% of companies are using some form of video analytics.
- If a video is 60 seconds or less, 68% of viewers will watch all the way through. Only 25% will finish a video if it’s more than 20 minutes.

**The Three Most Popular Types of Videos**

- 43% of companies are using intermediate or advanced analytics.*
- 52% of companies are using some form of video analytics.

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*Intermediate and advanced analytics include: average viewing duration, views by embed location, drop-off rates, viewing heat maps, attribution to sales pipeline and influence on revenue.