PUT VIDE FRONT & CENTER FOR **DEMAND GENERATION**

Many B2B marketers are turning to short-form, visual content to reach potential buyers, and video fits that bill perfectly.

Here are some compelling stats for using video as a demand generation tool:

of participants viewed video in the past 12 months to

research a B2B purchase.

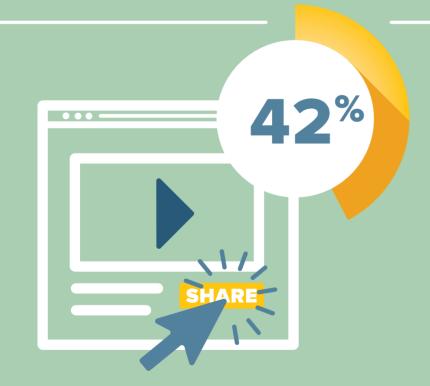
Almost 70% of B2B marketers report that video engagement data is effective as a lead quality or **business**

0%

opportunity indicator. More than half state that there is great value to having video viewing data about individual leads in the sales funnel. More than 70% of B2B marketers report that video performs better than other content when it comes to conversions.



%



Video gets shared. Nearly half (42%) of **B2B** marketers share video with their colleagues.

presentations. **Nearly two thirds** (63%) of B2B marketers rate videos as effective,

putting videos just behind in-person events and case studies in terms of their effectiveness to drive leads.

DOWNLOAD THE WHITE PAPER http://dg-r.co/1xeGCkq



SOURCES:

Demand Gen Report's 2014 Content Preferences Survey

Demand Metric's Video Content Marketing: Identifying Metrics and Measuring Impact

2014 B2B Content Marketing Benchmarks, Budget and Trends - North America

