

WHY MAKE VIDEOS

12820
TOTAL VIEWS

A comprehensive media analytics solution provides rich, multidimensional, and highly detailed views that enable publishers to deeply understand their audience and audience behaviors.

ANALYTICS AND METRICS

50

SEARCH...

Video is 50 times more likely to get organic pageranks in Google than plain text results.

SEARCH ENGINE OPT.

TALENT ACQUISITION

Short-form content and other awareness builders can kick off the relationship

CLIENT ACQUISITION

As job seekers continue to embrace the video medium, it's time for employers and recruiters to determine ways of using video to attract the right candidates, build up an attractive employer brand and connect with the best talent.

EFFECTIVENESS

75

%

Marketers who use video in email cite increased clickthrough rates, increased time spent reading the email, increased sharing and forwarding, increased conversion rates, and increased dollars generated as the top benefits.

Posts with videos attract 3 times more inbound links than plain text posts. 19% of what is being shared on Social Media is video.

SHAREABLE

Video offers the unique opportunity to use sight and sound to quickly connect emotionally with viewers. This allows you to easily illustrate, movement, character and personality.