

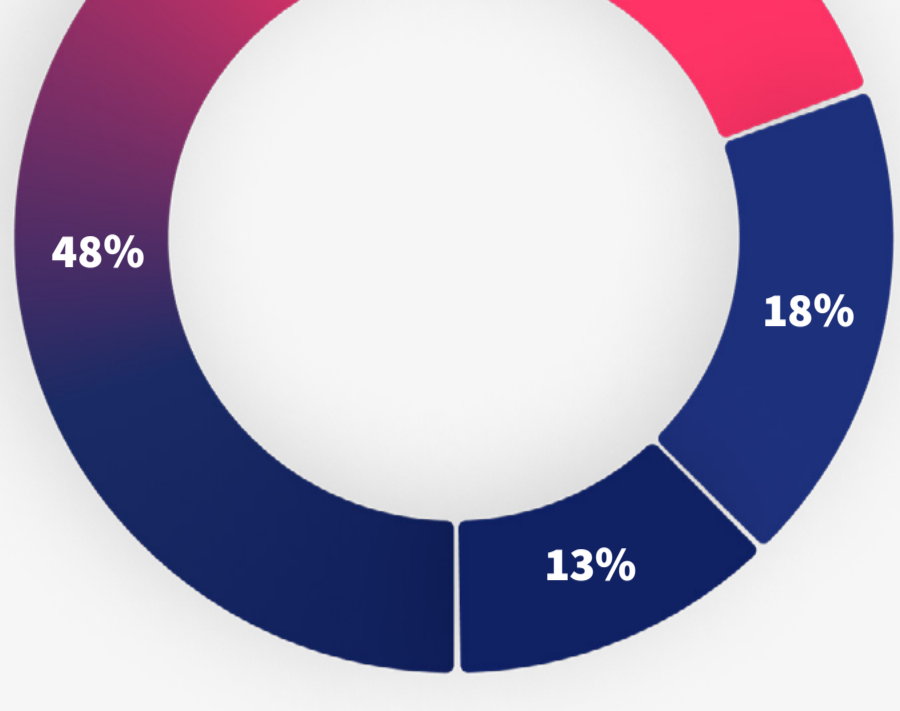
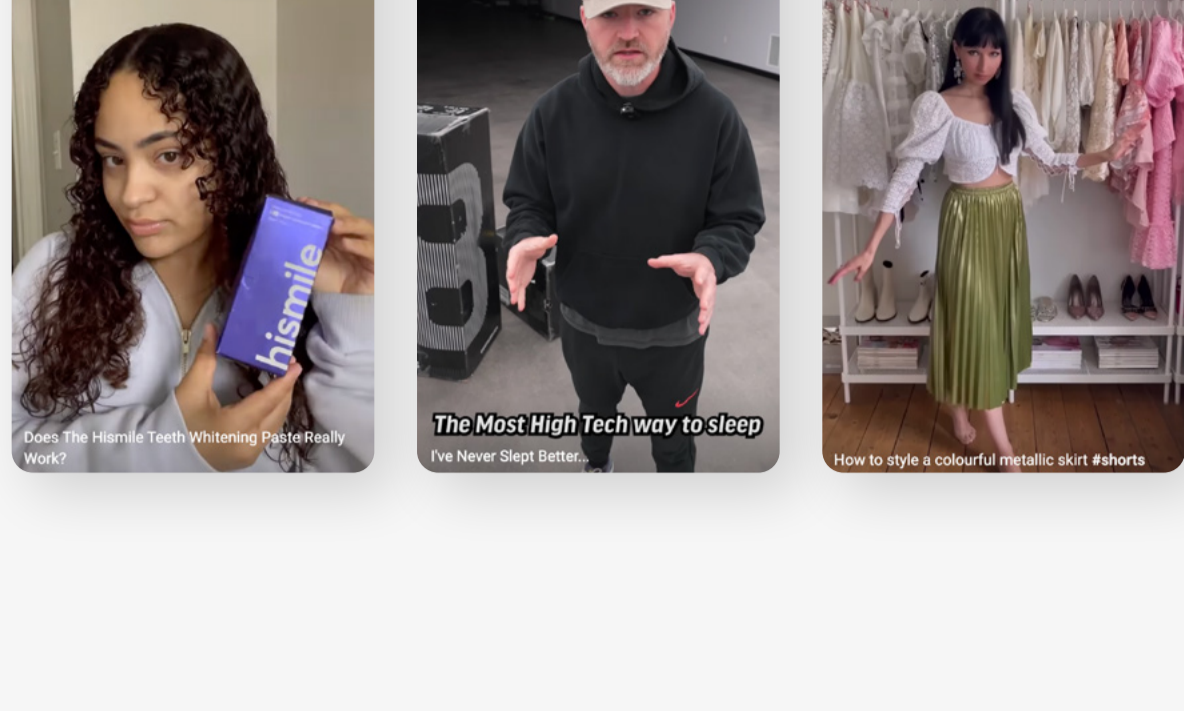
Binge-Worthy Video: The Path to Conversion

StoryTap surveyed 500 men and women across the US and Canada about their binge-watching habits. The data revealed binge-watching videos leads to increased conversions.

Section 1:

Trends in Video Watching

'Binge-watching' can refer to a TON of different mediums: television, movies, social media and more. In this survey, StoryTap examined the type of videos people watch when they're interested in buying.

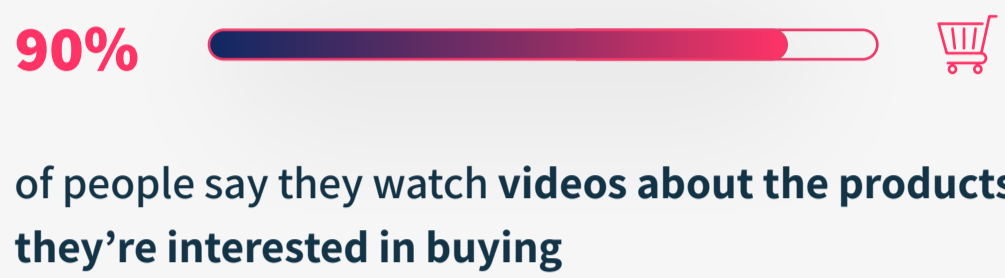
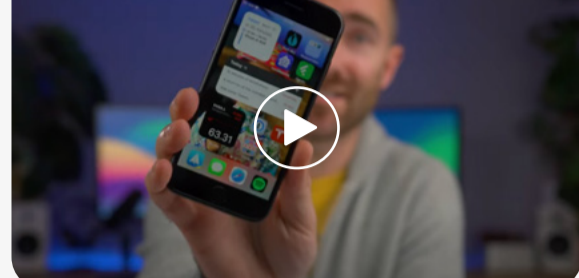
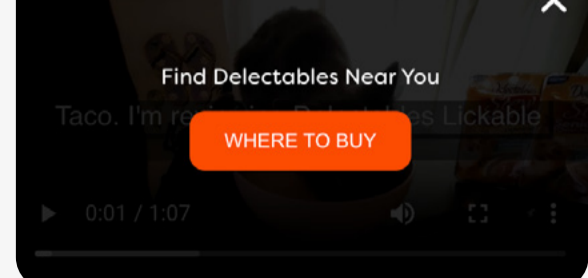


48% of people say they prefer to watch video reviews from real people when looking to buy

21% of people say they prefer to watch online tutorials from real people when looking to buy

18% of people say they prefer to watch brand marketing videos when looking to buy

13% of people say they prefer to watch influencer videos when looking to buy



90% of people say they watch videos about the products they're interested in buying

When asked which platforms they watch videos on, the answers were as follows:



Key Takeaways:

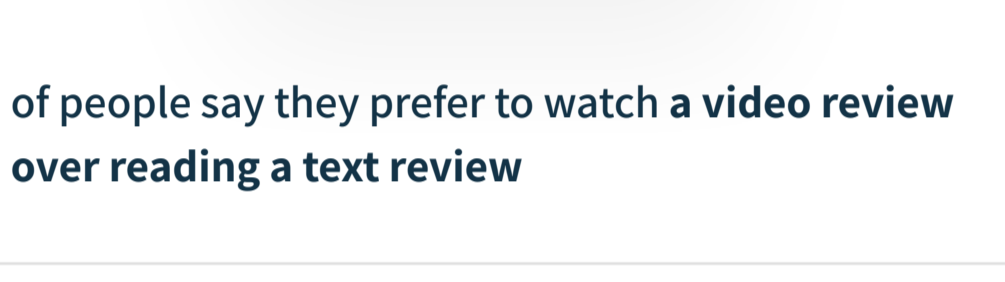
People are watching videos about the products they want to buy. **Video reviews by real people are the most popular videos shoppers watch**, far more than influencer videos.

While most people watch videos on YouTube and TikTok, 19% visit company websites to watch videos about products they're interested in. **However, brands lose web visitors to social media if their site doesn't have videos.**

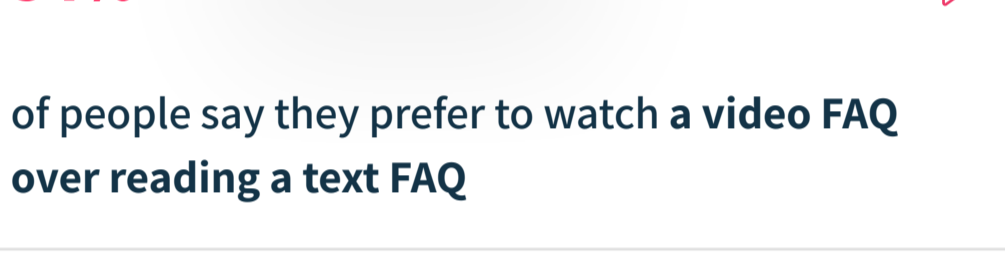
Section 2:

Watching vs. Reading

The survey reveals shoppers today are watching, not reading.



81% of people say they prefer to watch a video review over reading a text review



54% of people say they prefer to watch a video FAQ over reading a text FAQ

Key Takeaways:

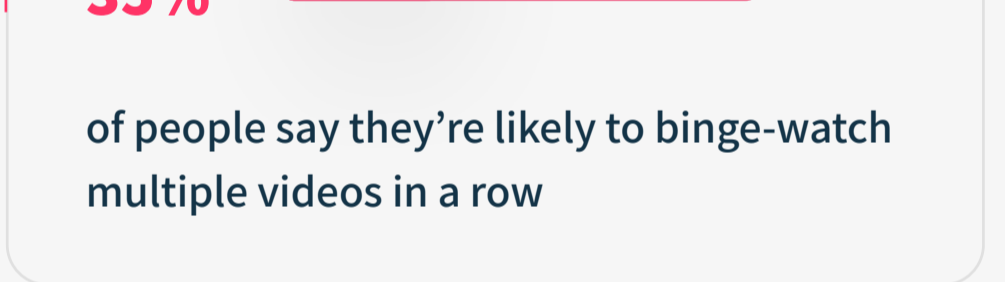
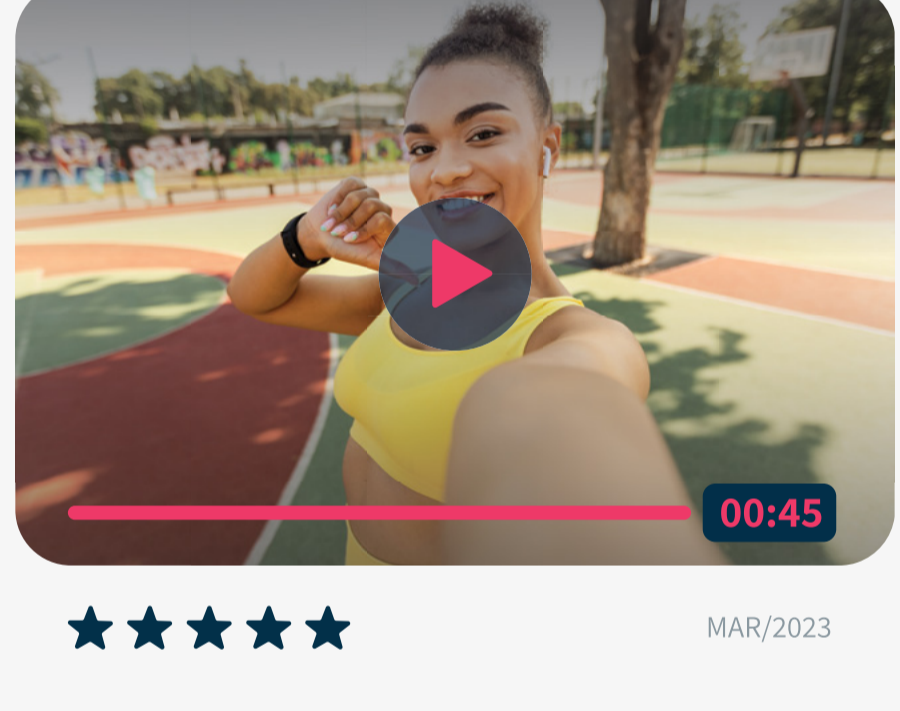
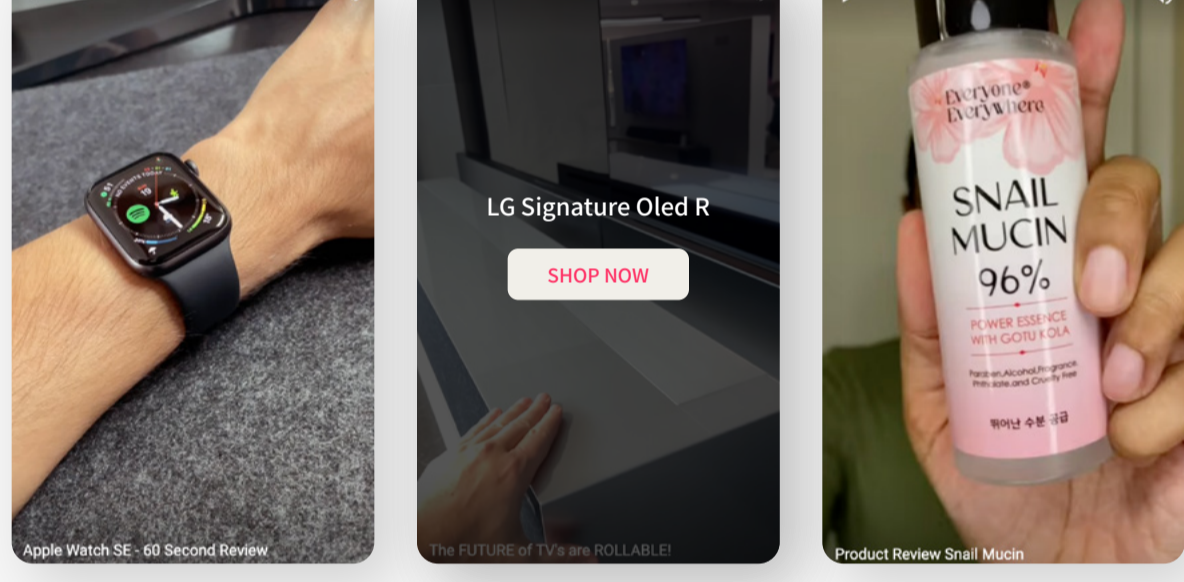
An overwhelming majority of people prefer to watch videos to learn about products rather than read about them.

The message for eCommerce brands is clear: it's time to serve information in the most resonating format—**video reviews and video FAQs.**

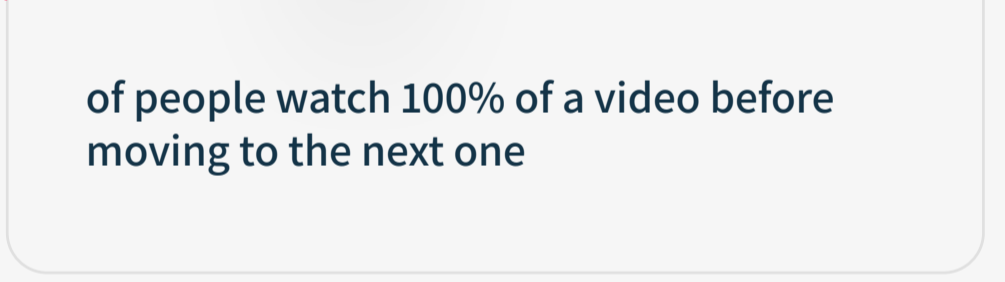
Section 3:

Binge-Watching Patterns

Next, StoryTap wanted to understand binge-watching behaviour, starting with how likely people are to binge-watch videos.

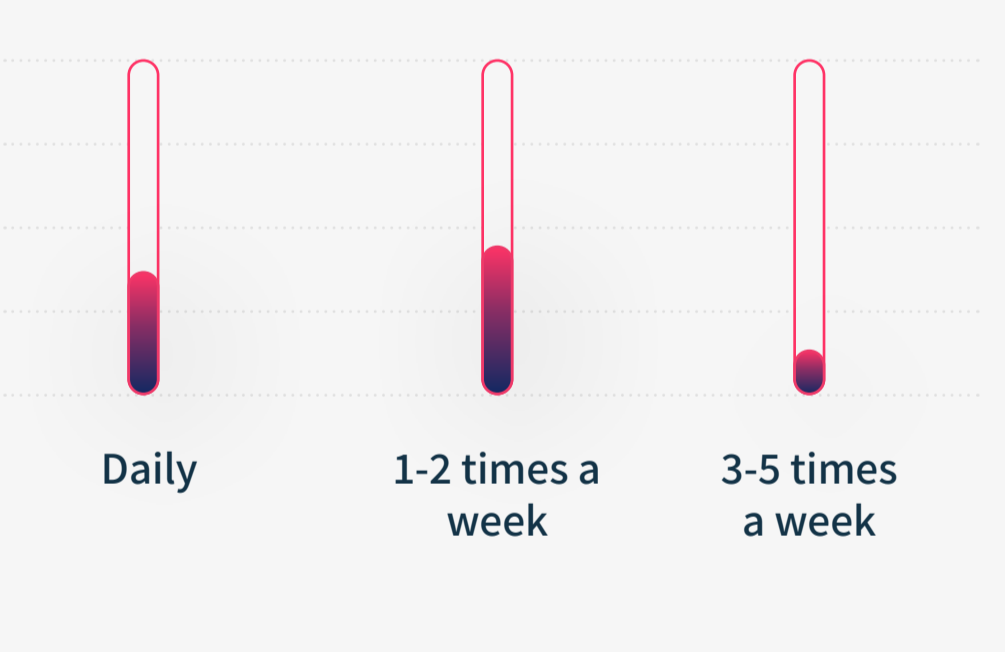


35% of people say they're likely to binge-watch multiple videos in a row



22% of people watch 100% of a video before moving to the next one

How often do they binge-watch videos?



Key Takeaways:

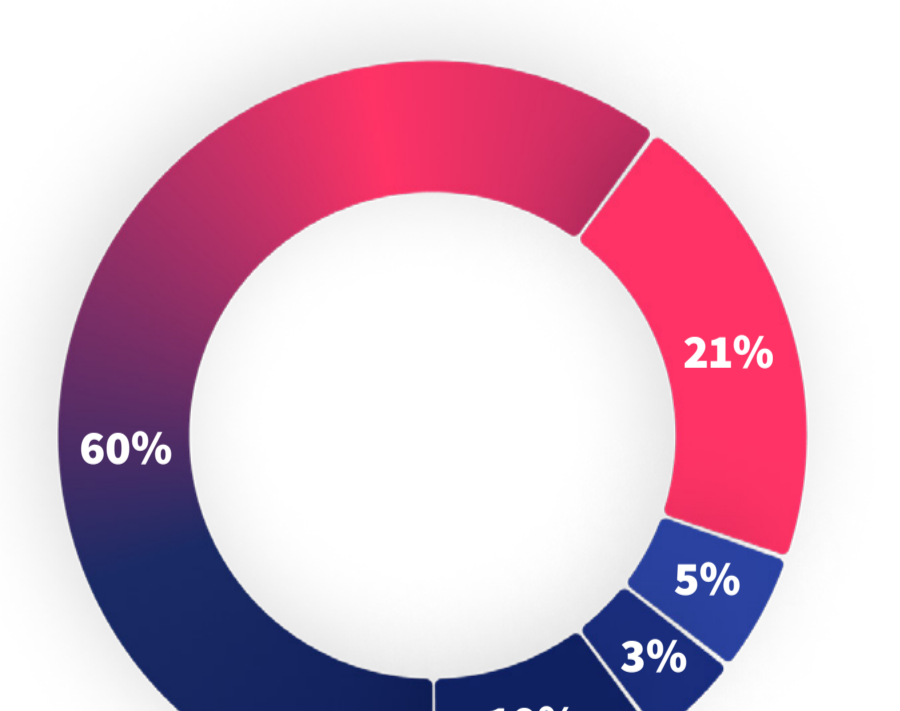
Binge-watching is more than a trend. It plays a leading role in how people consume video content every day.

For eCommerce brands, this signals an opportunity to produce binge-worthy videos that appeal to shoppers. Especially when marketing products on their website.

Section 4:

Buying Habits

The survey results reveal people are binge-watching. But what's the link to conversion?



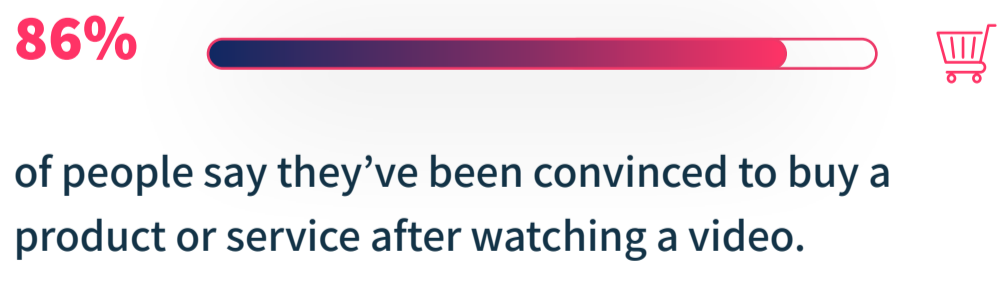
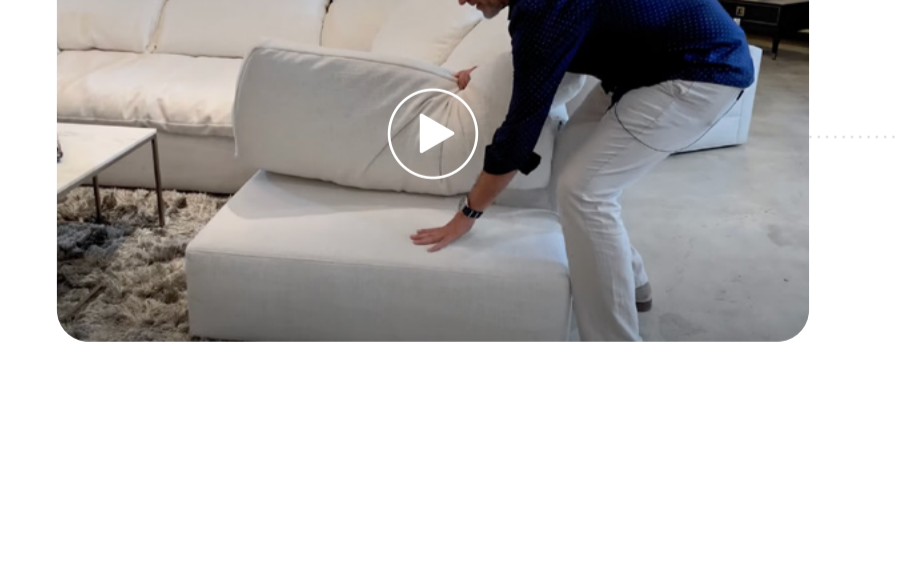
60% of people say they watch 1-5 videos before buying

22% of people say they watch 6-10 videos before buying

5% of people say they watch 11-15 videos before buying

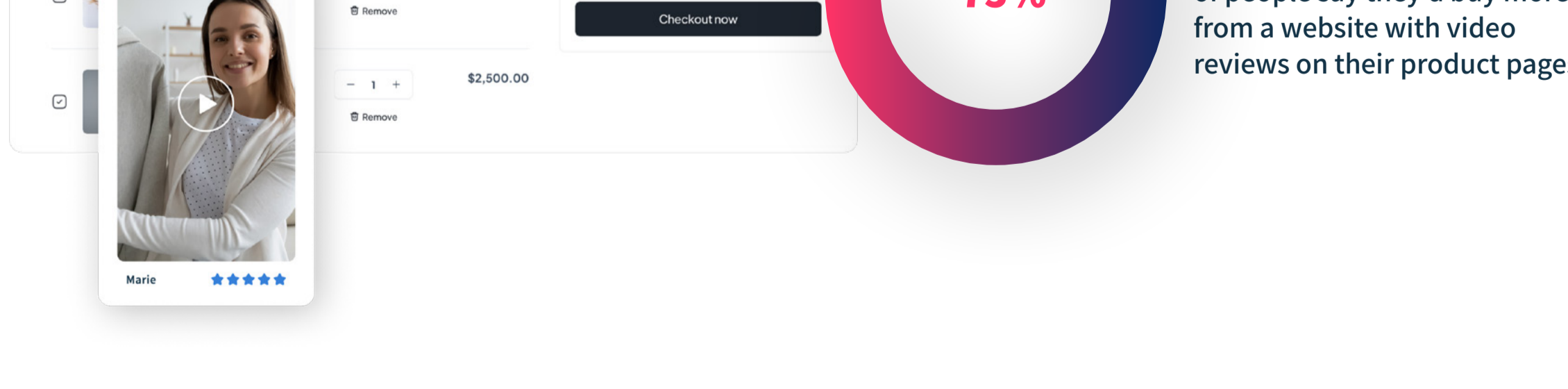
3% of people say they watch 15+ videos before buying

10% of people say they watch as many videos as it takes to convince them to buy



86% of people say they've been convinced to buy a product or service after watching a video.

And on a general level...



75% of people say they'd buy more from a website with video reviews on their product pages

Key Takeaways:

Watching videos has a direct impact on conversion.

People aren't watching just one video to make a buying decision. **They're binge-watching multiple. And customer video reviews by real people have the most impact on conversion.**

As a result, the more shoppers watch video reviews, the more likely they are to convert.

Section 5:

Survey Findings

Binge-worthy videos are the path to driving conversion.

After all, **86%** of people say they've been convinced to buy after watching a video, and **75%** say they'd buy more from a site with video reviews.

Without customer videos on websites, brands risk losing web visitors to social media.

As a result, eCommerce brands need to produce binge-worthy video reviews for their website product pages to captivate shoppers and convert them into buyers.