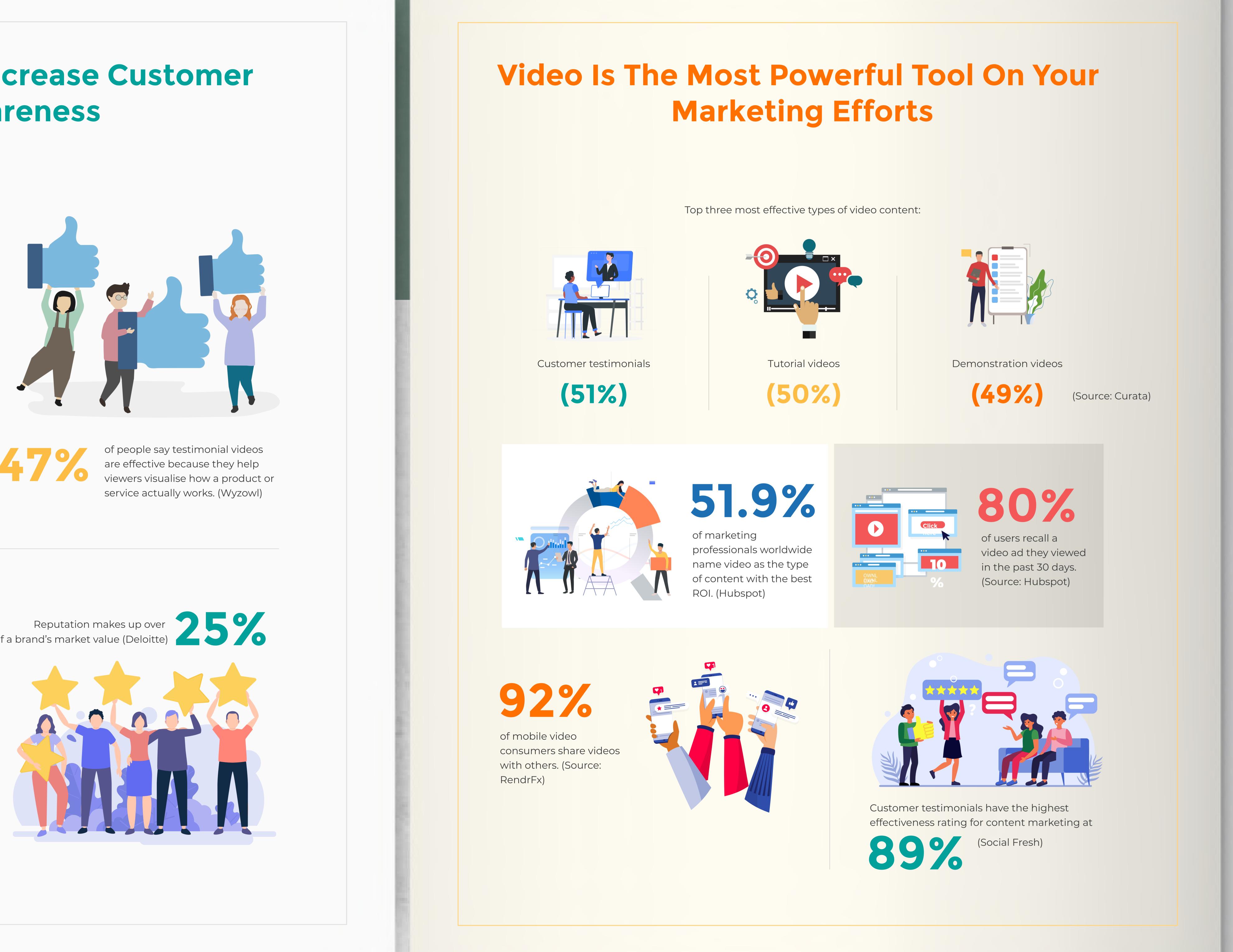
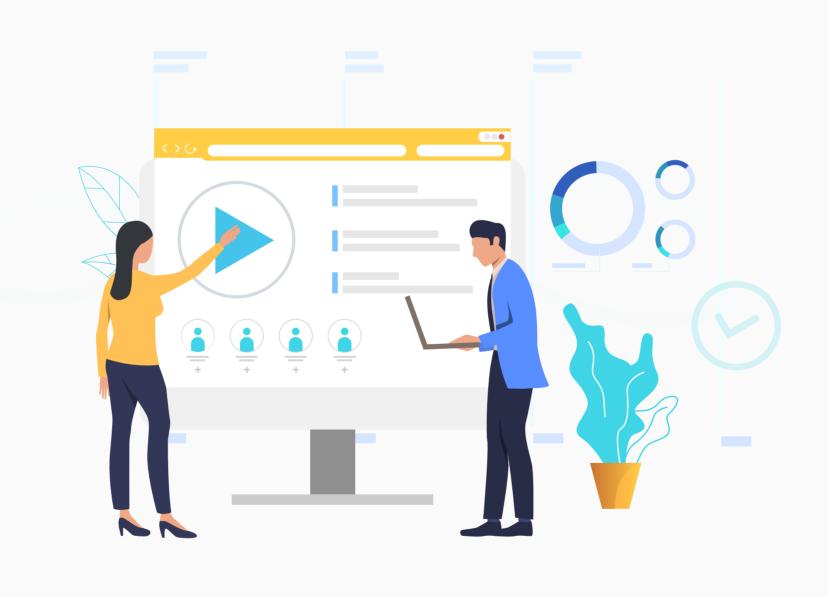
Video Testimonials Increase Customer **Brand Awareness**

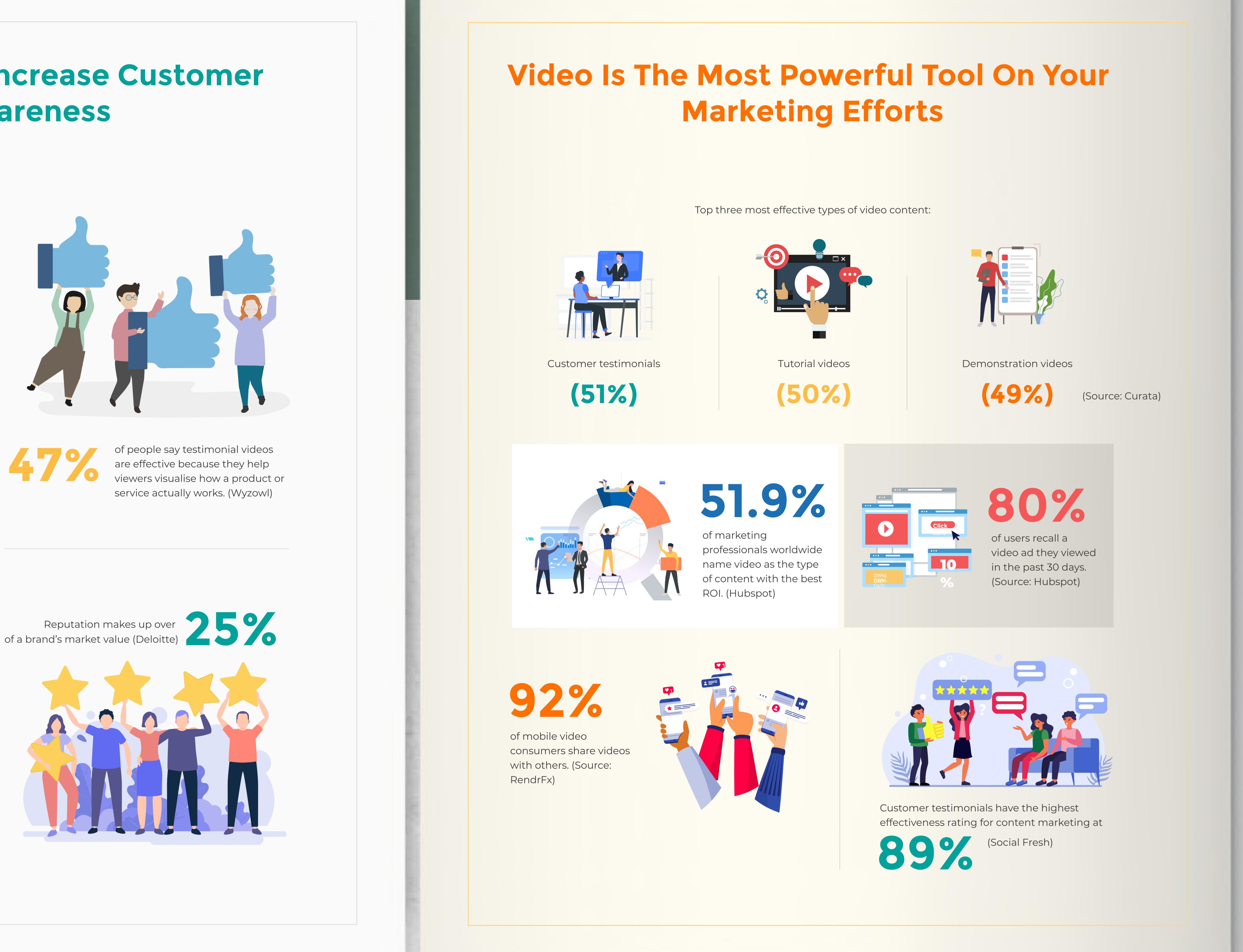


79% watched a video testimonial to find company, produc service. (Wyzowl)





2 out of 3 people say they'd be more likely to make a purchase after watching a testimonial video demonstrating how a business, product or service had helped another person like them. (Wyzowl)





How Video Testimonials Impact Your Business

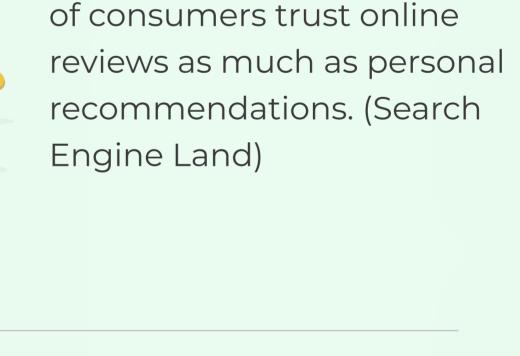
Testimonials Help To Build Customer Trust

90 % of consumers are influenced by positive reviews.













(Dimensional Research)



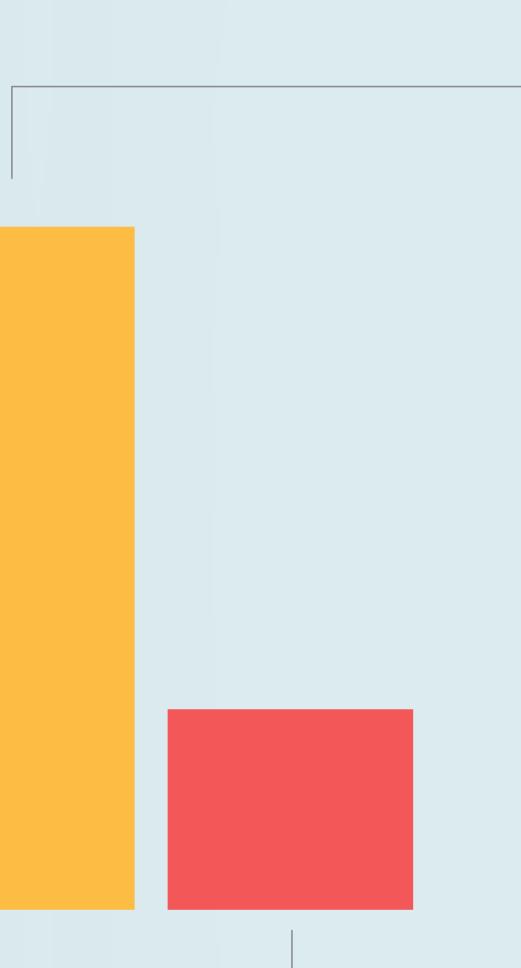




increase in conversion rates.

42% of people say testimonial videos are effective because they showcase an actual person and help the viewer understand their

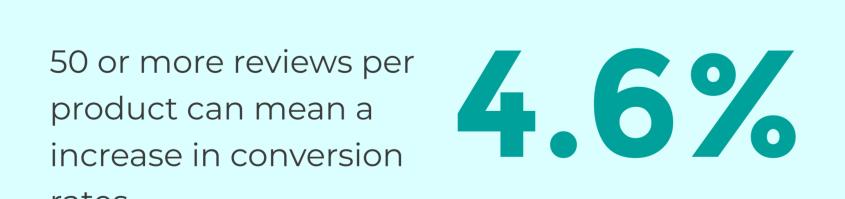
Video Testimonials **Increase Sales**













63% of consumers indicate that they are more likely to purchase from a site if it has product ratings and reviews. (Search Engine Journal)



of people say that a testimonial video has played a part in convincing them to buy a product or service. (Wyzowl)



of people believe testimonial videos are effective because they're more authentic than a business' own pitch. (Wyzowl)





of people say testimonial videos are effective because they help illustrate the impact a product or service can have on their life. (Wyzowl)



