



We surveyed over 1,000 consumers to find out how they're interacting with video and brands on social media.

## Social Media: The Virtual Storefront



## Consumers ♥ Video

Video is consumers' #1 favorite type of branded content on social media.

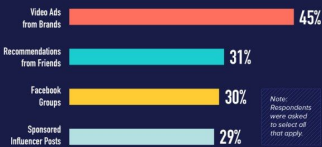


## Social Media vs. Television



## Discovering Brands through Video Ads

On social media, video ads are the #1 way that consumers have found out about a new brand / product before purchasing.



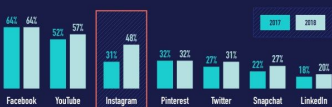
## Best Platforms for Brands

Where do consumers enjoy watching social videos from brands the most?



## Which Platforms are Driving Purchases?

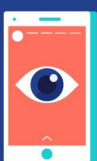
Consumers say that video from brands influenced a purchase decision on the following platforms over the past year:



Instagram has emerged as a purchase driver, showing the biggest increase year over year.

## Video from Brands on Instagram

Many consumers on Instagram are seeking out video from brands and enjoying it.



Of consumers on Instagram:



## What are Consumers Watching?

Here are the top 3 types of branded videos they like best:



How-to videos



Videos about sales & promos



Top 5 lists

### METHODOLOGY

Animoto surveyed a representative sample of 1,017 U.S. adult consumers that own smartphones, visit social media accounts, and have watched videos on social media.



### ABOUT ANIMOTO

Animoto's award-winning online video maker makes it easy for anyone to drag and drop their way to powerful and professional marketing videos.

