

# PUT VIDEO 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:

50%

of participants viewed video in the past 12 months to **research a B2B purchase.**

70%

More than **70%** of B2B marketers report that **video performs better** than other content when it comes to conversions.

70%

Almost **70%** of B2B marketers report that **video engagement data** is effective as a lead quality or **business opportunity indicator.** More than half state that there is great value to having video viewing data about individual leads in the sales funnel.

42%

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

B2B marketers use an average of 13 content marketing tactics, with 65% employing online 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>

**KNOWLEDGE VISION**

**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*

knowledgevision.com