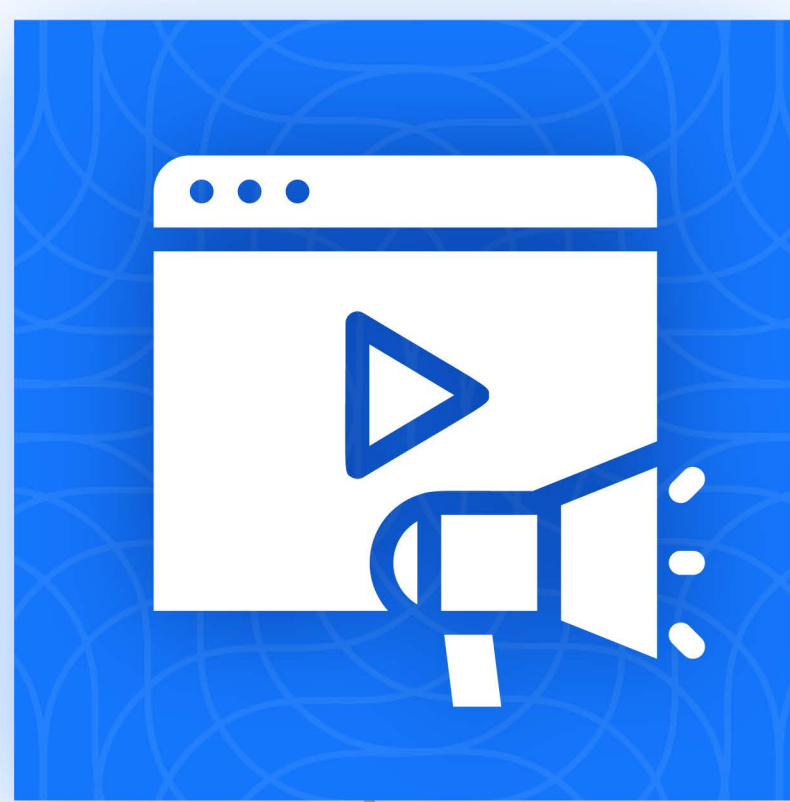


10 Reasons

Your Retail Media Strategy Should Include Video

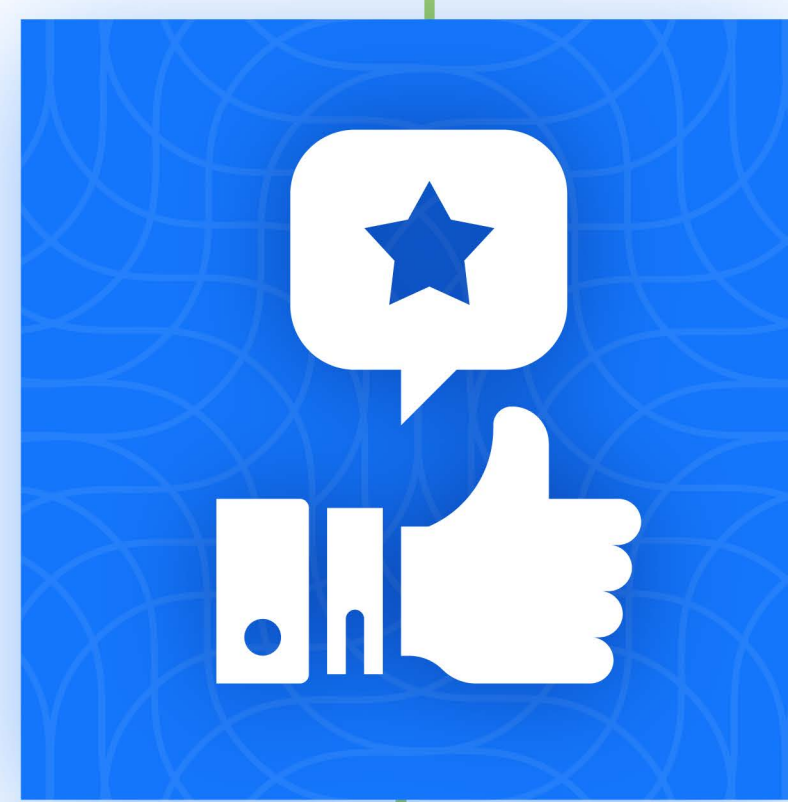


1 Consumers Prefer Video Content

80% of consumers prefer to watch live videos over reading blogs¹ and **66% of consumers** said they prefer watching a video compared to reading about a product.²

2 Video Ads Have Higher Engagement

The average click-through-rate for video ads is **7.5x higher than display**.³



3 Video Influences Consumer Purchase Decisions

84% of people say they've been convinced to buy a product or service by **watching a brand's video**.⁴

4 Video Improves the Customer Experience

60% of shoppers said livestream content improved their online shopping experience.⁵



5 Video Helps Shoppers Understand Products

96% of people have watched an explainer video to learn more about a product or service.⁶

6 Videos Build More Brand Awareness

Research suggests the average user **remembers 95% of a message** when it is watched, compared to just **10% when it is read**. This means prospects are **more likely to remember your message via a video ad** than an image or text ad.⁷

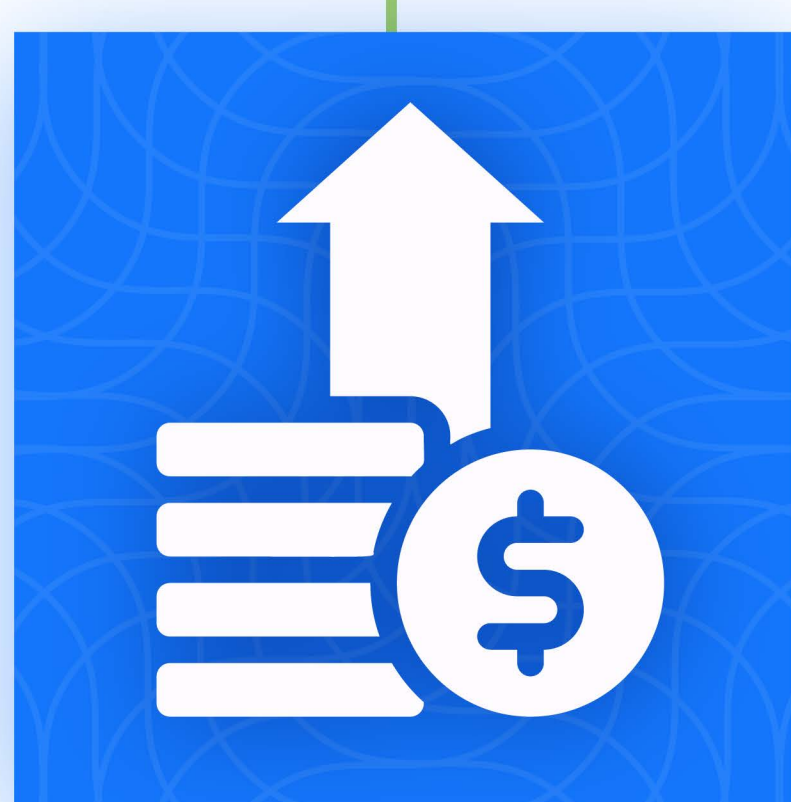


7 Videos Help Brands Build Trust

52% of marketers say that video helps them **build trust with potential customers**.⁸

8 Video Increases Overall Campaign Performance

Campaigns that combine both display and video ad formats, on average, record a **320% increase in detail page views** and a **150% increase in purchase rate** compared to display-only campaigns.⁹



9 Videos Help Boost Sales

78% of marketers say video has directly helped increase sales.¹⁰

10 Video Creates Better ROI

74% of marketers say video has a better return on investment than static imagery.¹¹



Interested in learning more about how **InMobi Commerce** is revolutionizing retail media? Reach out today to schedule a chat with one of our experts.

Sources

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