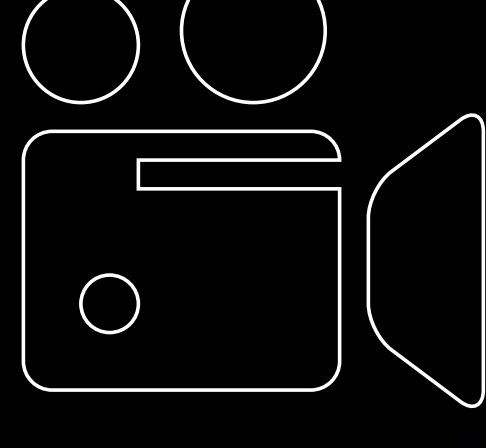


DOES THE LENGTH OF YOUR MOVIE MATTER?

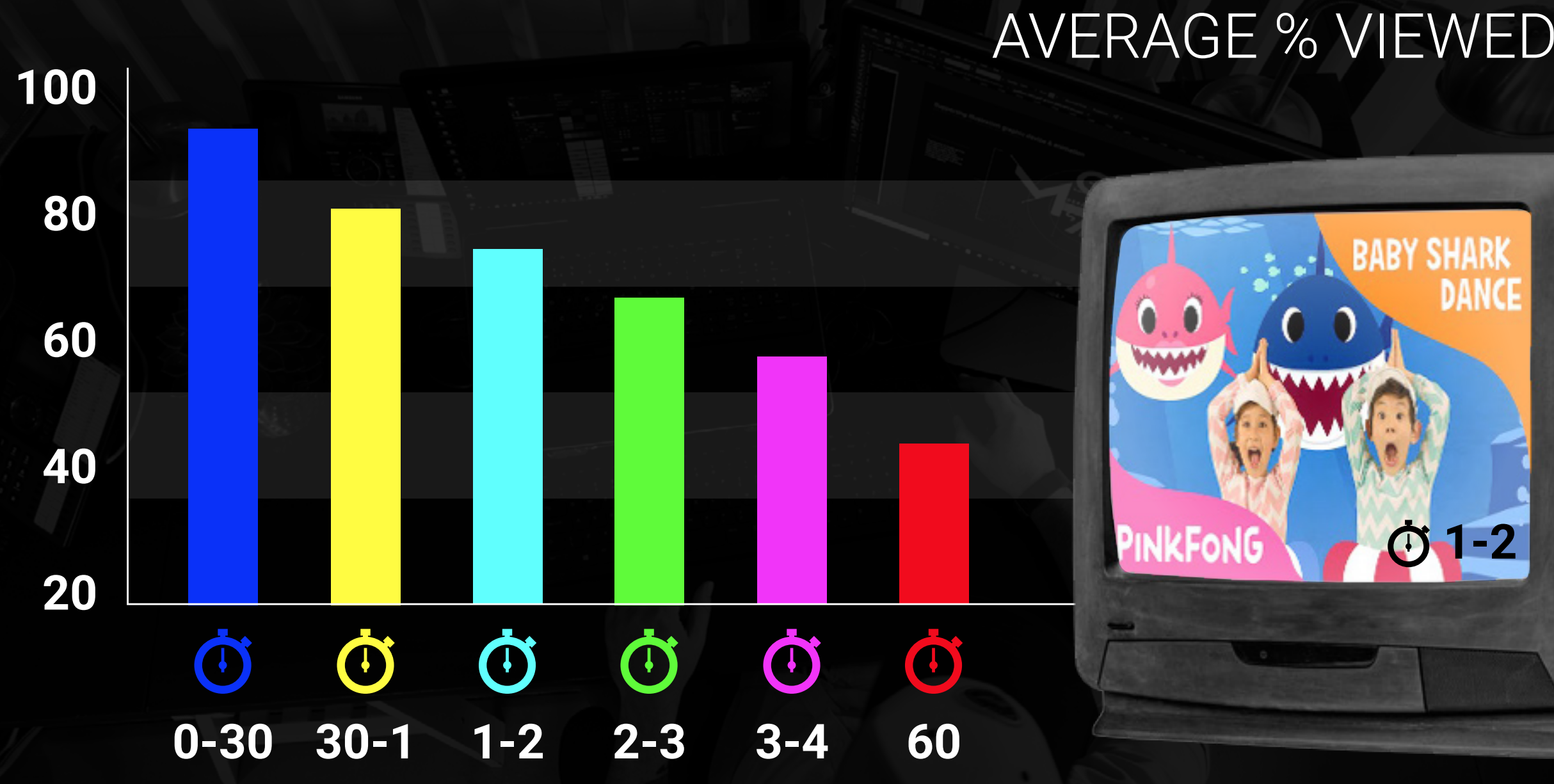
IN SHORT, YES IT DOES



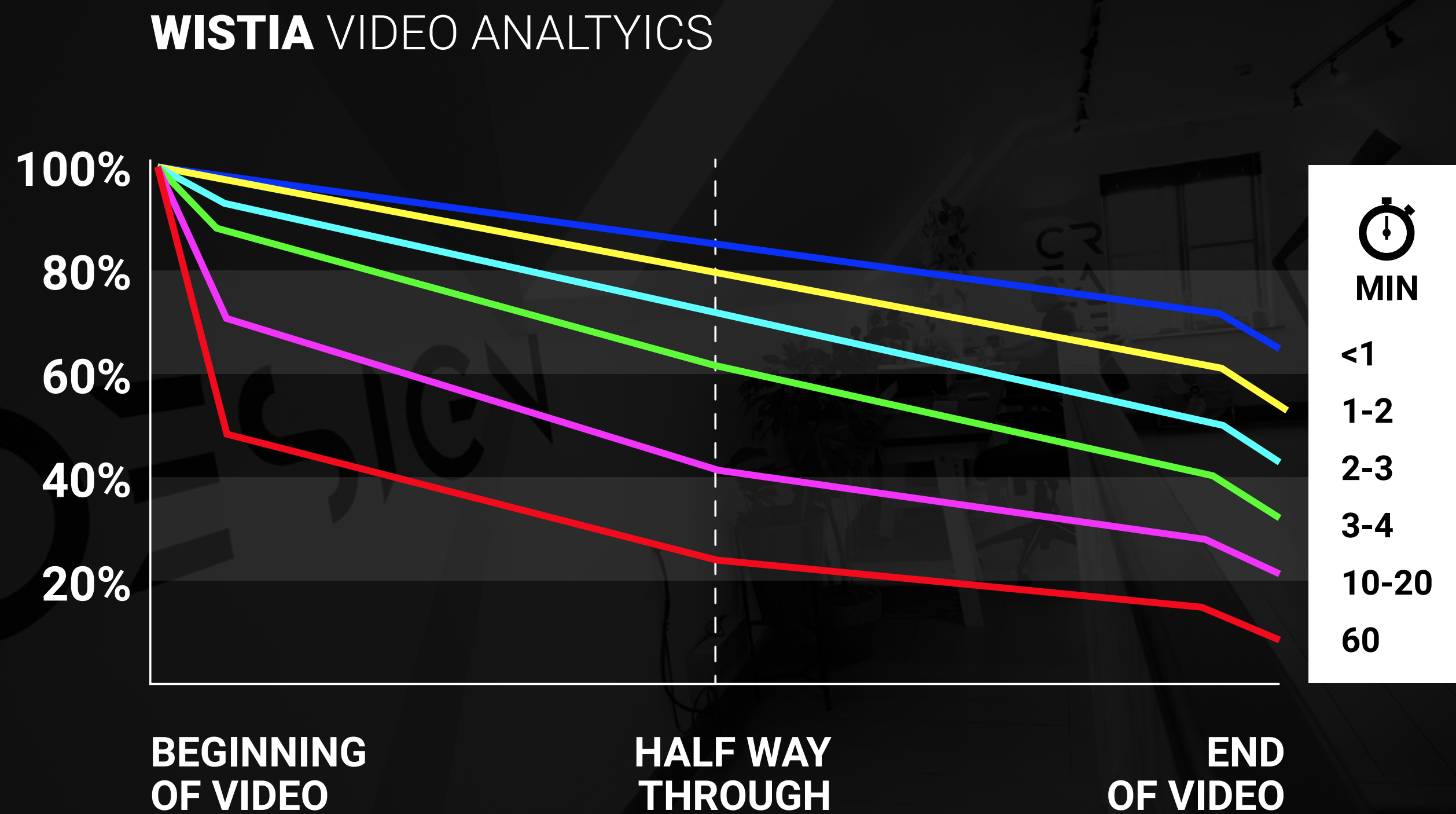
WISTIA VIDEO ANALYTICS

WITH MILLIONS OF DATA FROM BUSINESS VIDEOS

with every type at our disposal. The graphs below summarize literally millions of data points from the last couple years



This graph tells us that **shorter videos are better for getting people to watch the whole thing**. After all, most business video is created to serve up a pre-packaged message, **so the longer the video, the less people will watch...**



AUDIENCE ENGAGEMENT

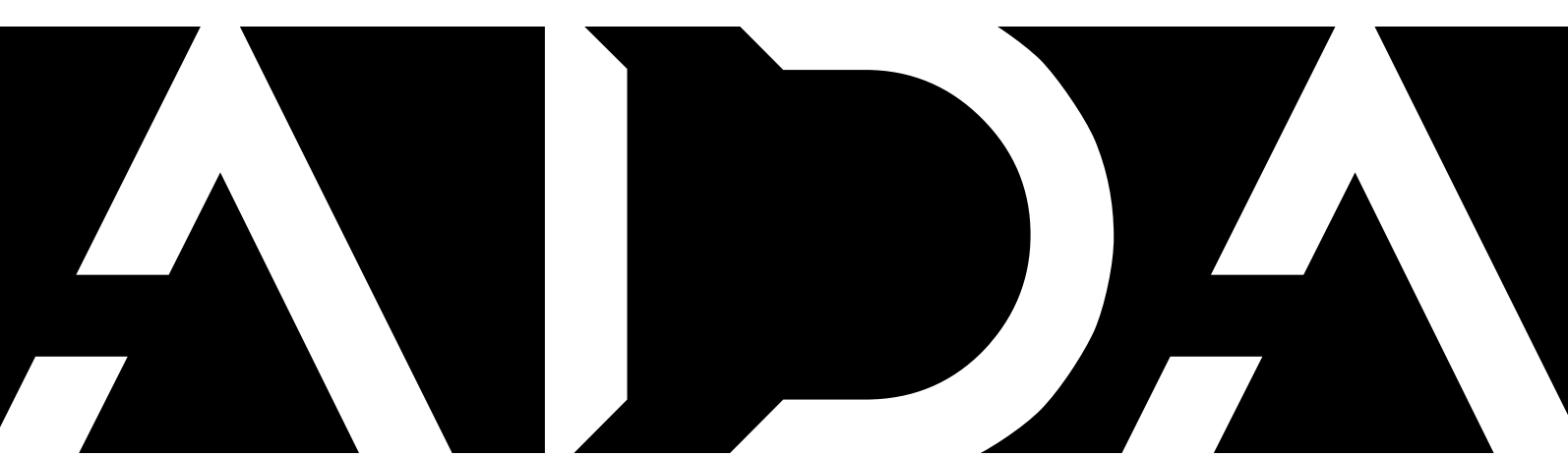
WHAT WE CAN LEARN FROM THE ABOVE GRAPH

is that the way you organise the structure and content of your video could be key to its impact and success. For example placing the most important information at the start of your video followed by supporting details will get the message across to a larger amount of viewers

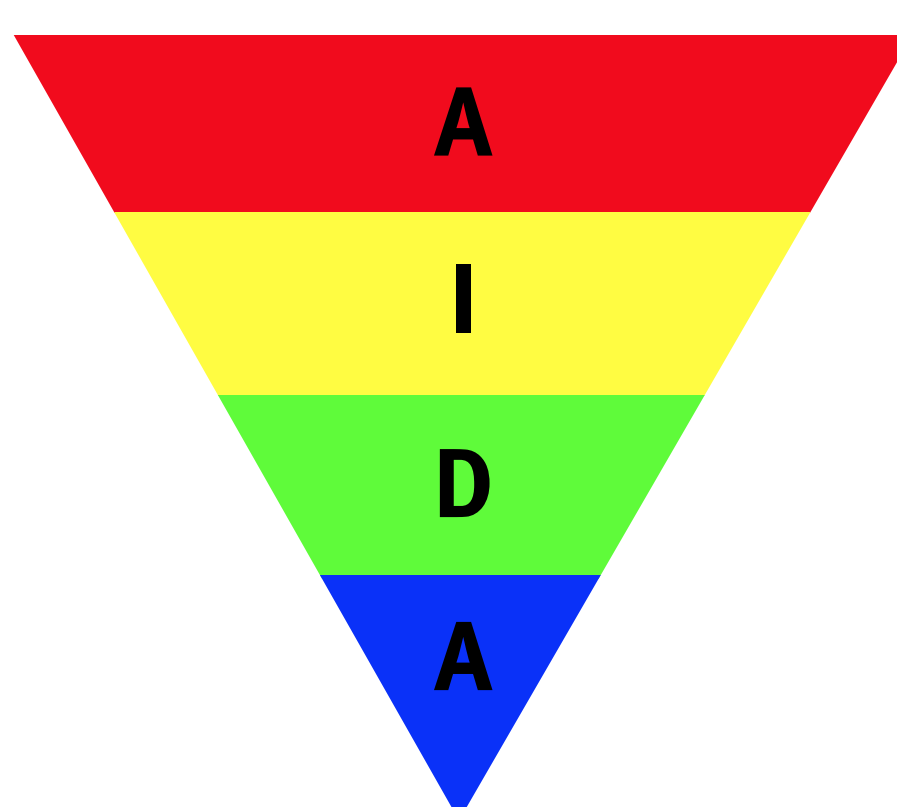
FOR LONGER VIDEOS

the dropoff at the beginning is very steep; **most viewers decide quickly if they would like to continue watching**, when they detect that the video is wrapping up another drop occurs. So, if your CTA is at the end, consider a harder stop, rather than winding down so the viewer will stick around for your CTA.

When thinking of how to structure your animation
TRY AND USE THE FOLLOWING:



AWARENESS
INTEREST
DESIRE
ACTION



Make your content as concise as possible to achieve the highest engagement.

If your message is more complex, give it the time it deserves, but understand that a major chunk of your audience won't make it to the end of the video and consider front-loading your video with the most important information at the beginning.

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