



# WHY IS QUALITY VIDEO A GAME-CHANGER?

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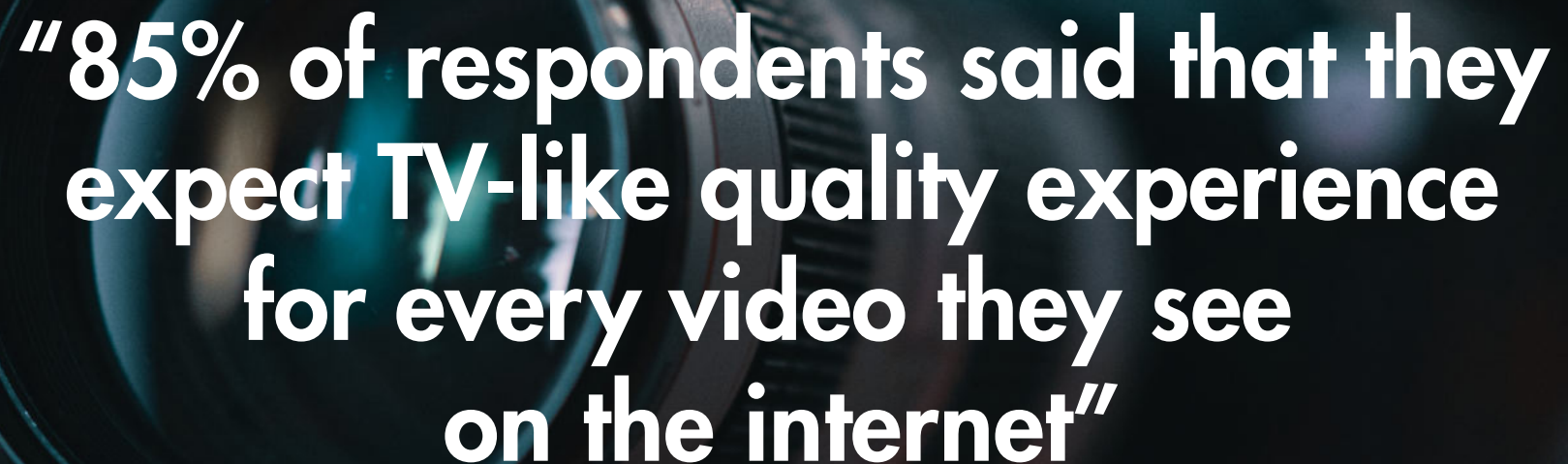
**Video is everywhere because marketers know that video is the way to move forward.**

# 72% of people

**prefer watching videos to learn about a product instead of reading the text (Source: [WyzOwl](#)).**

However, *not all video performs equally well*. Just because your target audience is more likely to watch a video doesn't mean that you can post poor-quality videos. Quality matters in video advertising, and if you end up publishing a low-quality video, it might backfire.

**Let's see why quality should be your top priority  
when running a video advertising campaign.**



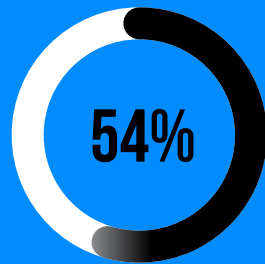
**“85% of respondents said that they  
expect TV-like quality experience  
for every video they see  
on the internet”**

# WHY VIDEO ADS WORK

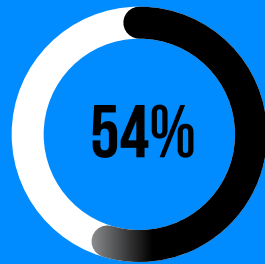
## Consumers love interacting with video ads as compared to image ads.

*Why?*

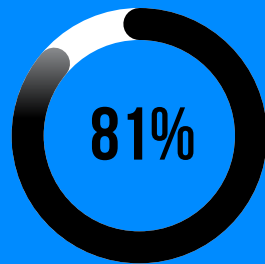
Because video is visually pleasing, emotionally appealing, and interactive. Most importantly, videos are the norm. *It's what consumers expect.*



As much as **54% of Millenials** watch multiple videos in a row.



**54% of them don't even realize that they're doing so (Source: Tubular Insights).**



**This is why 81% of marketers are using video in their marketing strategy (Source: WyzOwl).**

# WHY VIDEO AD QUALITY MATTERS

## 1. Low-Quality Videos Get Less Engagement

[Verizon Digital Media Services](#) conducted a survey of 1,000 adult internet users and asked them about the quality of video they expect.

The survey found that the **average time spent viewing video fell by a whopping 77% when video quality dropped.** More than **85%** of respondents said that they *expect* TV-like quality experience for every video they see on the internet.

Some **25%** of respondents said that they have left a video **due to poor quality at least 50% of the times** in the past month.

*Would you dare to take the risk?*

Here is the thing: Your target audience has expectations and if you don't meet those expectations, you lose them. Consumers are used to watching high-quality videos on multiple devices and when they see a poor quality video, they will pass it.

# WHY VIDEO AD QUALITY MATTERS

## 2. Great Video Improves Brand Image

Video quality can change the [perception viewers have of your brand](#).

According to [Brightcove](#), **62% of consumers** will develop a negative perception of your brand if you publish a poor quality video, and **60% won't engage** with your brand.

Poor quality video can hurt your business, even if you offer the most innovative products and services. It isn't about what you are selling, rather *how you sell it*.

In this sense, a quality video can help business that offer even the weirdest products on the market. Why? Because high-quality translates into being [trustworthy](#), credible, and authoritative.

Check out this [video by Volvo Trucks](#). This high-quality video has garnered more than 88,824K views on YouTube. A quality video will never disappoint your audience.

# WHY VIDEO AD QUALITY MATTERS

## 3. Video Improves Ad Performance

[Aden Andrus](#) conducted several experiments to find the connection between video quality and [campaign performance on Facebook](#).

*What he found was:*

High-quality video ads *outperform* low-quality ads in terms of ROI in the long run.

[Leads generated](#) with video ads were higher quality and easier to convert as compared to leads generated with image ads.

The higher the quality of the video, the better the performance of your [other content](#). The better the performance of your content, the more leads you get that will **engage, convert, and return.**

# WHY VIDEO AD QUALITY MATTERS

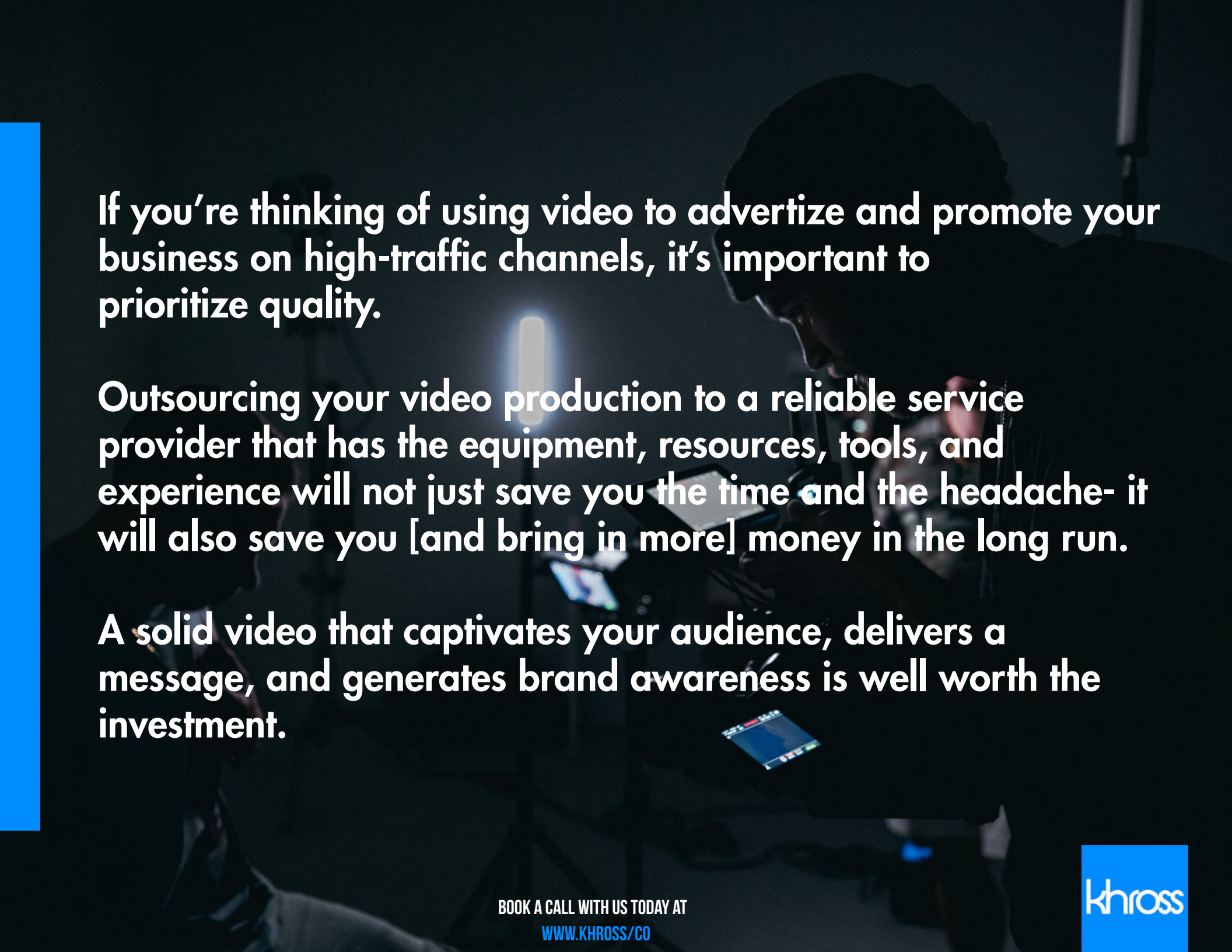
## 4. High Quality Gets Your Business Noticed

Have you ever stopped and watched a video on your Facebook News Feed just because it grabbed your attention instantly? Most likely!

A high quality video with great content will [attract viewers](#) **like a magnet**. You won't have to beg people to watch, like, share, or engage with your video- it will get organic engagement on its own.

## 5. Video Leaves an Impression

While getting video shares is a great way to [expand your reach](#), it's important to stay focused on **quality over quantity**. A good video will leave a powerful impression on viewers, and a powerful impression on a handful of [ideal customers](#) is far more important than a mediocre impression on a crowd of irrelevant people.



**If you're thinking of using video to advertize and promote your business on high-traffic channels, it's important to prioritize quality.**

**Outsourcing your video production to a reliable service provider that has the equipment, resources, tools, and experience will not just save you the time and the headache- it will also save you [and bring in more] money in the long run.**

**A solid video that captivates your audience, delivers a message, and generates brand awareness is well worth the investment.**

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