

WHY IS IT IMPORTANT TO USE ANIMATED VIDEOS?



AT THE TOP MARKETING

The background is a solid orange color. In the four corners, there are stylized, light blue eyes with dark grey pupils and white highlights, looking towards the center. The eyes in the top-left and bottom-right corners are partially cut off by the edge of the frame.

65%

of people are **VISUAL**
learners

90%

of the information
transmitted to the brain is
VISUAL



80%

of people will watch a video entirely

Videos have

1,200%

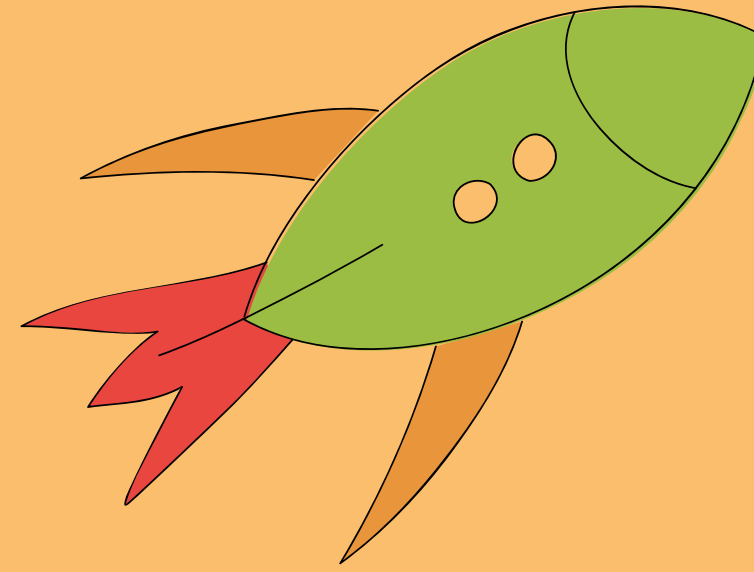


more shares than text and images
combined

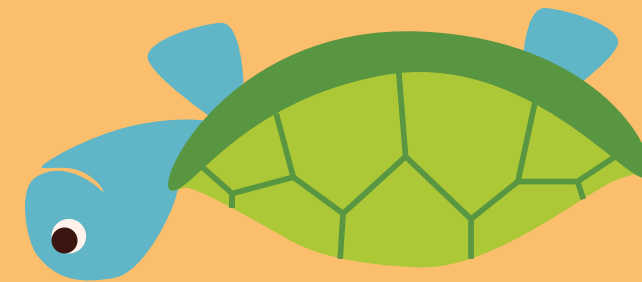
60,000

x

faster



VISUAL information is processed 60,000 x faster than text.





**1.8 MILLION
OF WORDS**

The information stored
in a one minute video is
roughly equivalent to **1.8**
million of words



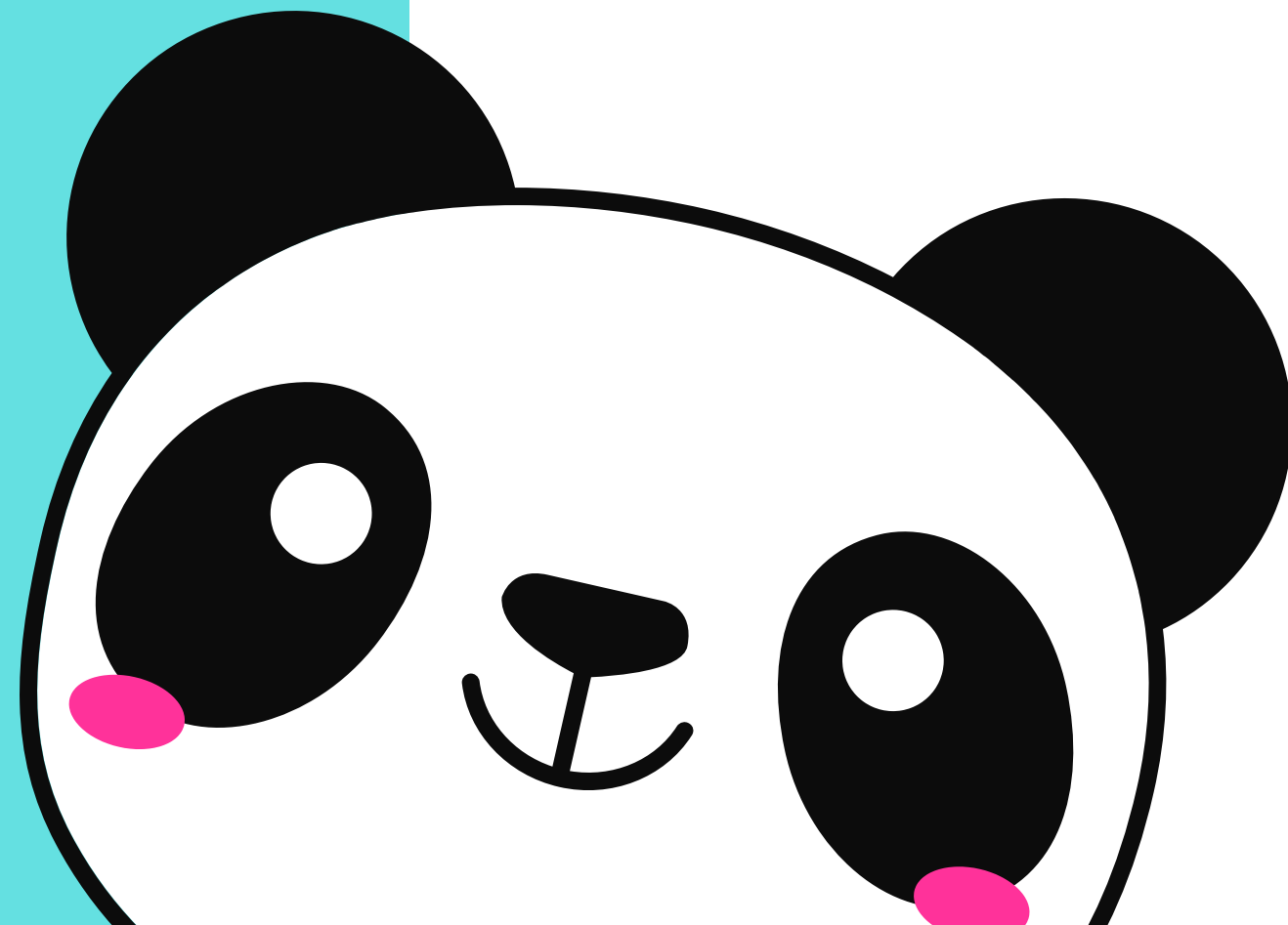
64%

of users are more likely to
buy a product online after
watching a video

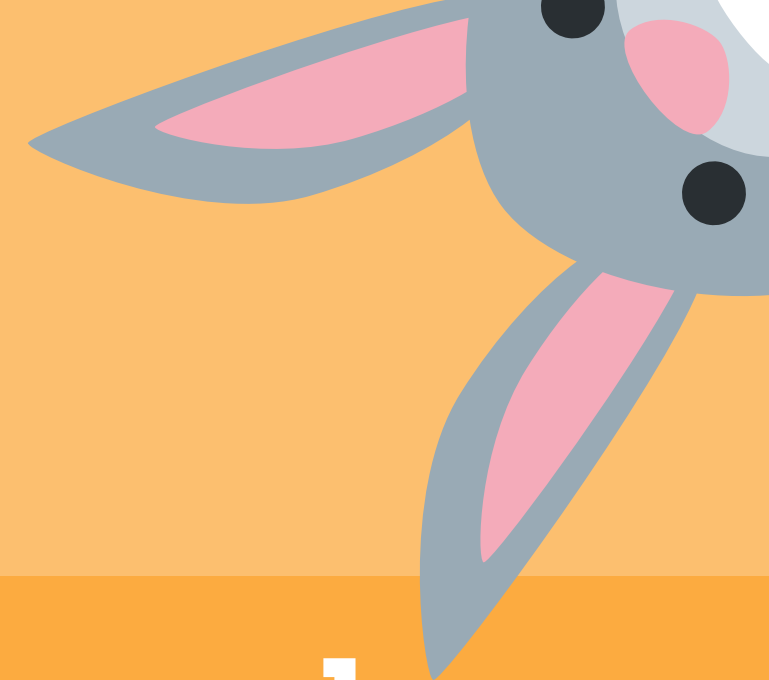




Explainer videos are
ENGAGING, a story gets
stuck in viewers' hearts and
minds. They would let their
guards down, and it is hard
to achieve the same with
other sales strategies



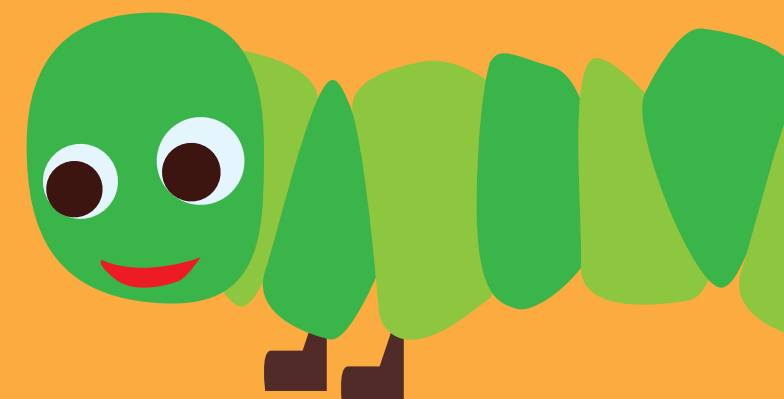
**Animation Brings Back
Memories**



**Animation Simplifies Complex
Topics**

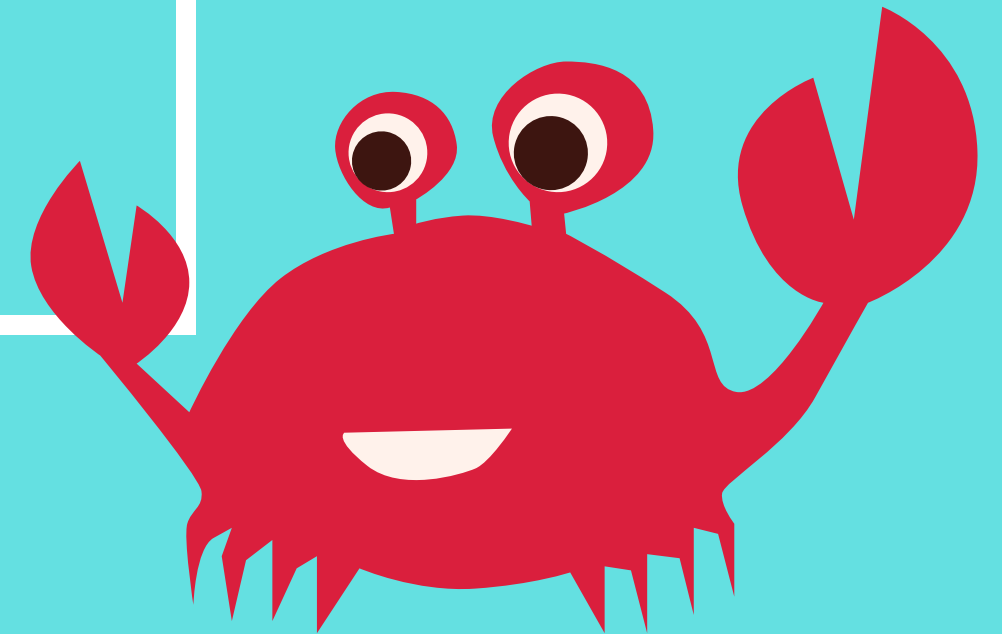
**Animation Keeps Viewer's
Attention**

**Animation Fits for Just About
Anything**





READY TO
ORDER YOUR
VIDEO?



AT THE TOP MARKETING