

# Animation video impact report for content marketers

## Description

Are you a marketer?  Read this when you consider to make your content stand out.

This Breadnbeyond animated marketing report highlights how animation enhances brand engagement, simplifies complex ideas, and increases conversion rates. By making content visually appealing, businesses can stand out in crowded markets and boost brand recognition. Animated videos are versatile, effective for various industries, and particularly beneficial for social media and landing pages.

For more details, visit the report here.

The Breadnbeyond animated marketing report offers key insights into the growing impact of animated videos in digital marketing. Here are five key statistics from their findings:

1. **93% of marketers** say video content is a crucial part of their overall strategy.
2. **85% of businesses** use video as a marketing tool, which has grown steadily from 61% in 2016.
3. **95% of viewers** retain a message better after watching a video, compared to just 10% who read the same message in text form.
4. **88% of marketers** are satisfied with the ROI from their video marketing efforts.
5. **73% of consumers** are more likely to make a purchase after watching a product demo or explainer video.

These statistics highlight the effectiveness of using animated video content to boost engagement, conversion rates, and customer satisfactionâ??

Breadnbeyond

**Category**

1. Marketing

**Tags**

1. Engagement
2. Digital Strategy
3. Content Marketing
4. Animation Video
5. Video Marketing

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