



72%

of customers said they would rather learn about a product or service by way of video.

95%

Viewers retain 95% of a message when they watch it in a video!

86%

of businesses use video as a marketing tool – up from 63% over the last three years

NTMA Video Sponsorships

Marketers who use video as part of their overall strategy for promoting their products, services, and solutions grow revenue nearly double (2x) the rate as those who do not! NTMA's Audience is looking forward to engaging with your company's video related content! Inquire today!

**Optinmonster Video Marketing Statistics: What You Must Know for 2022*

**Insivia 50 Must - Know States About Video Marketing 2016*

**Wyzowl Video Marketing Statistics 2022 shared by Hubspot*