



**B2B VIDEO MARKETING:**

# **THE POWER OF VIDEO IN THE B2B BUYER'S JOURNEY**

Research created in partnership with Ascend2

**BRIGHTCOVE<sup>®</sup> VIDEO THAT  
MEANS BUSINESS<sup>™</sup>**

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## METHODOLOGY

Ascend2 benchmarks the performance of business strategies, and the tactics and technology that drives them. With a custom online questionnaire, this survey was fielded to a panel of 305 professionals responsible for purchase decision-making within their organization, operating in the business-to-business (B2B) space for businesses generating more than \$50M in revenue or more annually in North America and the United Kingdom. The survey was fielded from February 10-17, 2022.

## KEY HIGHLIGHTS

**Video is the most impactful content format throughout the entire journey.** When stacked up against other content formats like blog posts and white papers, B2B buyers say video is the most impactful content format for creating awareness of business-related problems as well as researching and comparing solutions to these problems.

**Video builds trust in a brand.** 93% of B2B buyers say that video is important in building trust in a company's ability to deliver on its promises.

**Video primes sales to close the deal.** 97% of recent video viewers say that they would be more receptive to sales communication from a business after consuming their video content.

**Video is preferred over written content.** B2B buyers prefer video over written content when learning about a business, product or service, as well as when being introduced to sales representatives and in their post-purchase journey during troubleshooting and training.

# 88%

of B2B buyers surveyed have watched videos to learn about a company's products or services in the last three months.

# 95%

of B2B buyers say video plays an important role in moving forward with a purchase.

# VIDEO CONNECTS WITH B2B BUYERS ACROSS THE ENTIRE CUSTOMER LIFECYCLE

Nearly all (95%) B2B buyers surveyed say video plays an important role in deciding to move forward with a purchase. Buyers prefer consuming B2B content in video format over written format in every stage of their decision-making:



## STAGE 1: PROBLEM RECOGNITION



## STAGE 2: INFORMATION GATHERING



## STAGE 3: BECOMING A CUSTOMER



## STAGE 4: POST-PURCHASE USE

Buyers seek out videos to consume information as quickly and efficiently as possible.

From early-stage problem identification through post-purchase learning and advocacy, video provides opportunities to connect and engage with key stakeholders involved in the decision.



# PROBLEM RECOGNITION

**VIDEO CUTS THROUGH  
TOP-OF-THE-FUNNEL  
NOISE.**

# 70%

of B2B buyers say video  
is the best content format  
for creating awareness of  
business-related problems.



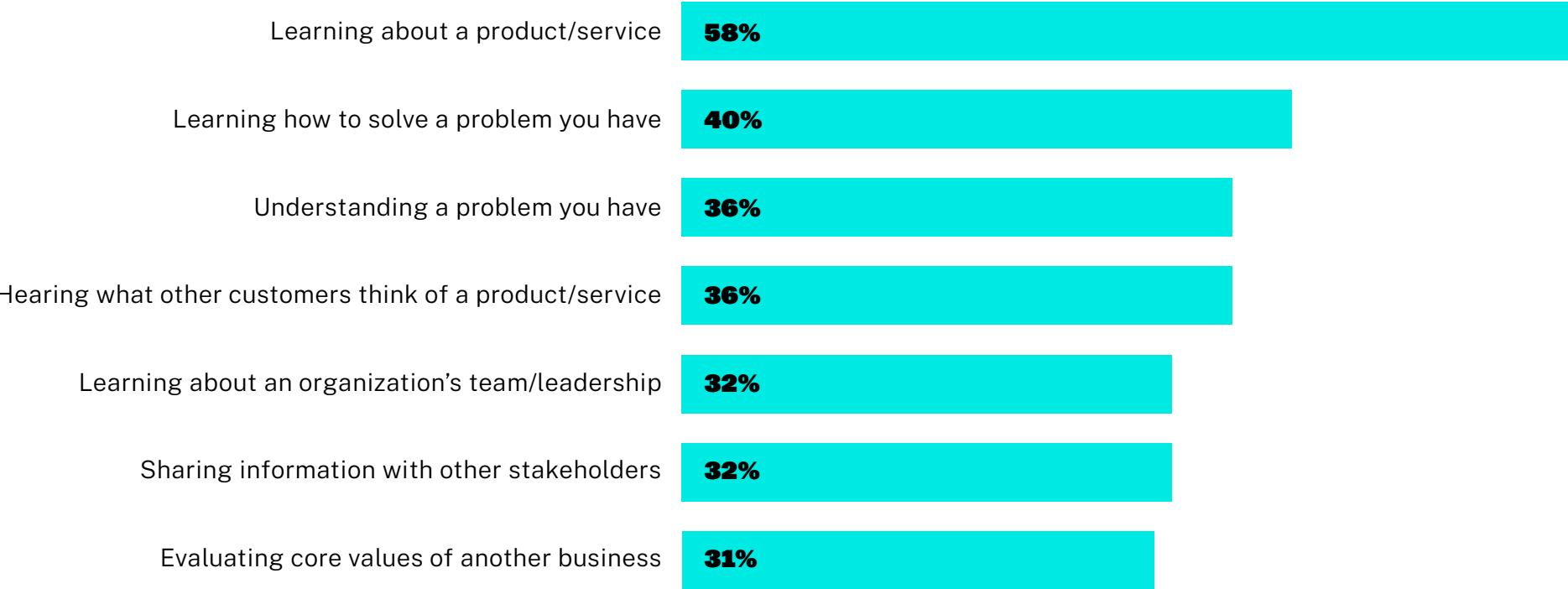
PROBLEM RECOGNITION

B2B BUYERS RANKED UNDERSTANDING A PROBLEM AS A TOP WAY THAT VIDEOS ARE HELPFUL THROUGHOUT THEIR CUSTOMER JOURNEY.

► VIDEO IN ACTION

Start the customer journey by telling a story. Associate your brand with specific outcomes that you know your audience wants to achieve. Keep videos in this stage relatively short, inspirational, and thought-provoking.

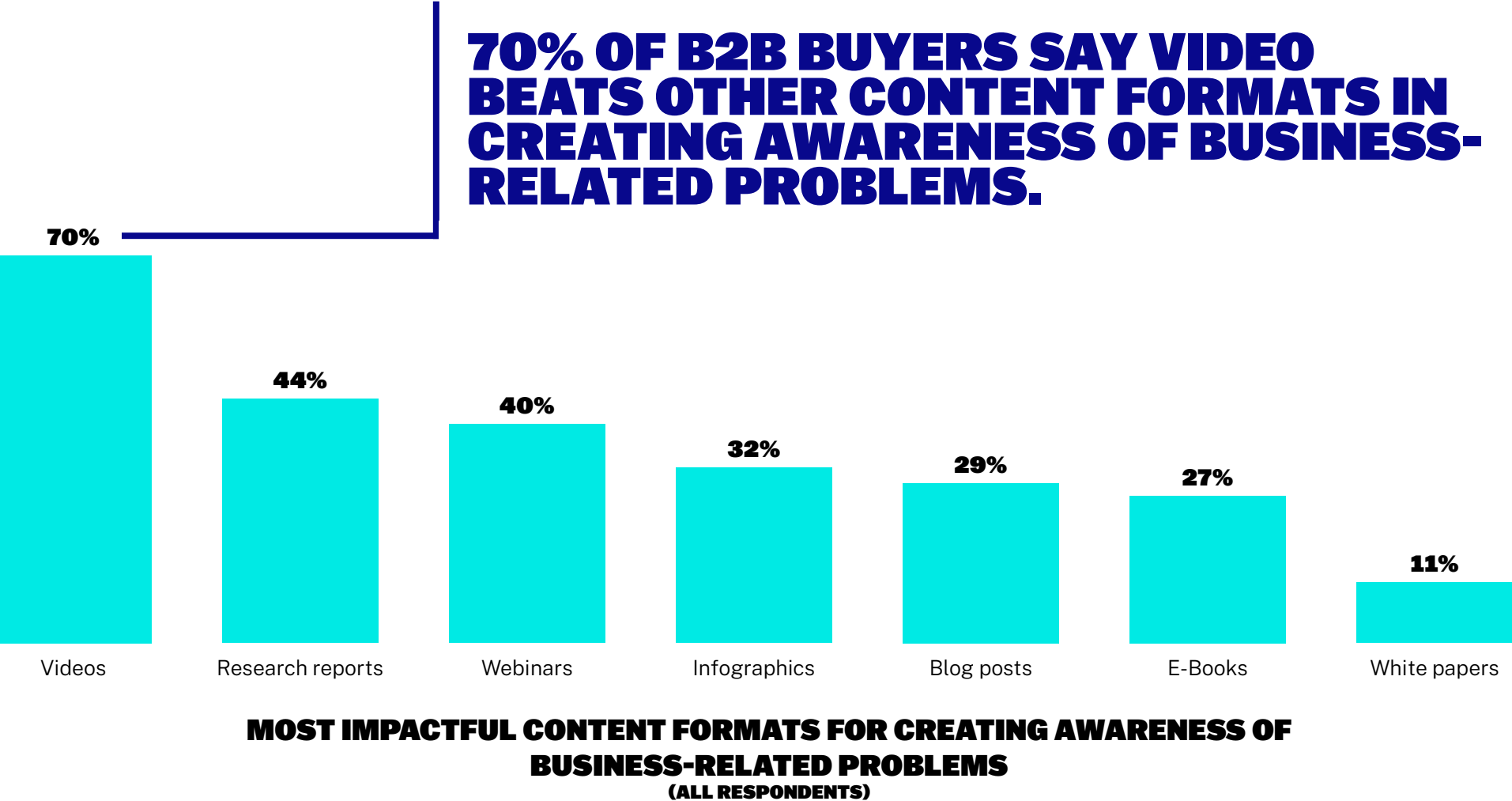
IN WHAT WAYS IS VIDEO MOST HELPFUL TO YOU WHEN MAKING A PURCHASE DECISION FOR YOUR ORGANIZATION?  
(ALL RESPONDENTS)



# PROBLEM RECOGNITION

Even when stacked up against other content formats, an overwhelming **70% of B2B buyers report that video makes the most impact over other content formats** such as infographics, e-books, and white papers in creating awareness of business-related problems.

Notably, webinars also rank high on this list of content formats delivering the most impact in recognizing a problem. Webinars, both live and asynchronous, can be repurposed and distributed in a number of ways as video on-demand to a wide ranging audience to provide thought leadership on specific issues in the early stages of buying.





# INFORMATION GATHERING

**BUYERS ARE LOOKING  
FOR VIDEO WHEN  
RESEARCHING YOUR  
PRODUCT OR SERVICE.**

# 93%

of B2B buyers say that  
video is important in  
building trust in a brand.





## INFORMATION GATHERING

# 93% OF B2B BUYERS SAY THAT VIDEO BUILDS TRUST IN A BRAND.

Building meaningful relationships with prospects to convert them into leads starts with delivering personalized experiences that build trust and drive engagement. Video allows organizations to showcase their brand's personality, voice, and values as well as seamlessly walk potential buyers through otherwise complicated product and service offerings.

An overwhelming majority of B2B buyers say that video is an important part of bolstering the trust they have in an organization's ability to deliver on its promises. The middle of the funnel provides critical opportunities to do just that.

## PERCENT OF RESPONDENTS WHO PREFER VIDEO CONTENT OVER WRITTEN CONTENT WHEN LEARNING ABOUT A COMPLEX PRODUCT/SERVICE. (BY INDUSTRY)

**TECHNOLOGY 91%**

**PROFESSIONAL SERVICES 82%**

**MANUFACTURING 75%**

**HEALTHCARE & LIFE SCIENCES 72%**

**FINANCIAL SERVICES 68%**

## INFORMATION GATHERING

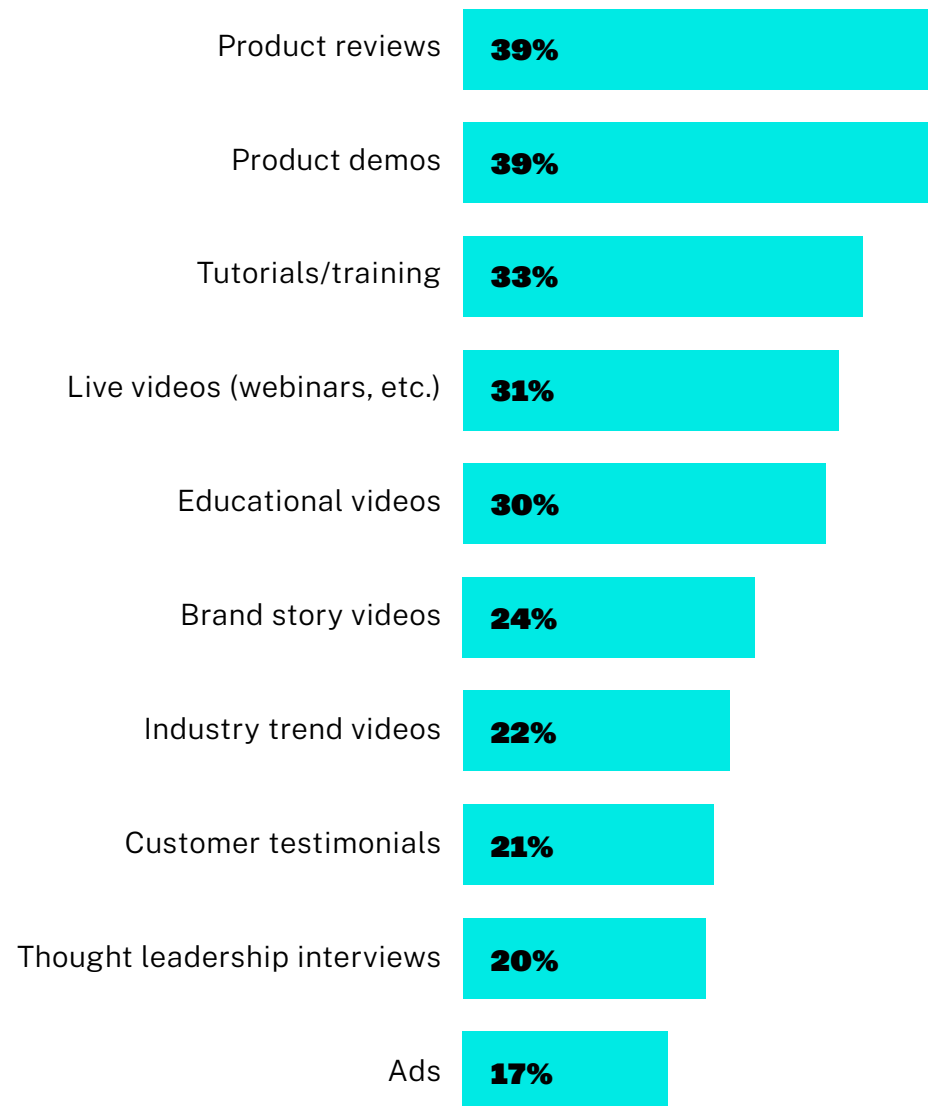
# WHAT ARE B2B BUYERS WATCHING?

Much of this phase of information gathering is spent exploring products and services to determine whether they will meet the needs of the buyer's organization, and according to 65% of all B2B buyers surveyed, video is the most useful content format as they research these potential solutions.

In fact, the top two types of video watched in the last three months by recent video viewers are both product-focused: product demos and product reviews. Video enables buyers to visually connect a product or service offering to their needs in an easily digestible and efficient way.

Additionally, 83% of B2B buyers would rather tour a product via video over written format, and 81% say they prefer to see an explanation of a complex product or service in video format.

## TYPES OF VIDEO VIEWED IN THE LAST 3 MONTHS (RECENT VIDEO VIEWERS)



### ► VIDEO IN ACTION

Having the ability to measure which content is encouraging connection and engagement with your audience is key.

A man with grey hair and a beard, wearing a dark suit jacket over a light blue shirt, is sitting at a desk. He is looking down at a laptop, with his hands on the keyboard. A white mug is on the desk in front of him. The background is a bright, out-of-focus office window.

# **BECOMING A CUSTOMER**

**VIDEO PRIMES  
BUYERS FOR  
CLOSING THE SALE.**

**97%**

of recent video viewers say that they would be more receptive to sales communication from a business after consuming their video content.

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**92%**

of executives prefer to be introduced to a sales representative via video over written communication.

**BECOMING A CUSTOMER**

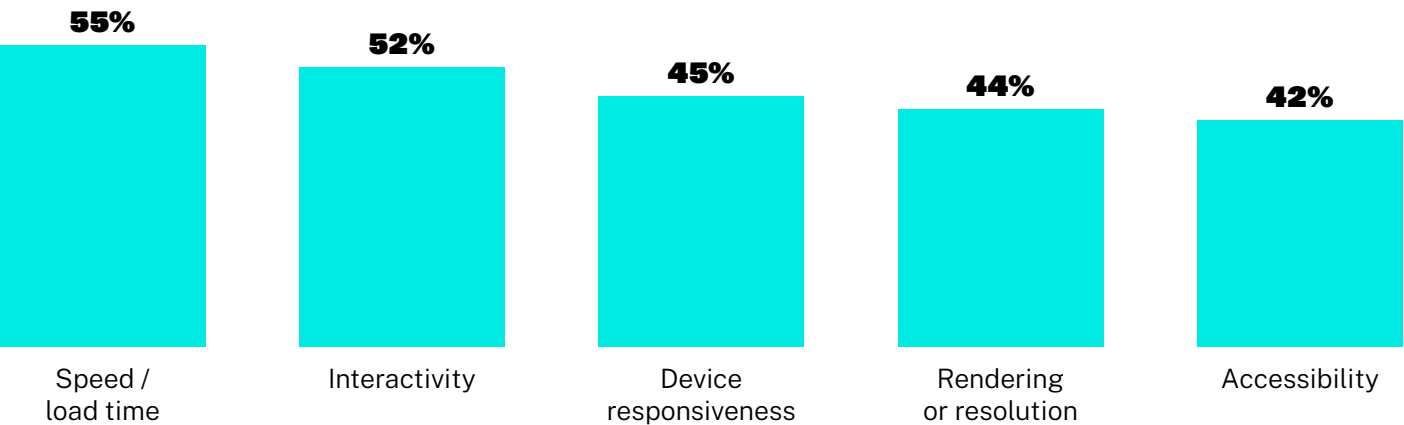
**COMPARING SOLUTIONS**

Optimizing videos for engagement and progression through the last stages of the buying journey is critical, but what matters most to B2B decision-makers in terms of the videos they are viewing?

More than half (52%) of B2B buyers say that interactivity features such as links to other content, choose your own journey experiences, and like/dislike buttons matter most to them when it comes to elements included in a business-related video. In fact, decision-makers value interactivity features nearly as much as they value speed and load time (55%).

B2B purchase decision-makers want clickable calls to action in the videos they watch. Businesses are missing out on tremendous opportunities to engage with their audience if these features are missing. These interactive elements can help accelerate a prospect’s evaluation and ultimately, their final decision. What’s more, these interactions provide critical insights into how videos are performing, especially in the later stages of the buying process. These insights can be used to inform and optimize a strategy by gauging pipeline velocity and identifying key indicators that signal buyer readiness.

**WHAT MATTERS MOST WHEN IT COMES TO BUSINESS-RELATED VIDEOS?**  
**(ALL RESPONDENTS)**



**44%  
OF B2B  
BUYERS  
SAY THAT  
VIDEO  
QUALITY  
MATTERS  
AS THEY  
NAVIGATE  
THROUGH  
THEIR  
BUYING  
JOURNEY.**



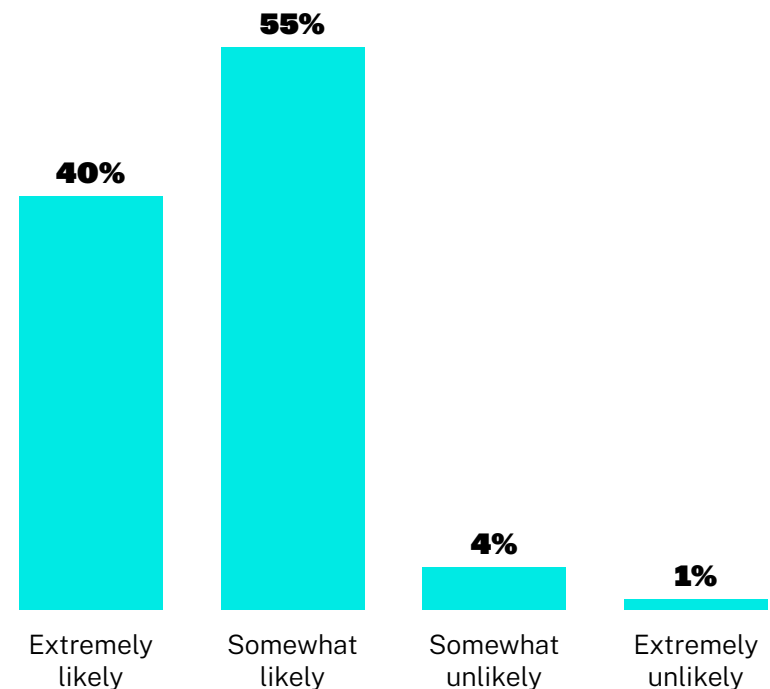
## BECOMING A CUSTOMER

# VIDEO PRIMES BUYERS FOR SALES COMMUNICATION

Nearly all (95%) B2B decision-makers surveyed say that they are more likely to be receptive to sales communication from a specific organization after consuming their video content. Priming leads for a smooth handoff to the sales team not only better equips sales to help turn leads into customers, but improves the experience of the buyer with a more seamless and expected transition.

Nearly three-quarters (73%) of recent video viewers report that they prefer video over written communication when being introduced to a sales/customer service representative.

## LIKELIHOOD OF BEING MORE RECEPTIVE TO SALES COMMUNICATION FROM A SPECIFIC ORGANIZATION AFTER CONSUMING THEIR VIDEO CONTENT. (ALL RESPONDENTS)



### ► VIDEO IN ACTION

When creating a video that will influence executives, make sure to align the messaging to topics that matter to them. For example, ROI, efficiency, scalability, lifetime value, etc. may appeal to an executive and help them in the buying process. Plus, keep the length of the video short, to increase the likelihood of a busy executive taking the time to watch your video.

# POST-PURCHASE USE OF VIDEO

**VIDEO ENABLES  
ADVOCACY, RETENTION,  
AND NEW OPPORTUNITIES  
AFTER THE SALE.**

# 97%

of B2B buyers find video content and communication to be useful in the post-purchase stages of their buying journey.



## POST-PURCHASE

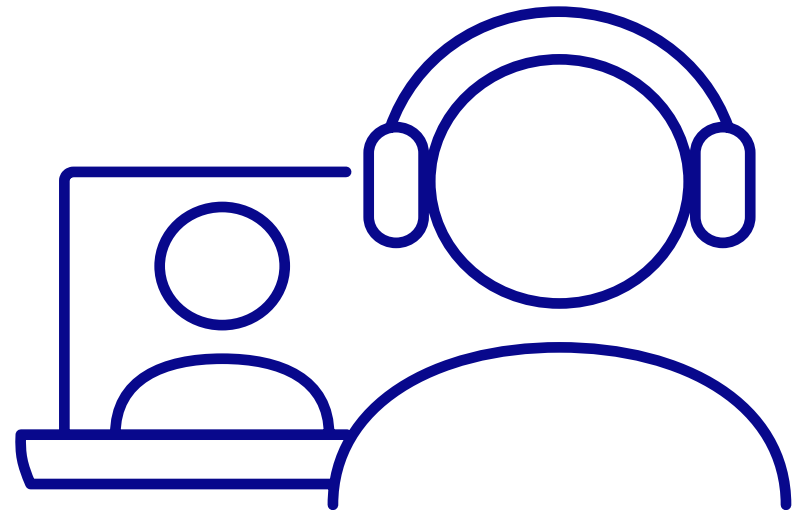
# A JOURNEY DOESN'T STOP AT THE SALE

The post-purchase interactions a customer has with a brand are incredibly important. An enjoyable customer experience after a purchase ensures retention, enables advocacy, and increases loyalty, leading to more spend throughout the lifetime of a customer. Nearly every B2B buyer surveyed finds video content and communication to be useful during this post-purchase experience.

Beyond finding video helpful during the onboarding process, 81% of B2B buyers prefer video over written content when learning how to use a product or service. Additionally, over three-quarters (76%) say they would rather use video over written content when troubleshooting a product or service.

Having a knowledge base of training and troubleshooting videos available to customers is not only a huge benefit for them as they navigate your products and services, it also saves your organization time and resources otherwise spent on customer service requests and tickets.

**81%**  
**OF B2B BUYERS  
PREFER VIDEO OVER  
WRITTEN CONTENT  
WHEN LEARNING HOW  
TO USE A PRODUCT OR  
SERVICE.**



POST-PURCHASE

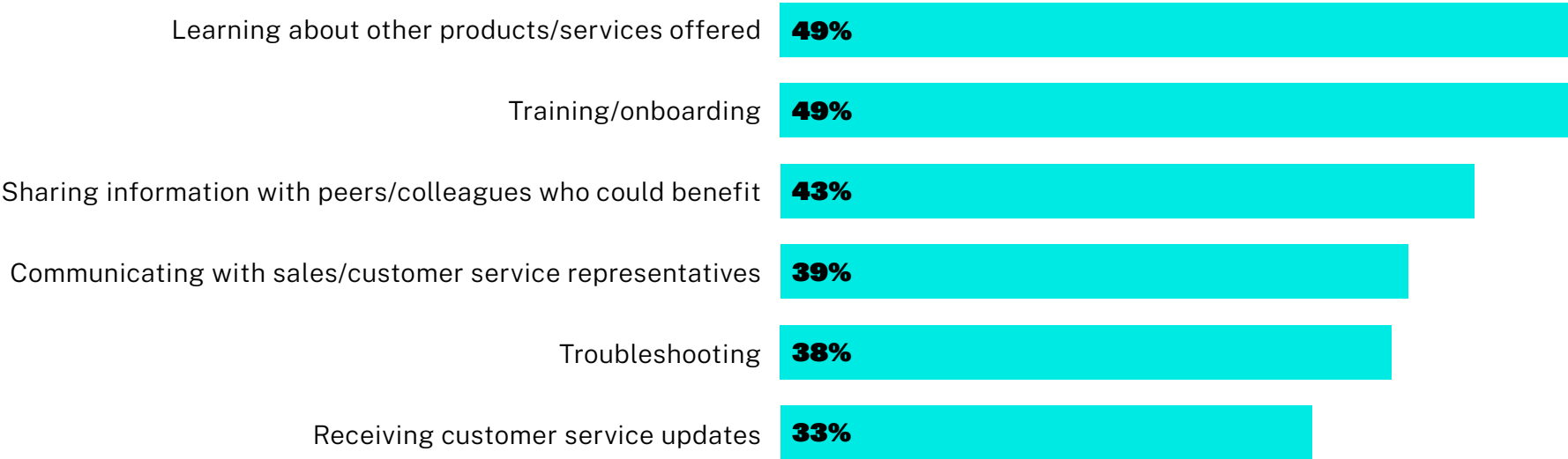
VIDEO PROMOTES LOYALTY AND ADVOCACY.

As customers explore and discover new ways to improve their business performance, video also provides an easy way to share this information with peers and colleagues who might also benefit. Customer advocacy is incredibly important to business growth as those who have direct experience with a product or service continue the cycle of validation for others earlier in their buying journey. B2B buyers find video to helpful in sharing information to others who may be interested.

▶ VIDEO IN ACTION

Don't overlook video as part of training and onboarding. Benefits include that it can save money and resources, provides consistency, is flexible, increases learning retention, is easy to access, and can boost work productivity.

IN WHAT WAYS IS VIDEO MOST HELPFUL TO YOU AFTER MAKING A PURCHASE FOR YOUR ORGANIZATION?  
(ALL RESPONDENTS)





# ABOUT THE RESEARCH

## BRIGHTCOVE® VIDEO THAT MEANS BUSINESS™

Brightcove creates the world's most reliable, scalable, and secure video technology solutions to build a greater connection between companies and their audiences, no matter where they are or on which devices they consume content. In more than 70 countries, Brightcove's intelligent video platform enables businesses to sell to customers more effectively, media leaders to stream and monetize content more reliably, and every organization to communicate with team members more powerfully. With two Technology and Engineering Emmy® Awards for innovation, uptime that consistently leads the industry, and unmatched scalability, we continuously push the boundaries of what video can do. Brightcove. Video that means business™.

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Technology companies and digital agencies partner with Ascend2 to create original research that is used to supplement their marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

Learn more about [Ascend2](#).

## PARTICIPANTS

N = 305 B2B PURCHASE DECISION-MAKERS

### AGE GROUP

Under 26 (Gen Z)	2%
26-41 years old (Millennial)	52%
42-57 years old (Gen X)	35%
58 + years old (Baby Boomer)	11%

### ROLE IN COMPANY

C-Level	20%
SVP	7%
VP	7%
Director	22%
Manager	44%

### INDUSTRY

Technology	40%
Financial services	18%
Manufacturing	13%
Healthcare and life science/pharma	13%
Professional services	16%

### DEPARTMENT(S) WITH DECISION-MAKING AUTHORITY

Finance/Legal	22%
IT/Engineering/Product	58%
Marketing	13%
Procurement	17%
Sales	20%
Strategy/Business Development	27%