



The Case for Video Website Development

Media Marketers
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

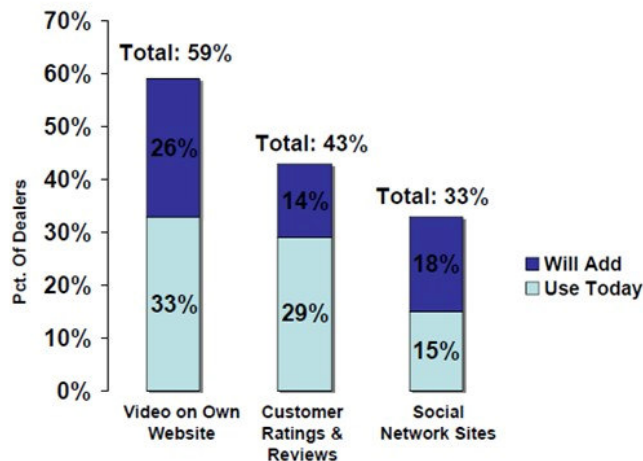
1. Video Product Tours Deliver Real Results.

"There was a 35% increase in the sales conversion rate among shoppers who viewed the [video/audio product] tours vs. those who did not."

- "Video Product Tours Result in 35% Increase in Online Sales Conversion"
Article Published by MarketingCharts.com on November 21, 2007
<http://www.marketingcharts.com/direct/video-product-tours-result-in-35-increase-in-online-sales-conversion-2491/>
Note: SellPoint, Inc. study conducted by Coremetrics.

2. Investment Is Rising.

Dealers intend to dramatically expand their usage of Web 2.0 ad media over the next 12 months:



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- "Auto Dealers to Increase Online Video, Web 2.0 Tactics in Marketing Mix"
Article Published by MarketingCharts.com on March 10, 2008
<http://www.marketingcharts.com/direct/auto-dealers-to-increase-online-video-web-20-tactics-in-marketing-mix-3766/>
Note: The Kelsey Group survey of Auto Dealers. Data released on March 10, 2008.