

Video Marketing in Asset Management: What does *good* look like?

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This white paper is aimed at marketers in the Asset Management sector who are keen to understand more about video marketing, and in particular what success should look like for their video marketing efforts.

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Introduction



1

Video is the most consistently engaging form of content, and so it's no wonder video marketing is increasing in popularity. However, a common challenge for marketers is understanding how to measure video content, and what 'good' looks like when it comes to the performance of their video marketing. There is a surprising lack of benchmarks for measuring the awareness, engagement and/or leads a video should generate. Unfortunately, the little data that exists is pan-industry, rather than broken out for different industry sectors such as Asset Management.

With this lack of industry data, many Asset Managers have had to settle for using their own internal data to compare their videos' performance, in order to try and establish what success looks like. Until now.

With insight gained from working with several Asset Management customers, strategic video agency Big Button, in conjunction with online video platform provider TwentyThree, has collated its significant experience and video data pertaining to the sector. Using anonymised data of these customers from the TwentyThree platform, it has been able to identify what constitutes 'good' video performance in the Asset Management space. With expertise in video strategy, Big Button has then added a more qualitative perspective on video marketing for Asset Managers.

In this white paper we look at three common objectives for video marketing – awareness, engagement and lead generation – and the different success metrics for measuring them. By looking at these components across the Asset Manager data set, we are able to identify benchmarks for good or bad performance for each success metric. We also take a look at trends for video consumption on mobile, as well as the most popular times and days of the week for watching videos. In addition to the quantitative data analysis, we have viewed many hours of video content to identify commonalities between those videos that perform well, and those that don't. We've summarised these findings, and provided advice and tips for use in the creation of your own video content.

This white paper is aimed at marketers in the Asset Management sector who are keen to understand more about video marketing, and in particular what success should look like for their video marketing efforts.



Video Objectives and Success Metrics



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Before you can assess the success of your videos, you need to identify what the objective/s are for your video project; this will then dictate the specific metrics for measuring success. You may want to have more than one objective for your video, but in this section we look at each objective in turn, so we can review the corresponding metrics for measuring success for them (although as we will discover, some objectives may be at odds with each other).

The objective of your video is likely to be influenced by the type of video content and the audience it's aimed at. For example, for a corporate or promotional video your objective is likely to be awareness and gaining views and social shares, whereas for a thought leadership webinar or podcast, the focus is likely to be engagement and getting viewers to watch as much of your video as possible. Another video objective is generating leads, where you will want to maximise click through rate and conversions.

Of course, objectives should always be informed by the needs of the business. 'Number of views' can be a weak metric, and where possible SMART objectives (specific, measurable, achievable, relevant, and time-based) should be set to ensure real ROI from your content.

Let's now look at each objective and the associated metrics by which you can measure them. Then, using our data analysis we may establish the Asset Management industry benchmark for each metric to help you evaluate your own video success against that of your peers.



2.1 Awareness

For corporate and promotional video content your objective is likely to be to maximise the awareness and reach of your video. There are a couple of ways you can measure awareness; the number of times your video is viewed and the number of social shares. Both of these metrics quickly and easily show the amount of awareness and reach you have achieved for your video.

Let’s take a look at the first success metric, video views.

Success Metric: Video Views

In this section we look at the number of times a video has been viewed as a way to measure awareness – the more views your video gets, the more people you have reached with your messaging and content.

So, what are the benchmarks for excellent, average and poor performance when it comes to video views for Asset Managers?

Diving straight into the data, the average number of times a video was viewed in our data set was 195 times. However, as the actual number varied hugely within the sample, it is more helpful to look at the best and worst performing videos within the dataset.

As seen in Figure 1, when looking at the top 10 performing videos based on number of views attained, the average for this group was much higher – 1,193 views – compared to the overall average of 195.

To get a sense of how good this is, when looking in the context of the whole data set, only 1.5% of the videos achieved views of 1,000 or more. So, in terms of success, if you are up or near 1,000 views then your video is performing extremely well.

(We can also reveal that the video with the highest number of views in the whole data set received 1,800 views, just to give you something to aim for!)

Figure 1 Best and Worst Performing Videos: Views, Percentage Viewed, Duration

	Average Length	# Views	% Watched	Dwell Time
Data Average	6 mins 41 secs	195	67	4 mins 34 secs
Top 10 Videos (views)	3 mins 42 secs	1,193	73	2 mins 39 secs
Bottom 10 Videos (views)	6 mins 54 secs	50	65	3 mins 58 secs
Top 10 Videos (% viewed)	54 secs	170	90	48 secs
Bottom 10 Videos (% viewed)	12 mins 19 secs	74	20	2 mins 34 secs
Top 10 Videos (duration)	68 mins 45 secs	118	55	37 mins 28 secs
Bottom 10 Videos (duration)	34 secs	110	65	15 secs



Of course, it's important to remember that views only give us limited insight. Understanding who is watching your content and whether it has influenced their behaviour is far more relevant.

Figure 2 Overview of Video Performance Broken Down by Time Bracket – All Devices

Time Bracket	% of sample	# Views	% Duration watched	Average Dwell Time
< 1 minute	4%	133	83	29 secs
1–2 minutes	15%	204	73	1 min 7 secs
2–3 minutes	14%	197	68	1 min 42 secs
3–5 minutes	27%	180	65	2 mins 33 secs
5–10 minutes	33%	225	67	4 mins 7 secs
Over 10 mins	7%	112	54	22 mins 48 secs

Does Video Length Influence Views?

Much generic, cross-industry research suggests the shorter the video the better, with most concluding that the best video length is under 2 minutes, or even under 60 seconds. Indeed, 'short is best' has become the accepted wisdom in online video. However, the optimal length of a video is ultimately determined by the type of video content and the intended channel for distribution.

Contrary to the generic research, our Asset Managers data suggests the video length for videos that achieved the most views was longer than expected. Figure 1 shows that the average length of the videos which achieved the most views was 3' 42".

The length of the least viewed videos was longer, at 6' 54".

Figure 2 above breaks out the data into time brackets, and shows the videos achieving the least amount of views are in the shortest and longest time brackets, i.e. those under 1 minute or over 10 minutes.



The video which attained the most views out of the whole data set was 6 minutes 48 seconds long, very similar to the length of the videos with the least views! In summary, duration does affect audience retention but isn't an absolute factor. Longer films tend to have lower retention but the right content aimed at the right audience will buck this trend.



Do Videos Getting Higher Views See a Greater Percentage Viewed?

Looking at our data we have been able to establish if there is a correlation between the amount of views a video gets, and the percentage of it that is watched.

Across the whole dataset, on average 67% of a video was watched. The videos receiving the lowest amount of views were slightly below that average at 65% watched, but the top 10 most viewed videos were 6% above average, at 73%.

This would suggest there is a positive correlation between the amount of views your video gets, and the percentage of it that is watched; the higher the views, the greater the percentage.



Again, though, a cautionary note. Success here will largely be governed by how effectively your video is targeted. Clever distribution will put the content in front of the right people, and they are more likely to watch as it's highly relevant to them.

Is there a Relationship between Views and Dwell Time?

In this section we evaluate if there is any relationship between the amount of times a video is viewed, and its dwell time.

As noted above, the videos obtaining the most views were watched for an average of 73%. Based on the length of the videos this amounts to an average of 2'39" of content being watched (dwell time). This is much less than the data set average, where videos were watched for a duration of 4'34".

While the poorest performing videos weren't seen that many times, because of the longer video duration the 50 viewers actually consumed the content for nearly double

the amount of time than the top performing videos in this area, approximately 4 minutes of dwell time.

When looking at Figure 2 above, the video bracket with the lowest amount of views (over 10 minutes) actually saw the greatest amount of dwell time (over 22 minutes). However the 5–10 minutes bracket saw a higher amount of views, but still over 4 minutes of dwell time. With this in mind, there does not seem to be a strong correlation between views and dwell time.



The data strongly points towards the importance of relevance to the audience, and again emphasises the need to measure beyond 'view' analytics. Clearly, a strategic approach in content creation and distribution is essential in maximising results.



2.2 Engagement

Where a video has important messages throughout its duration, it is likely that engagement with the content will be the key objective; marketers will want to encourage viewers to watch as much of the content as possible. By measuring engagement, marketers can judge how much of the content was absorbed by viewers, and the extent to which the messaging is retained.

Engagement may be measured by analysing the amount (percentage) of the video a viewer watches, the duration (in absolute time) they watch it for, and how they interact as a result of watching it. This data will also help you gauge the quality and usefulness of your videos – the longer they watch, the more relevant and engaging the video is to the viewer.

Success Metric: Audience Retention (Percentage of Video Viewed)

One way to measure engagement is to look at the percentage of your video viewers are watching. The more engaged they are with your content, the higher the percentage of the video they will consume. So what is a realistic expectation?

Observing the whole data set of videos, we can reveal that on average two thirds (67%) of a video is watched. However, as Figure 2 shows, there was a significant variation between the best and worst performing videos for this metric.

When looking at the top 10 videos by percentage viewed the average was much higher, with 90% of a video being watched. The video with the highest percentage watched in the whole data set achieved 95%. At the other end of the spectrum, the worst 10 performing videos saw only 20% of the video watched.

Based on our data analysis we'd therefore suggest the below are the benchmarks to assess your performance for the percentage of the video being viewed (as a measure of engagement):

90%	67%	20%
VIEWED:	VIEWED:	VIEWED:
Excellent	Good	Poor



Of course, poor performance doesn't necessarily mean a poor video. Low retention can mean the content is irrelevant to the audience, so always ensure that your content and targeting are planned carefully.

Does Video Length have an Impact on Percentage Viewed?

In this section we look at whether the length of your video has any impact on the percentage viewed.

Looking at the top 10 videos in our data set as shown in Figure 2, we can establish that the length of the videos with the highest percentage of views were significantly shorter than the total group average. The top 10 videos based on percentage viewed averaged just 53 seconds duration, compared to 6'41" seconds for the entire data set.

In terms of those videos seeing the lowest percentage watched, the length of these were almost double the dataset average at 12'20". So it seems there is an influence of video length on the percentage watched. The shorter the content, the greater the percentage of it is watched.

This is corroborated by looking at Figure 2, where percentage duration watched falls as the time bracket length of the video goes up. However there is one exception: videos in the 5–10 minute bracket do experience a marginal 2% increase compared to those in the 3–5 minutes bracket.



Anecdotal evidence suggests that longer films are less likely to get watched at all – when a viewer sees a long run time, they may decide to avoid the content altogether because they just don't have the time!

What is the Relationship Between the Percentage Viewed and Dwell Time?

Based on the above observation that shorter videos achieve a higher percentage watched, we can see that this actually translates as less time spent consuming the content. This is highlighted by looking at the top 10 best and worst performing videos by percentage viewed.

The average video length of the top 10 videos was just 54 seconds, so even though 90% of the video was watched, the time spent watching them was just 48 seconds.

Ironically, even though the worst performing videos had just 20% viewed, the time spent on watching them was actually much longer than the top 10 performers. With an average length of 12'20", the time spent watching the videos was 2'34".

What is the Relationship between Dwell Time and Percentage Watched?

As already discussed in the above section, there is an inverse correlation between duration and percentage of the video watched (i.e. the longer the video, the lower the percentage that is watched). This highlights an important decision when it comes to measuring the engagement of your video – it may be necessary to select either duration or percentage watched as your success metric, as the data would suggest that being effective in both can be challenging.



This insight should also inform the construction or structure of your content; where are the most important messages and calls-to-action, and will your audience ever get to see them?

2.3 Leads Generated

For more tactical types of video content the objective will be to generate leads. Indicators of success here will be click-through-rate, interactions and conversions. These metrics can be hugely more powerful.

If click-through rate and conversions are important to you, there is certainly some insight we can contribute based on what we have uncovered already. Based on the percentage of video content that is watched across the dataset (67%), we have seen viewers are unlikely to ever reach the end. Therefore, this would suggest that you should not leave your call-to-action and key messages to the end of the video, as it is unlikely your viewers will get to that stage.

Instead, if your objective is lead generation, then click-through-rate, interactions or conversions are your success metrics. It is imperative that you give your audience the opportunity to take action throughout your videos, so position them in context (e.g. on a web page with clickable areas) or add clickable calls-to-action that appear throughout the video's duration.

“Big Button’s findings will be incredibly useful to marketers in the Asset Management space, and enable them to evaluate their activity with a greater degree of confidence.”

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“The TwentyThree platform is built around video success, and using analytics for continuous performance improvements. Big Button’s findings will be incredibly useful to marketers in the Asset Management space, and enable them to evaluate their activity with a greater degree of confidence. Of course, there will be a continual evolution in these stats; as video delivery technologies enable even greater levels of engagement, and audiences become more sophisticated in the various ways that they interact with video, inevitably there will be changes in the patterns of consumption and engagement that we observe. It’s therefore essential to review your video analytics regularly, and use this insight to inform the films you make and your wider video strategy.”

Christoffer Larsen
VP of Marketing

Mobile Performance



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In our data set just 20% of all the videos were viewed via mobile devices. This is significant, as it is much less than the internet average. In some sectors, mobile consumption for videos is greater than for desktop devices, but typically the mobile consumption of video content has a more even 50/50 split with desktop devices¹.

When it comes to the percentage and duration of video content watched on mobile versus desktop, Figure 3 shows that for our data set there is only 3% less content watched on mobile devices – equating to just a small variation of 8 seconds less dwell time.

Figures 3.2 and 3.3 below show the video views broken out by time bracket on desktop and mobile respectively. These tables reveal that the biggest variation between viewing behaviour on desktop and mobile is for videos over 10 minutes, where mobile sees 16% less of the

video being watched – a difference of over 9 minutes less content watched.

For the other video brackets the differences were only a matter of a few seconds between the percentage and time watched on mobile versus desktop, with the majority seeing desktop marginally ahead. The only bracket which saw a higher percentage viewed and total duration watched on mobile was the 1–2 minute bracket. Here an average of 1% (and one second) more was consumed on mobile compared to desktop.



It's worth noting that the indications are that viewing via mobile devices is likely to increase significantly over the coming years, especially with the adoption of 5G.



¹More than half of all video views come from mobile devices
<https://techjury.net/stats-about/mobile-vs-desktop-usage/>

Figure 3 Variances between Desktop and Mobile Video Performance

	Average Length	# Views	% Watched	Dwell Time
Data Average	6 mins 41 secs	195	67	4 mins 34 secs
Desktop Only	6 mins 41 secs	155	68	4 mins 38 secs
Mobile only	6 mins 41 secs	39	65	4 mins 30 secs

Figure 3.2 Overview of Video Performance Broken Down by Time Bracket – Desktop

Bracket	Average Length	Average # Views	% Watched	Average Dwell Time
All	6 mins 41 secs	155	68	4 mins 34 secs
< 1 minute	35 secs	90	82	28 secs
1–2 minutes	92 secs	158	72	1 min 6 secs
2–3 minutes	2 mins 30 secs	158	68	1 min 42 secs
3–5 minutes	3 mins 51 secs	147	66	2 mins 30 secs
5–10 minutes	6 mins 10 secs	180	68	4 mins 11 secs
Over 10 mins	44 mins 30 secs	107	55	24 mins 28 secs

Figure 3.3 Overview of Video Performance Broken Down by Time Bracket – Mobile

Bracket	Average Length	Average # Views	% Watched	Average Dwell Time
All	6 mins 41 secs	39	65	4 mins 30 secs
< 1 minute	35 secs	41	78	27 secs
1–2 minutes	92 secs	28	73	1 min 7 secs
2–3 minutes	2 mins 30 secs	39	72	1 min 48 secs
3–5 minutes	3 mins 51 secs	33	64	2 mins 27 secs
5–10 minutes	6 mins 10 secs	41	65	4 mins
Over 10 mins	44 mins 30 secs	15	39	15 mins 5 secs

“We knew video was an important part of our approach, but it wasn’t until we started trying things that we were able to discover what ‘good’ looks like for us. It’s an iterative process, and we’ll continue to develop our approach based on our results and the valuable benchmarks Big Button and TwentyThree are able to provide us.”

TwentyFour Asset Management are Fixed Income specialists. They have over £15 Billion AuM, and have been crowned **Specialist Management Group of the Year** at the **Investment Week Specialist Investment Awards 2019**.

As a boutique, all parts of their marketing spend need to be carefully considered, and their approach to video is no exception. Chloe Doyle, Head of Marketing at TwentyFour Asset Management developed the strategy with Big Button, and has been successful in using video to extend the firm’s reach: “We knew video was an important part of our approach, but it wasn’t until we started trying things that we were able to discover what ‘good’ looks like for us. It’s an iterative process, and we’ll continue to develop our approach based on our results and the valuable benchmarks Big Button and TwentyThree are able to provide us.”

TwentyFour have transformed their video content over the last few years, and continue to innovate based on careful examination of the results they achieve. The white paper demonstrates that although benchmarks and analytics are incredibly valuable in measuring success, the metrics you choose to use should primarily be based on the objectives of your business.

Chloe agrees: “If your content is reaching the right people then views don’t have to be high. Knowing that our target audience are engaging with our films and watching most of them through to the end is a big indicator of success for us.”



Viewing Trends



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The data we analysed also showed the viewing trends for time of day and day of the week, as well as the popular months for releasing video content.

Chart 1 below reveals the most popular day for viewing content was a Monday, closely followed by Thursday.

Chart 2 reveals the most popular time of day for viewing content to be 2–3pm, closely followed by 9–10am. There is a clear drop off in views before 8am and after 4pm.

The above data suggests a good starting point when considering time of day/day of the week for releasing and promoting your video content, although with some clearly close results we'd still encourage you to do your own testing for best results.

According to our data set we were also able to see the most popular months for uploading videos to the Twenty-Three platform over the calendar year. The most popular months were April, September and December. We might surmise that these months are in line with busy promotional months; April falls just before the pre-summer break so is popular to hit prospects prior to the quieter summer months, September is a typically busy period once people return from their summer break, and December is likely to be due to either Christmas promotions and/or uploading content to get ready to launch new material in the new year. It's also likely that quarterly fund updates and other regular content affect the results.

Chart 1 Views by day of the week

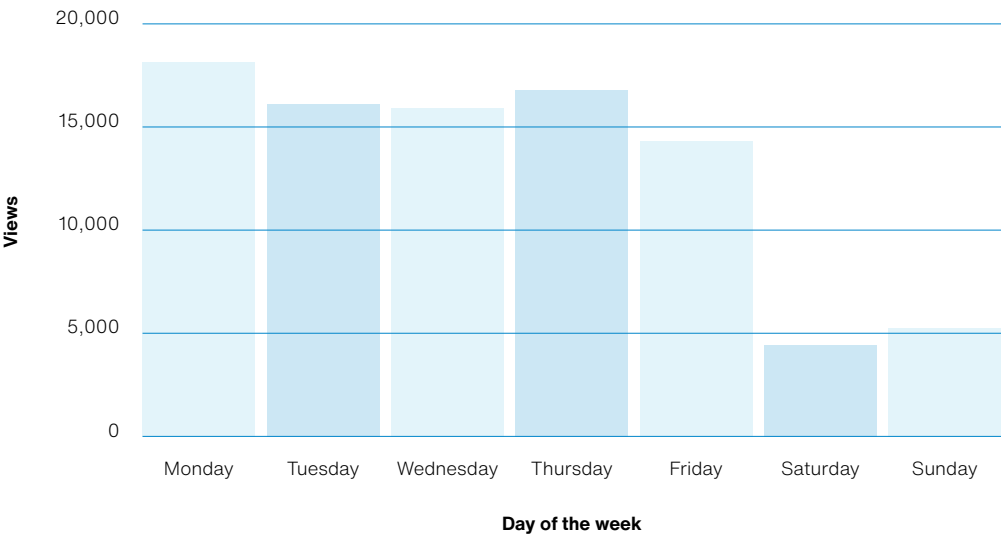
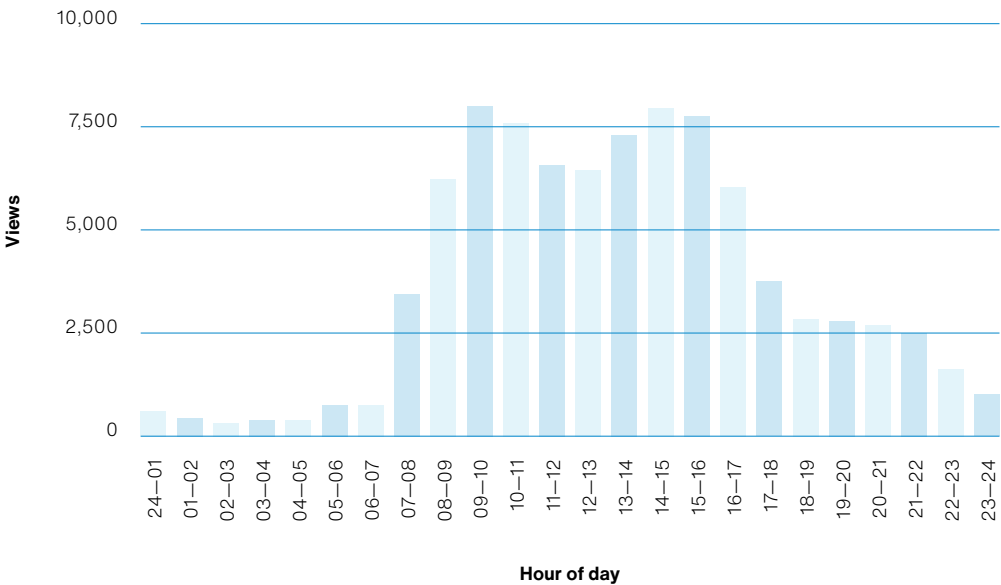


Chart 2 Video views by hour of day



Video Tips to Improve Performance



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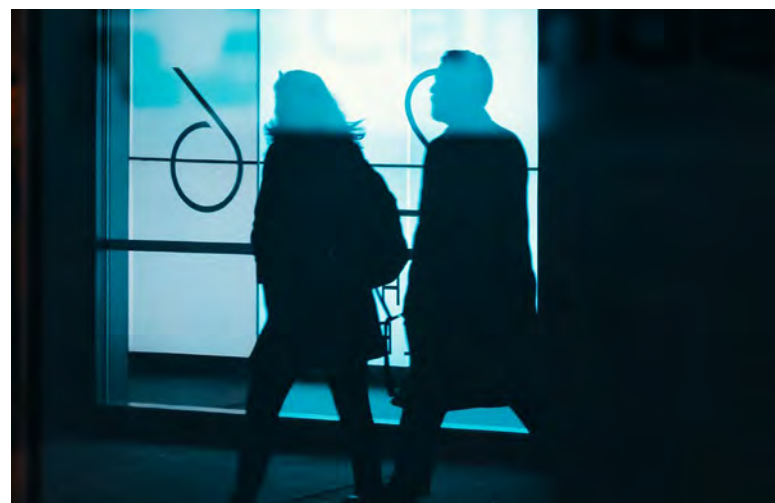
Based on the analysis so far, if you want to improve the awareness of your videos through more views and shares of content, the data suggests you should make a compelling video that isn't too short or too long – optimum length between 1 and 6 minutes. In turn, this will improve your audience engagement (percentage watched) as well. However, if you want to increase engagement in terms of the duration of the content consumed, the data so far would suggest that the longer the video, the better – as long as it is targeted correctly.

These contradictions reiterate our original recommendation of needing to be extremely clear about your videos' objective(s) and the success metrics for measuring them, as this will influence what type and length of video you create.

Whilst the data is extremely useful it only tells us so much. It's only by analysing the actual content itself that we are able to uncover common

elements that make a 'great video' to help you improve the performance of your own output, whether for awareness, engagement or lead generation.

Naturally, we have anonymised the dataset for the purpose of this white paper, but as part of the process we have watched many of these videos and are able to offer some helpful observations.





5.1 Top Performing Video Traits

Having watched all the videos which performed best in terms of views, percentage and time watched, there are some common themes which we've observed which are worth noting for your next video project:

- **Get straight to the point.** Very few of the top performing videos started with long logo stings. Where there was one, it was only 2–3 seconds or appeared alongside the main video content and title. What these videos did really well was get to the point immediately, and in doing so they gained the attention of the viewer, leading to higher than average views and retention.
- **Message clarity.** A common feature of the top performing videos was the reiteration of key points on screen, or the use of subtitles to support the content being voiced (for the longer videos this was the use of slide material to support the presenter's commentary). Having subtitles is also a key consideration for accessibility compliance, and also because viewers can't always have audio on.
- **Confident presenters.** The best performing videos all had knowledgeable and confident experts and presenters, who either looked at an off camera interviewer, or presented directly into the camera lens. They spoke clearly and concisely with minimal hesitation; their expertise was unmistakable. Specifically when it came to the longer length videos, the key differentiator in the content with longer dwell times was the inclusion of presenters leading things 'in vision', rather than just voicing over slide decks. Levels of perceived trust in a brand tend to improve with the inclusion of a good presenter, and using an experienced director will help ensure the best performance by whoever you put in front of camera.
- **High quality.** The videos which performed the best were all visually appealing, using high quality footage that was well edited to support the story being told.
- **Use of music.** The subtle use of music was a common feature among the videos performing well; this didn't intrude on the content spoken or presented but played a supporting role – often helping to keep up the momentum and pace of the video.



5.2 Video Flaws from Worst Performing Video

Looking at those videos which performed the worst in terms of views, percentage watched and dwell time, there were some key flaws we picked up on which are listed below. These are the things to avoid as you put together your next video project:

- **Uncomfortable solo presenters.** A common thread in the videos which saw poor performance were presenters who looked like they wanted to be somewhere else! Shifting in their seats, lots of 'umming and ahing' with eyes darting around the room rather than fixed on camera or on an interviewer; they made for uncomfortable viewing. You won't always have a choice of who presents your videos, and sometimes it's not until you put someone in front of a camera that you learn that it's not their forte (!), but it's worth giving your participants time to practice, and honest feedback for improvement. Again, if budget allows, an experienced director and edit team will be able to greatly mitigate the shortcomings of a bad presenter.
- **Lack of message reinforcement.** Very few of the poorly performing videos had subtitles or other graphical devices to reinforce the presenter's key points. It was easy to lose concentration as a viewer, and the analytics for these videos is proof that the audience did just that.
- **Long preamble prior to content.** Most of the videos which didn't perform very well started with a long logo sting, or took quite a while to get to the point with no clear direction on where the video was going. While a logo sting may tick a branding box, keep it short (if you have one at all) or you could forfeit viewers watching much more of your video. It was surprising, particularly on the longer length videos, how many didn't clearly set expectations on what the video was going to cover. Unsurprisingly, viewers jumped ship.
- **Sound quality.** A common failing on those videos which weren't successful was poor sound quality, due to either quietly spoken presenters, crackly microphones or rustling. In the case of some longer length videos, presenters had clearly recorded their audio on a telephone, rather than presenting the content to an audience / room of people.

Summary



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In this white paper we have identified the different objectives and metrics you can use for evaluating the performance of your video content. Our key recommendation is to firstly ensure you are clear on the objective(s) and key message(s) of your video, as this will dictate how you will measure success i.e. which metrics to use.

Through analysing the TwentyThree customer data in the Asset Management sector, we have uncovered some indicators on what success (and failure) looks like when it comes to these metrics.

If your objective is awareness, your focus is most likely going to be on views and/or social shares. Our findings reveal that if you're getting over 200 views on a video you are about average, and anywhere near 1,000 and you are doing pretty well. To increase the amount of views of your video, our recommendations were to ensure it isn't too short or too long, between 1–6 minutes being the optimum duration. Remember though, this is a fairly broad interpretation, and there may well be other things to consider such as the size and value of your audience.

If your objective is engagement we highlighted two analytics for measuring success, namely audience retention and duration watched. As we discovered, you will need to choose between these metrics as they are rather at odds with one another. For percentage watched, if you are getting viewers watching at least 65% of your video you are in the majority; nearer 90% and you are at the top end, and should congratulate yourselves. If your viewers don't get beyond 20% then you need to take a long hard look at the content you've created, or the way it's being targeted – it's just not working. To increase the percentage watched the data suggests you should typically make a shorter video, but again there will be specific exceptions – every project should be considered based on objectives and audience.





Of course, all of this is after the fact. Before even developing a concept for a film you should do as much research as you can to get a better understanding of what your audience want to watch – it may well surprise you. That research should then inform content, duration and channels.

When it comes to the amount of time viewers watch your content for, it really does depend on the length of your video. Anything over four minutes is decent engagement, and for longer webinars and podcasts you should be aiming for over half an hour of dwell time. To increase the duration watched, ensure your video is upwards of 45 minutes in length.

There was a marginal difference between how videos were consumed on mobile versus desktop, the biggest surprise being the small percentage (20%) consumed on mobile devices for the asset management sector.

Our top tip, regardless of whether your video objective is awareness, engagement or lead generation, is to ensure you get your key messages, takeaways and calls-to-action across in the first half of your video (given the videos were watched for on average 67%). Using graphics overlays, you can even keep key information on screen throughout (e.g. a sign-up button etc.).

We discovered that the most popular time for viewing content was 2–3pm, closely followed by 9–10am. In terms of day of the week videos were viewed, Monday was the most popular closely followed by Thursday.

Overall, we found the positive features for the best performing videos to be clarity of message through the use of subtitles or on-screen message reinforcement, getting straight to the point, and using confident and knowledgeable presenters or interviewees. As you might expect, high quality footage and good supporting music were common in these videos.

Things to avoid when putting together your video content include poor or nervous presenters, long preambles and a preoccupation with branding, lack of message clarity, and poor sound quality.



Finally, don't just measure the success of your videos for the sake of it. Use your findings to learn, improve, and direct your future video projects towards greater success.



About Big Button



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Established in 2003, Big Button is a UK Top 50 Strategic Video Agency based in Birmingham and London. The company specialises in a small number of key sectors including Financial Services, and has been working with marketers in Asset Management since 2012; clients include M&G Investments, TwentyFour Asset Management, Liontrust, Wesleyan, Clear-Score and PensionBee.

Big Button's strategic focus differentiates us from traditional production companies. We partner with organisations on an ongoing, long-term basis to achieve measurable success from video, and become a valued extension to your content, marketing and internal comms teams.

Our work has generated over 40 million organic views, and been recognised by awards from EVCOM, Cannes TV, New York Film Festivals and The Royal Television Society.



To find out how Big Button can help you realise value from your video content, contact Simon Crofts (simon@bigbutton.tv) to organise a free content audit.

About TwentyThree



TwentyThree empowers marketing teams to integrate and successfully run video on their website, across all channels, with webinars, and track video data: Host and embed your videos with our leading 4K HD Player, generate leads from video forms, and build custom video hubs and landing pages. Distribute, track, edit, and analyse your videos across channels. Understand your video analytics on a whole new level and link your video data with your CRM and marketing automation systems.

The world's best marketers need a video marketing platform to make better-informed decisions about video across the entire marketing funnel. Thousands of marketers are using TwentyThree to significantly increase their results and gain the missing 50% of website data through video marketing.

Companies such as Carlsberg, Lego, Audi, and Spotify use TwentyThree to take their video marketing and processes to the next level with single sign-on, unlimited video storage and traffic, advanced security, multiple backends and governance filters.



Get access to the first full featured video marketing platform. Sign-up for a 14-day free trial of TwentyThree, The Video Marketing Platform. Get a free trial at www.twentythree.net/get-started

Appendix

Research Methodology


Using analytics taken from the TwentyThree online video platform, we were able to look at all the performance data for marketing videos in the Asset Management sector. The analysis only looked at videos with over 50 views but included all types and lengths of video from 14 seconds to over an hour. The analysis was made up of videos deployed in the TwentyThree platform over a 12-month period (1st May 2018 to 30th April 2019).

The data we extracted concerned the measurement of awareness and engagement objectives for video content. Specifically we looked at data for video views, percentage watched and total duration watched, analysing the correlation between them. In addition, we reviewed trends for time of day and day of the week for watching video content, and consumption on mobile devices compared to desktops.

Through scrutinising the data described above we have been able to draw conclusions on what the industry benchmarks are for excellent, average and poor performance for video marketing in the Asset Management sector. We also established any trends in content length, and its influence on success metrics.



Finally, through watching many hours of video content we were able to look at common features for videos which performed well (and not so well), in order to provide some useful tips for those creating their own video content.

A black folding chair is positioned in the lower-left foreground of a dark studio. A boom microphone with a fuzzy windscreen hangs from the top right. A bright light source is visible as a curved white line at the top of the frame.

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Big Button would like to thank

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