
MARKET FACTS!

MARKET FACT #61

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66%

of all consumers prefer short-form, 1-minute length videos on social media, finding it the most engaging type of content.

DATE: October 3, 2023

COMMENT: Because of the War for Attention Online you can imagine that the end consumer will be much harder to get now, which is pushing brands to spend lots and lots of time strategizing their marketing efforts to be able to deliver the right content to the right customer at the right time. On Social networks, **short-form videos are 2.5 times more engaging than long-form videos. Why? Because consumers are also short on time nowadays for content consumption. And are overloaded with content on their feeds.**

A MESSAGE FOR BRANDS

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