**Infographic: Online Shoppers Turn to Video**

An Animoto survey found that 93% of respondents think video is a useful shopping tool, and 71% have made purchasing decisions after seeing brands' social media videos. The survey also found that 74% of respondents engaged with ads on Instagram Stories.

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[*https://www.socialmediatoday.com/news/how-video-is-influencing-consumer-decision-making-in-2021-infographic/598171/*](https://www.socialmediatoday.com/news/how-video-is-influencing-consumer-decision-making-in-2021-infographic/598171/)

*Image credit:*

[*https://cdn.midwesthome.com/wp-content/uploads/sites/2/2018/08/Online-Shopping.jpg*](https://cdn.midwesthome.com/wp-content/uploads/sites/2/2018/08/Online-Shopping.jpg)