



# State of Personal Video Report 2023



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# Introduction

Discover the latest personal video insights to help your business grow faster



**Over 150  
brands  
surveyed**

Discover use cases and trends from other  
personal video users



**Over 3.5  
million videos  
analyzed**

New tactics and insights revealed from  
Bonjoro's first-party data

# Survey data

The findings presented in this report are derived from a combination of two key sources:



## SOURCE 1

Survey targeting professionals who actively utilize personal videos in their business communications to uncover trends and insights related to strategy, usage, and effectiveness of personal video against their business goals.



## SOURCE 2

Bonjoro's extensive first-party usage data, consisting of over 3.5 million videos, was analyzed to uncover patterns and trends in personal video adoption, usage frequency, and viewer engagement.

# Survey demographics

## 1 Which industry do you primarily work in?

Marketing and advertising

12.9% **1**

Business coach

10.4% **2**

Education (online courses)

9.8% **3**

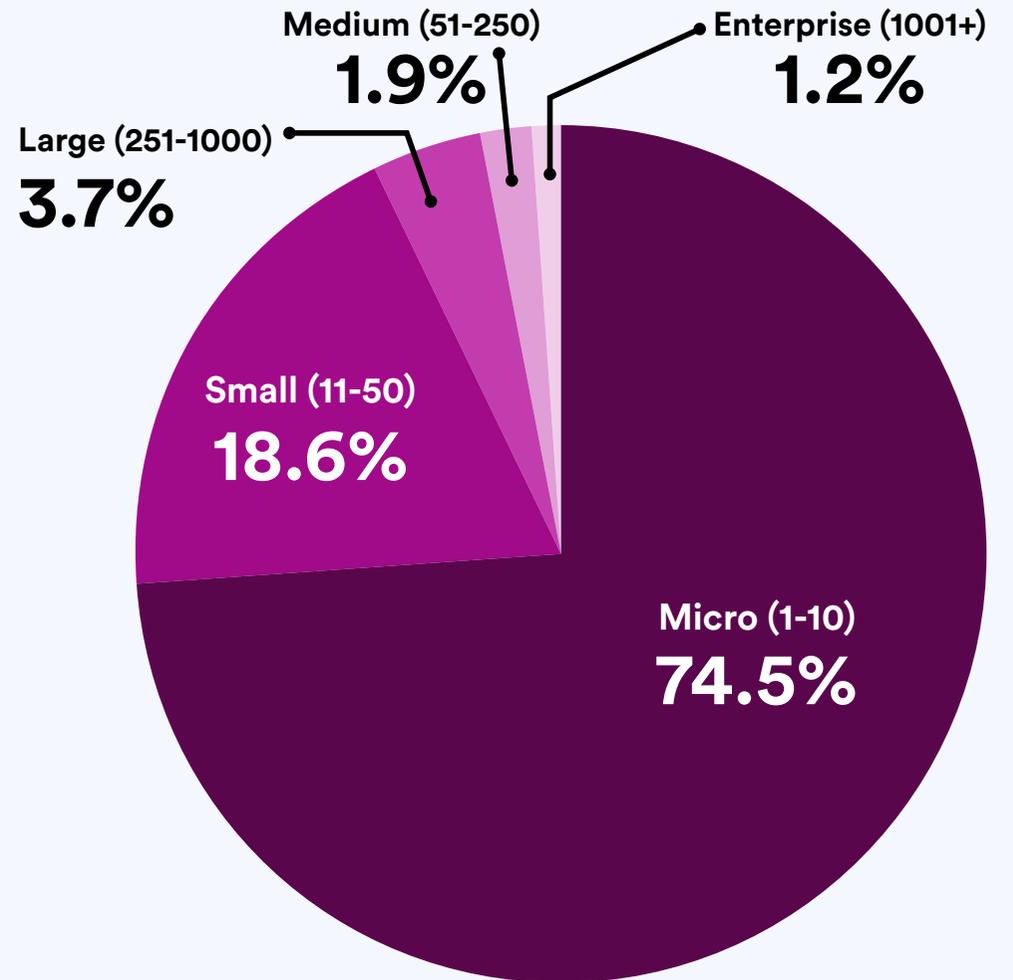
E-commerce

8% **4**

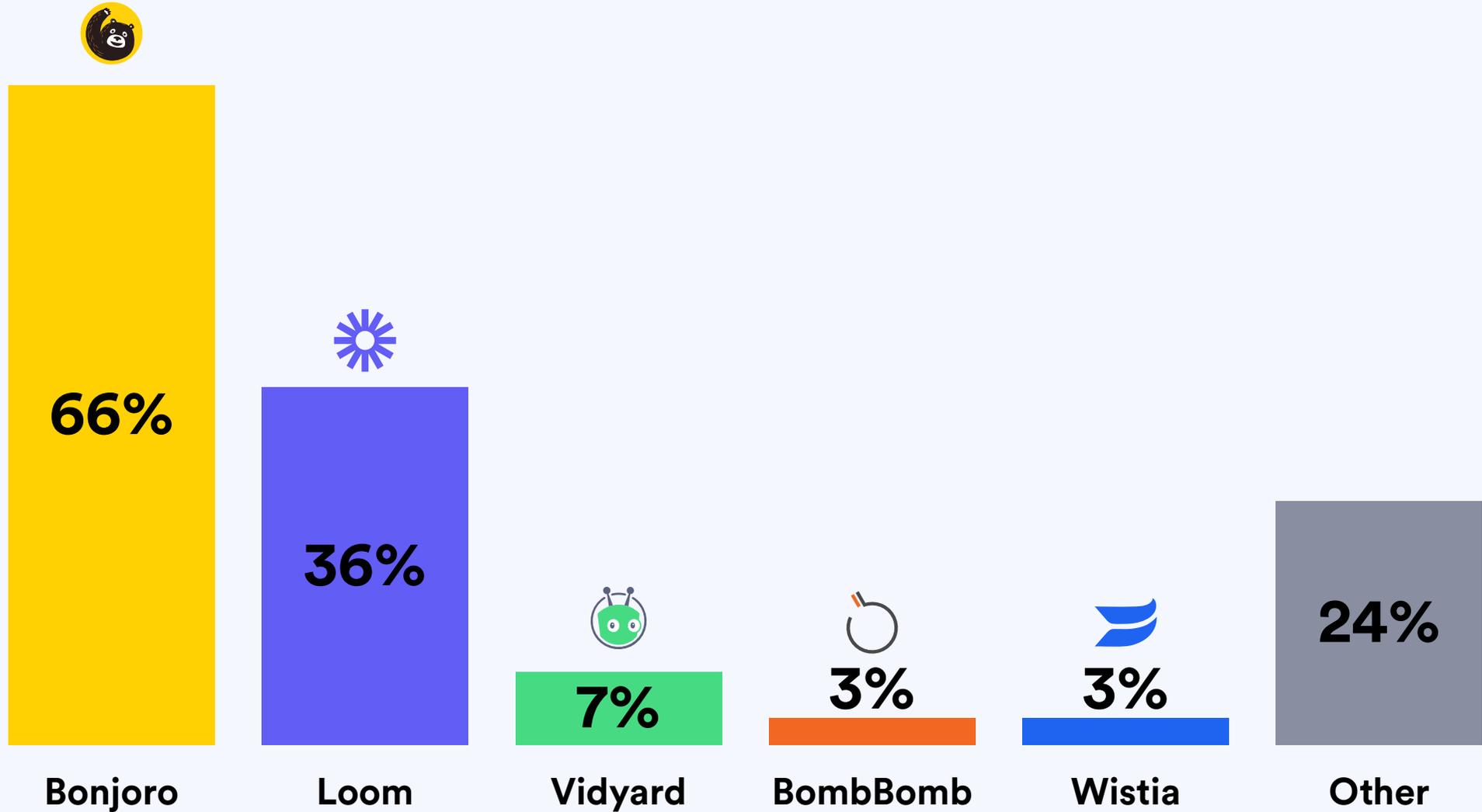
Professional services (eg. consulting, legal)

7.4% **5**

## 2 What is the size of your company?



**3** What platforms do you use for sending video emails or creating personal videos in a business context? (Multiple answers)



# In numbers: the growing popularity of personal video

## Growing Adoption

The adoption of personal videos is on the rise, with **72%** of businesses reporting increased usage of video in their marketing strategies. (Wyzowl)

## Conversion Boost

Businesses incorporating videos into their emails see a **200-300%** increase in click-through rates, leading to higher conversions and sales. (Forbes)

## Higher Engagement Rates

Personal videos consistently outperform traditional text-based emails, with open rates increasing by **20%** and click-through rates rising by 2-3 times. (HubSpot)



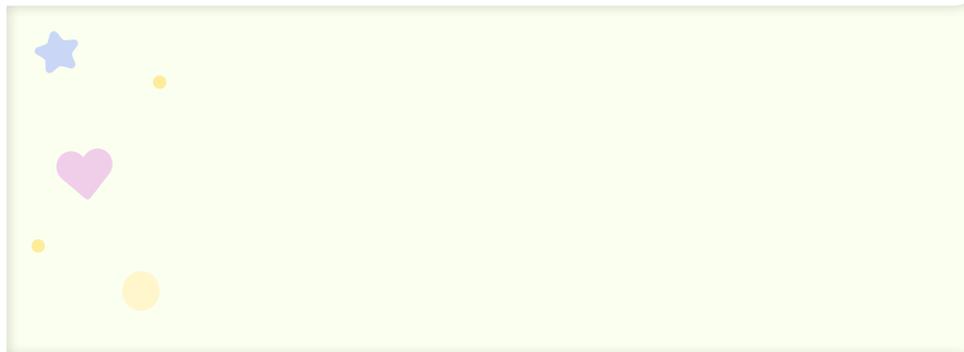


### Mobile Video Consumption

Mobile devices account for over **60%** of video views, indicating the importance of mobile-friendly personal videos to reach and engage audiences effectively. (Cisco)

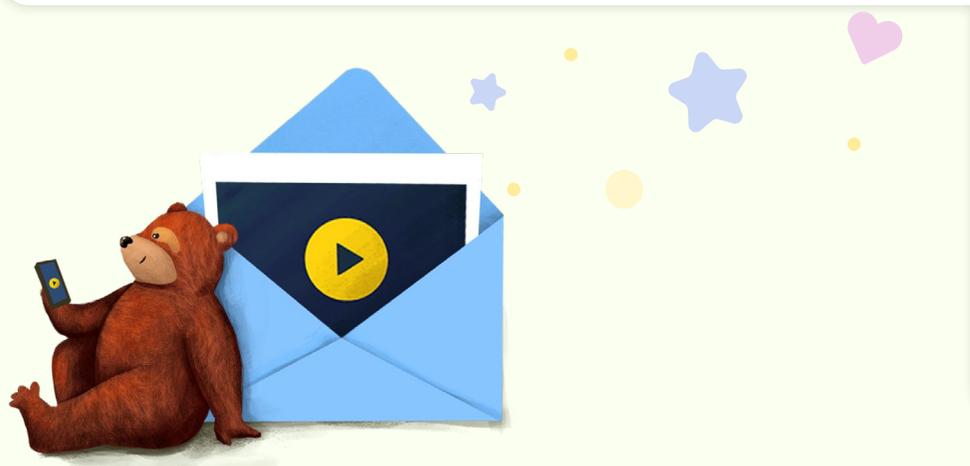
### Video as a Preferred Communication Medium

**59%** of executives prefer watching videos over reading text, highlighting the growing preference for visual content in business communication. (Wordstream)



### Personalization Impact

Personalized videos have a significant impact on engagement, with **64%** of consumers being more likely to make a purchase after watching a personalized video. (MarketingCharts)



# Video strategy

1

What do you perceive as the main advantages of using video email or personal videos in a business context? (Multiple answers)

Ability to convey emotions and build relationships (RELATIONSHIPS)

70.7%

More conversions and sales (REVENUE)

51.2%

Improved customer retention rates (RETENTION)

48.8%

More replies vs. other forms of communication (ENGAGEMENT)

41.5%

Saving time compared to traditional written emails (PRODUCTIVITY)

23.3%

Ability to build more customer advocacy for your brand (ADVOCACY)

21.3%

**Customer relationships**  
=  
**Business growth**

In an increasingly remote working world, businesses see personal video as a powerful way to build customer and client relationships that will generate more sales conversions and increased retention.

## 2

## In what ways do you use video email or personal videos in your business communications? (Multiple answers)

Personalized customer communication leads sales and marketing use-cases when it comes to personal video. Businesses want to communicate with customers throughout the lifecycle to ensure they feel seen and heard.

From our vantage point here at Bonjoro, we see customer welcome (onboarding) videos, purchase thank-you videos, and quick customer check-ins and updates as key to this *relationships lifecycle strategy*.

### Client or customer communication

62.6%

### Marketing

44.5%

### Sales (inbound/conversion)

39.3%

### Sales (outbound/prospecting)

35%

### Training and onboarding

30.7%

### Presentations or pitches

16.6%

### Internal team communication

12.9%

### Other

4.9%

### 3 What are your main business goal/s for using video email or personal videos in your business? (Multiple answers)

Customer retention

56.1%

Converting leads

55.5%

Generating leads

36%

Reviews and testimonials

25.6%

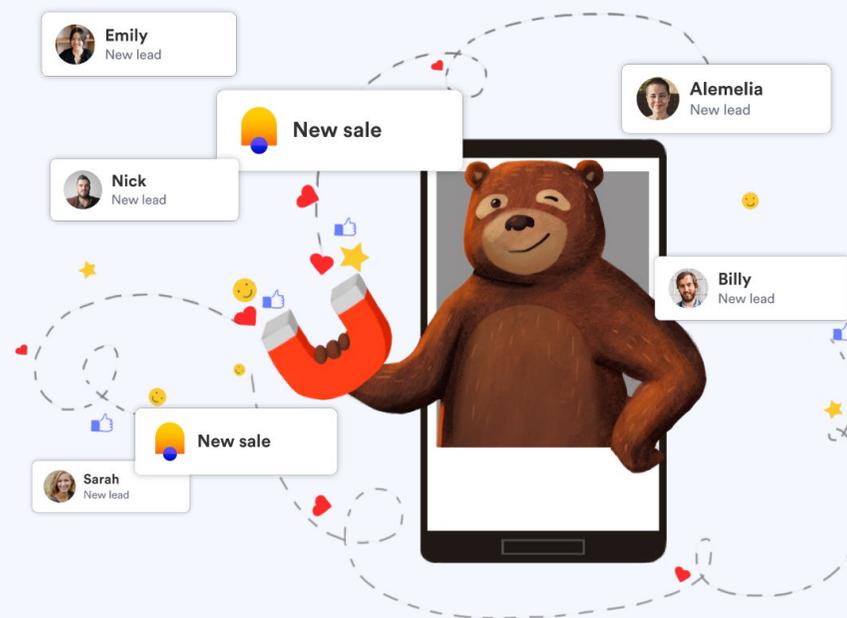
Repeat sales

20.1%

Other

6.7%

Conversion and retention is the name of the game. Businesses clearly see customer relationships and engagement through personal video as a route to stronger sales growth and customer lifetime value.



## 4 In your business, who is primarily responsible for sending video emails or creating personal videos?

Across our survey cohort we see that it is founders/owners, and individual employees who are being tasked with creating personal videos. This fits with the demographic makeup of this survey cohort which is majority SMBs in the Ecommerce, online courses, and business coaching space, where the sales and growth efforts are often more founder-led.

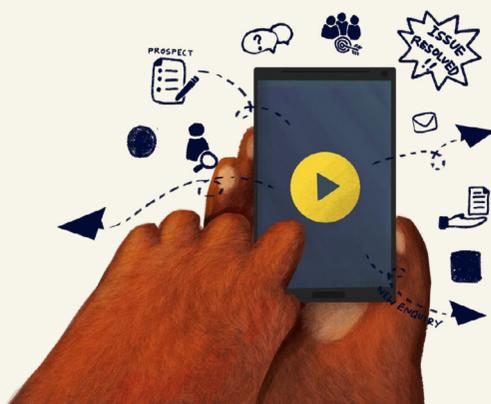


# Video usage

**1**

What types of personalized videos do you plan to create in 2024? (Multiple answers)

Welcome and thank-you videos are the two core personal video use cases amongst Bonjoro's customers, and this is borne out in the survey data. This fits with the emphasis on customer relationships and engagement as the key to unlocking greater business growth through increased conversion rates and lifetime value.



Personalized welcome or thank-you videos

87.8%

Personalized customer or client updates

51.6%

Product demonstrations or tutorials

38.1%

Requesting client testimonials or case studies

33.5%

Sales proposal follow-ups

28.4%

Sending community or event invites

27.7%

Company updates or announcements

26.5%

## 2 What are the main challenges or concerns you have when using video email or personal videos in a business context? (Multiple answers)

Lack of time or resources to create videos

56.1%

Lack of training or knowledge on how to create effective videos

28.7%

Uncertainty about the impact or ROI of video communications

22.9%

Technical difficulties or limitations

21.7%

Low engagement or response rate

17.8%

Privacy and security concerns

8.3%

Other

8.3%

Despite a high confidence in the results of sending personal videos (see further down the survey), businesses still have clear concerns around the time it takes to record personal videos vs. other customer communications methods such as mass emails or email automations.

Innovative features such as Bonjoro's "Rollups" feature (that allows users to send one video to up to 200 recipients at once) address this objection, but it's clear more thought is needed from the main video players to solve this challenge for users.

# Video goals & effectiveness

**1** How do you measure the effectiveness of video email or personal videos in your business communications? (Multiple answers)

Improved response rates or engagement from recipients

**57.2%**

Positive feedback from recipients

**54.1%**

Increased open or click-through rates

**42.1%**

Conversion rates or sales impact

**38.4%**

Increased website traffic

**8.2%**

Other

**3.8%**

## Response rates are key.

When it comes to judging the effectiveness of personal video vs. mass emails or email automation, users clearly emphasize engagement and responses as the clear measure of success.

If they are not getting more replies and conversations with customers vs. traditional channels they will likely fall back on other less personalized methods.

**2** Rate the overall effectiveness of video email or personal videos compared to traditional text-based emails or written communications in achieving your business objectives.

Over 86% of personal video users see them as more effective than other means. Bearing in mind the extra time taken to record personal videos vs. standard email automations, this suggests that users are happy with the balance of time taken compared to the output, in terms of responses, conversions, or increased open and click rates.

Only 13.8% of personal video users see them as equally or less effective than traditional communications methods.



### 3 What factors do you believe contribute to the success of a video email or personal video in capturing and retaining viewer attention? (Multiple answers)

Authenticity (ie. you mean what you say and care about the customer)

81.1%

Personalization (ie. the message is personal/relevant to the recipient)

78%

Clear and concise messaging

43.9%

Creativity and engaging storytelling

29.9%

High production quality (eg. professional editing, visuals, sound)

13.4%

Other

0%

Times have changed. Polished, professional videos are no longer seen as necessary for getting results, with most companies much more concerned with authenticity and personalization.

Seen from this angle, creating messages that are both genuine and relevant is the key to unlocking customer engagement. The rise of popular social video platforms has clearly seeped into the B2B and B2C world, when it comes to creation and consumption habits.

# Engagement and willingness to recommend

**1** Have you received any specific feedback or comments from recipients regarding the use of video email or personal videos in your business communications?

Positive feedback **76.1%**

No feedback **23.3%**

Negative feedback **0.6%**

This data suggests that new users of personal videos shouldn't be concerned about how their videos will be received. Over 75% of users have received positive feedback from their videos, and only 1 respondent can recall getting negative feedback.

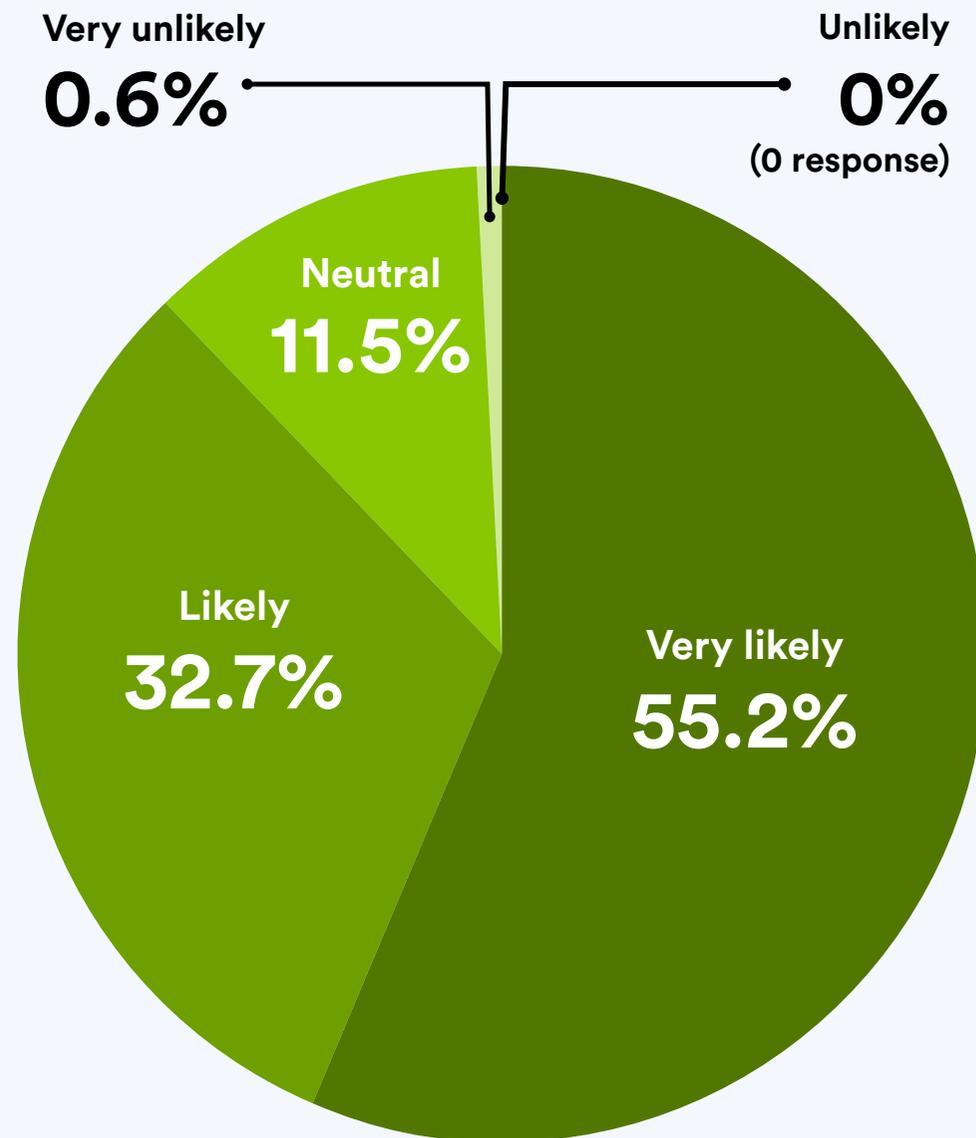
Knowing that users are focused on responses and replies as their success metric, this suggests that personal videos are an extremely fitting method for their objectives, with very little likelihood of offending or annoying their customers.

It's worth noting that this is in stark contrast to recent debates about the rise of email automations and spam, which suggests that personal video could be a route to rebuilding trust with clients and customers on a wider level.

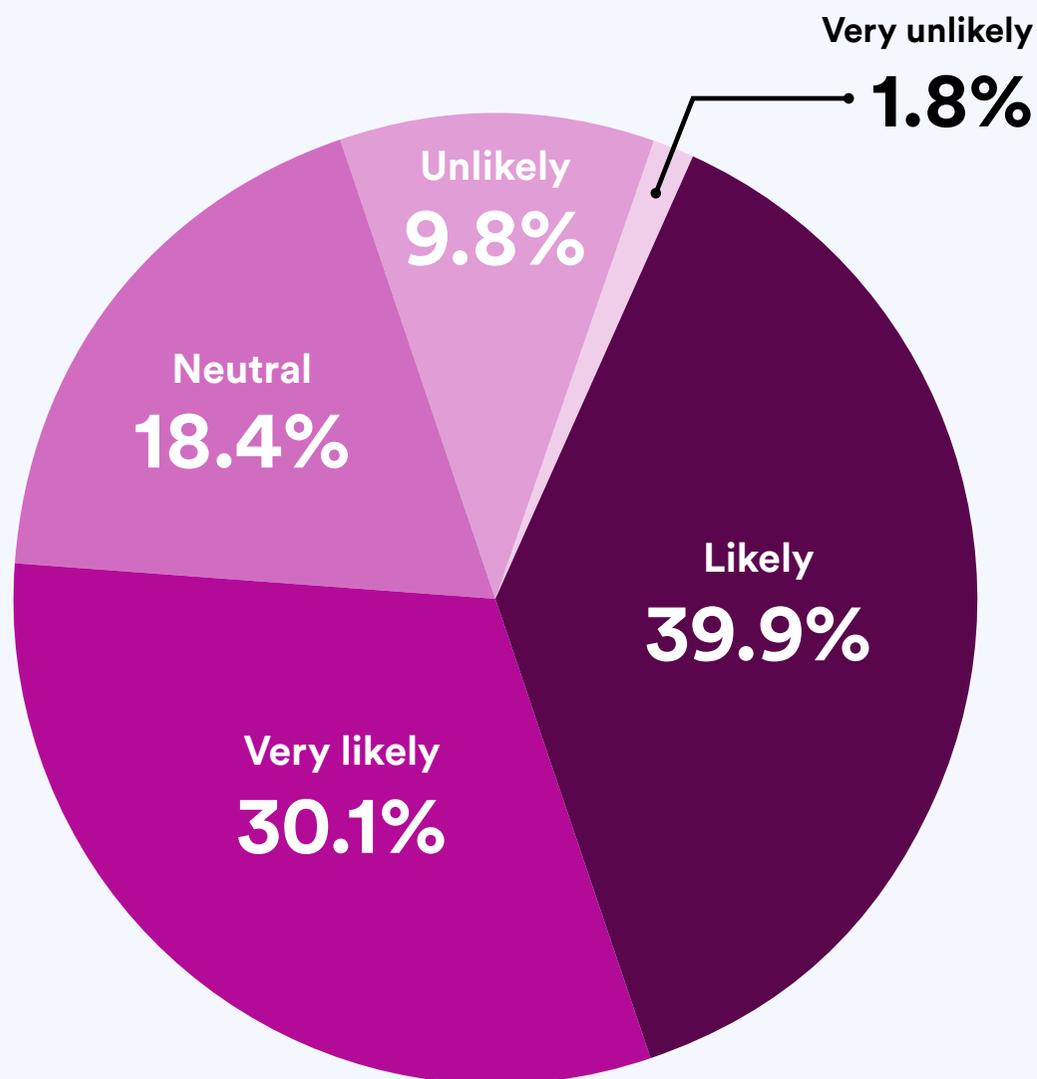
**2** How likely are you to recommend the usage of video email or personal videos to others in your professional network?

Over 85% of respondents are clearly getting results good enough to make them want to be promoters of the method itself. This aligns closely with the percentage of positive feedback received by users of personal video, which suggests a possible relationship between positive customer feedback and willingness to recommend.

Again engagement and responses seem to be the key to user satisfaction.



### 3 How inclined are you to interact with a video email or personal video containing interactive elements like clickable links, polls, or quizzes?



Although 69% of users would interact with interactive elements on a personal video, the slight skew towards neutral and negative opinions versus other survey questions, suggests that users don't see interactions on the video as paramount.

Taken against survey data showing responses as critical to customer engagement, it seems that a stronger emphasis on getting a reply is the way to go with personal videos, if customers are failing to engage with your call-to-actions. Start a conversation first, and then make an ask.

# Video design and structure

This section is about how to get your videos opened, watched, and how to drive customers to take action. These insights have been informed from Bonjoro's first party data of over 3m videos sent.

First let's take a look at subject lines, as they are key to getting your videos opened and watched by recipients.

Here are the top 30 subject lines based on highest video watch count in the last 3 months.

## Subject lines

▶ Watch count

Private message for {first\_name|there}

▶ 3500

I recorded you a personal message.

▶ 1092

I made you a video today! (woot)

▶ 577

Here's a personal video i recorded for you  
{first\_name}

▶ 1579

Video feedback on your {insert feedback item}

▶ 630

Here's a personal video {name} recorded for you.

▶ 545

Private message for {first\_name|there} (from my  
iphone)

▶ 1283

{name} here with a personal message!

▶ 559

Here's a personal video i recorded for you...

▶ 544

I sent you a personal video!

▶ 504

You passed the {course name} exam!

▶ 416

{company name} recurring donor thank you

▶ 273

{first\_name|yay}! Your application was just approved!

▶ 484

{name} from {company} sent you a video!

▶ 336

Personal check-in video from {name}

▶ 265

Your 1:1 video from {name}

▶ 472

Checking in ...

▶ 325

A quick video for you

▶ 249

Here's a personal video I recorded for you about the {course name}

▶ 446

Welcome to {course name}! I made a video for you.

▶ 325

Welcome {first\_name}! Here is a video just for you :)

▶ 244

Here's a personal message for you re: your question about joining the {membership name}

▶ 444

Hey {first\_name}...

▶ 320

Here's what we're thinking

▶ 224

{first\_name}, here's a personal video i recorded for you.

▶ 443

I promise you it's a video from me just for you

▶ 294

Video message from {company name}! Welcome to the {membership name}!!

▶ 223

A personal video just for you from {company name}!

▶ 439

Open for a personal message from {name}

▶ 285

We want to welcome you personally!

▶ 148

This data is a useful indicator of which subject line strategies are working for Bonjoro users. Here are our recommendations based on the data.

Structure your subject line around these four things:

- The fact that it is *personal*
- That it contains a video *made for them*
- The *specific context* of the video or their point in the customer journey
- Include *their name* in the subject line using merge tags

In general, tell don't sell. And think of your subject line more like a notification than a "clever" marketing subject line trying to get someone to open it.



**N.B.** We queried our dataset for the top subject lines by open rate, but decided not to present the data here as the results were dominated by subject lines with 100% open rates sent at low volumes. The data above was the best approach we found to reveal more broadly useful insights about subject lines.

# Video length

In this section we have compared what survey respondents thought would make the best video length to our own first party data of over 200,000 videos sent in last 3 months (June - September 2023).

**What length of video do you consider to be most effective for business communication purposes?**



**Average watch rates of Bonjoro videos, by video duration (Jun - Sep 2023)**

Duration	Watch rate %
Below 1 min (<60)	<b>68.16%</b>
1-2 min (≥60 & ≤120)	<b>57.65%</b>
2-3 min (≥120 & ≤180)	<b>69.34%</b>
3-10 min (≥180 & ≤600)	<b>67.91%</b>
10+ min (>600)	<b>97.87%</b>

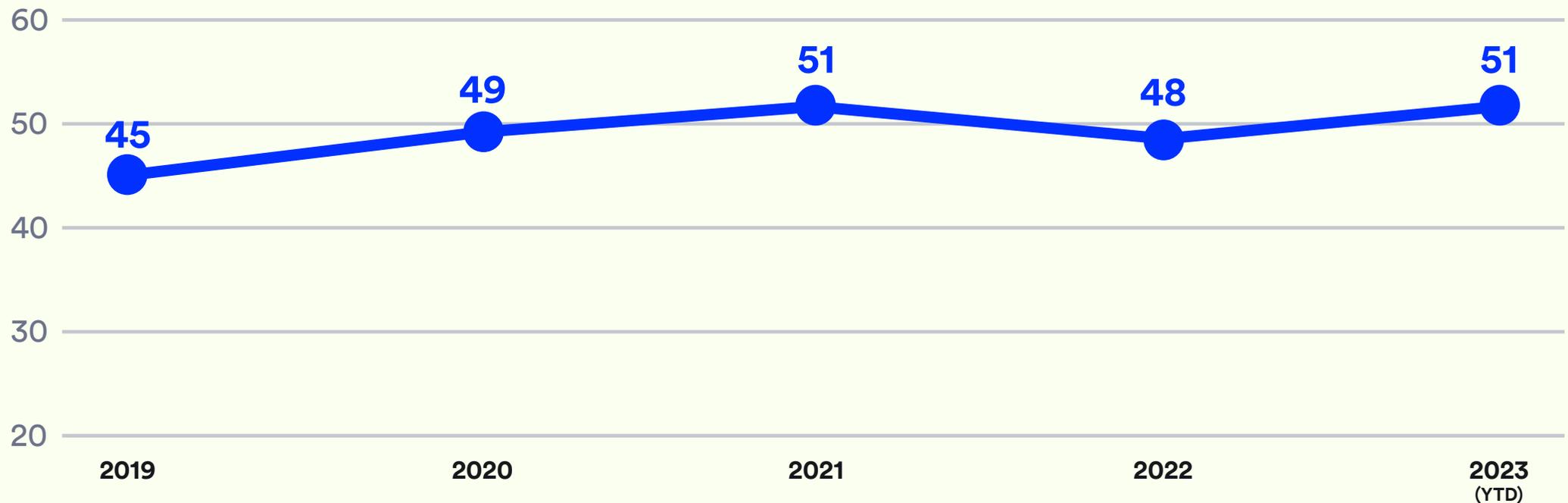


Watch rate = number of videos watched vs. video emails opened

Whilst keeping videos under 1 minute seems to deliver the best watch rates, the data shows that survey respondents are perhaps too cautious when it comes to video length. We see a dip in watch rates for videos between 1 and 2 minutes, but above 2 minutes we see watch rates recover.

The key takeaway here is to aim for recording videos under 1 minute. But do not artificially truncate your message if it will take longer than 2 minutes to convey - recipients will still be very likely to engage if they have opened your video email. Our data below shows that people are doing this pretty well already.

### Average video length of all Bonjoro videos in seconds, by year



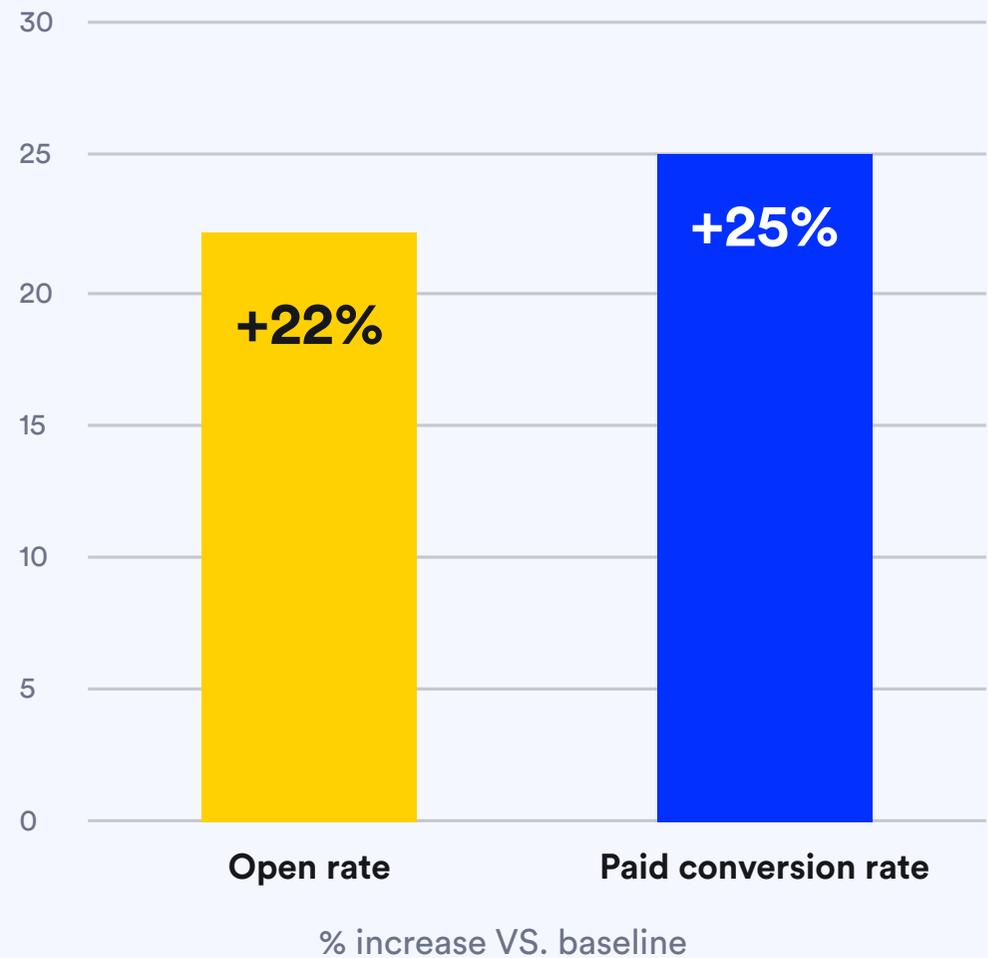
# Video timing

Another huge influence on your watch rates and recipient engagement is timing.

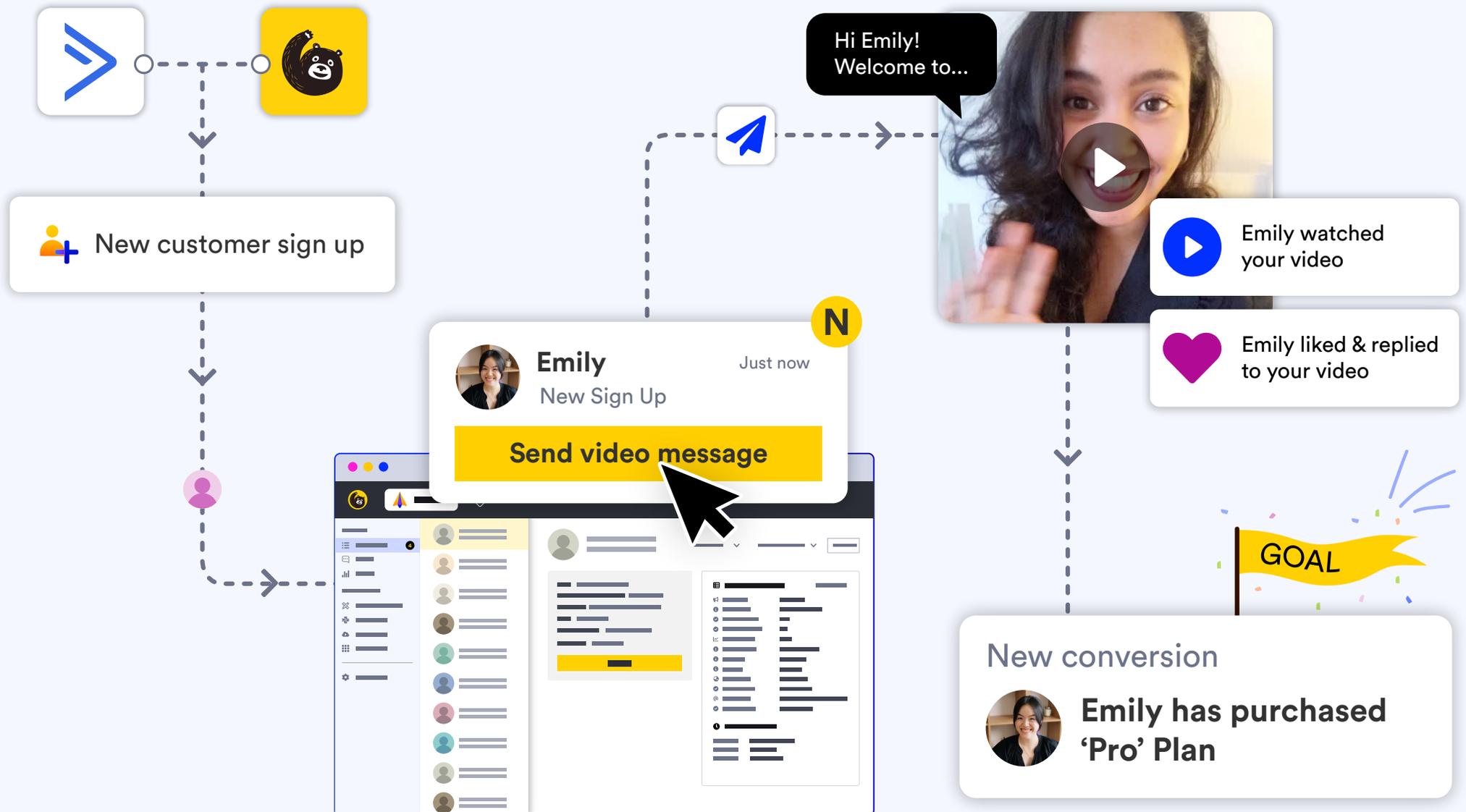
Sending your videos quickly is one of the biggest ways to get more replies and engagement from your leads and customers.

An A/B test we ran in 2020 revealed that sending a personal video within 4 hours of a customer action (signup, enquiry etc.) gave a 22% lift in open rates, and a 25% lift in paid conversion rates vs. sending between 4 hrs and 48 hrs.

## Videos sent within 4 hours VS. baseline of videos sent between 4-48 hours



This is where Integrations come in. Integrations allow you to pull your customers and leads into Bonjoro as soon as they take an action, so you can quickly respond with a video. Here's how it looks:



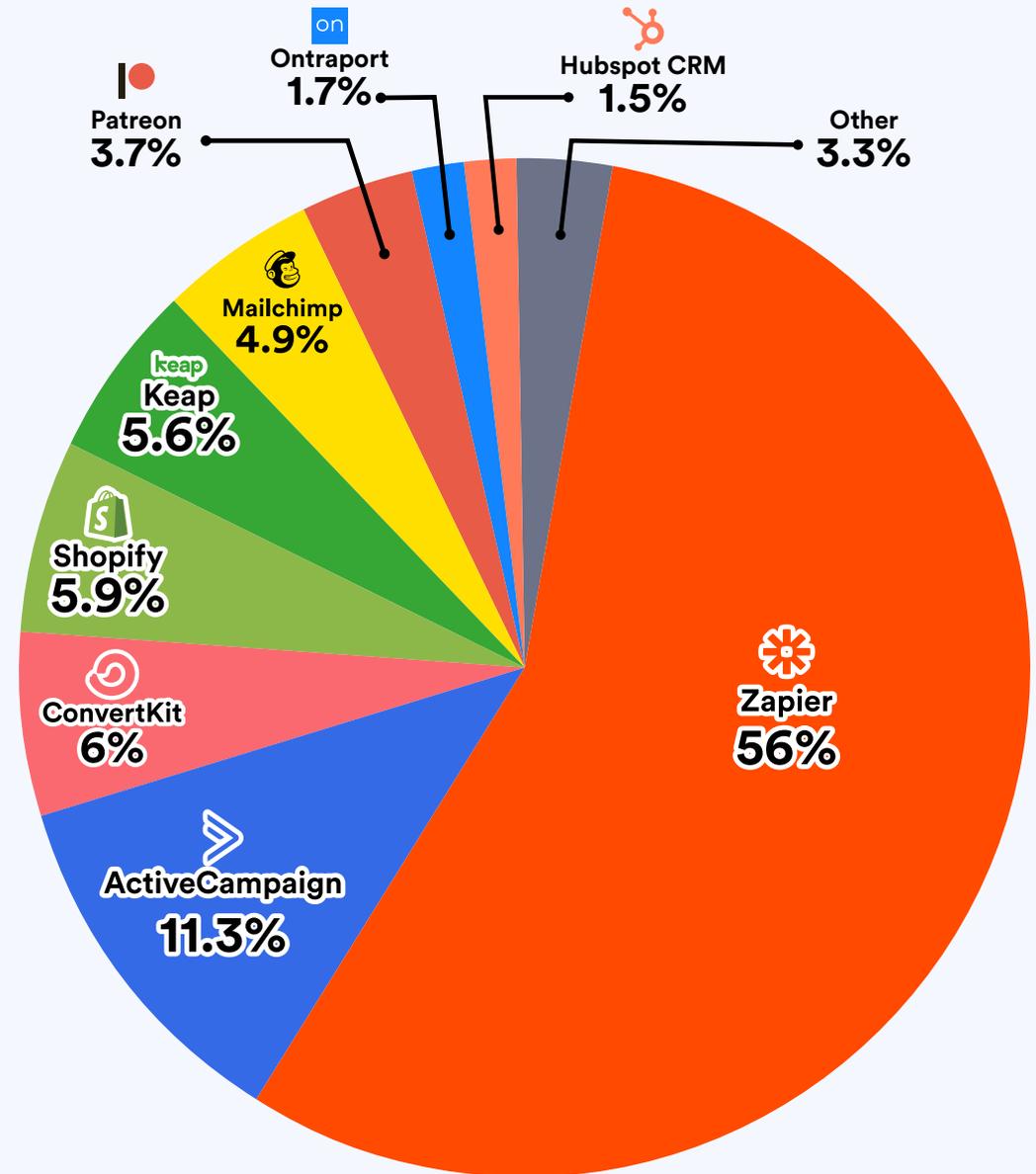
## Most popular Bonjoro integrations

Here's the most popular Integrations used by Bonjoro customers.

Zapier is a hugely popular way of powering personal video workflows due to its flexibility - it can be used by almost any business and across multiple use-cases from lead conversion to support tickets.

Active Campaign is used by thousands of online creators, educators and coaches who use it mainly for converting leads and building customer relationships.

Outside of that Shopify dominates when it comes to eCommerce, powering personalized customer-thanking workflows for thousands of eCommerce sellers across the globe.



# Structure of an engaging personal video

As we've seen, people's instincts are pretty good when it comes to video duration. But we'd encourage you to think about how you can keep your video length under 1 min, rather than over. Our general rule of thumb for a structure is:

- Introduce yourself and the reason for your video
- Share value (e.g. a key insight or helpful tip for the recipient)
- Give them a next step (e.g. call-to-action or to reply to you)
- Thank them and sign off with a reminder of the CTA

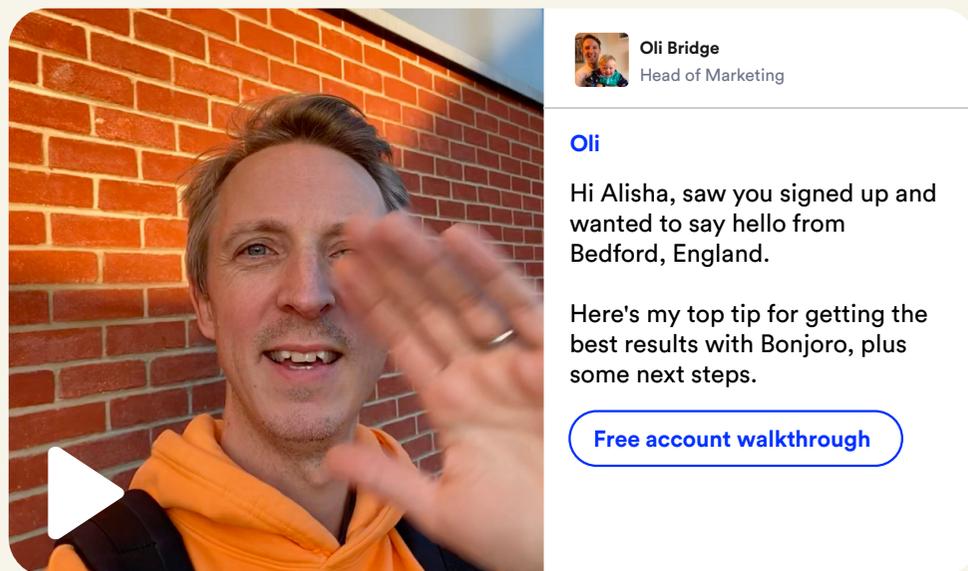


If you're looking for more advice and tips of building exceptional customer engagement with video, dive into our **Video Mastery Playbook**

[Download playbook](#)

## Bonjoro example welcome video

Here's a quick example video that shows you how easy it is to record welcome video using the structure outlined above.



<https://video.bonjoro.com/g/xY9KDpBC5b0>

**Watch example video**

### TRANSCRIPT

Hey Alisha Oli from Bonjoro here.

I just wanted to reach out and personally welcome you to Bonjoro.

So this is what Bonjoro is all about, sending quick personal videos to new leads, sign ups, inquiries to welcome them, to thank them and really just create more of a human connection that leads to them taking those next steps with your business, leads to better results for you. And it's also just a better experience for them as well.

So the first tip I wanted to give you is if you want to drive the next step with the videos you're sending, add a call to action button next to your video. So if you look at my video here, if you're on desktop, there's a button just there. If you're on mobile phone, there's one just down here, it says book a set up call. So if you do want to book a call with one of our team here, we can talk more about your business, how you want to use Bonjoro exactly and guide you to getting the best results with video and with Bonjoro. Click on that button, book in a call and one of our team will see you there!

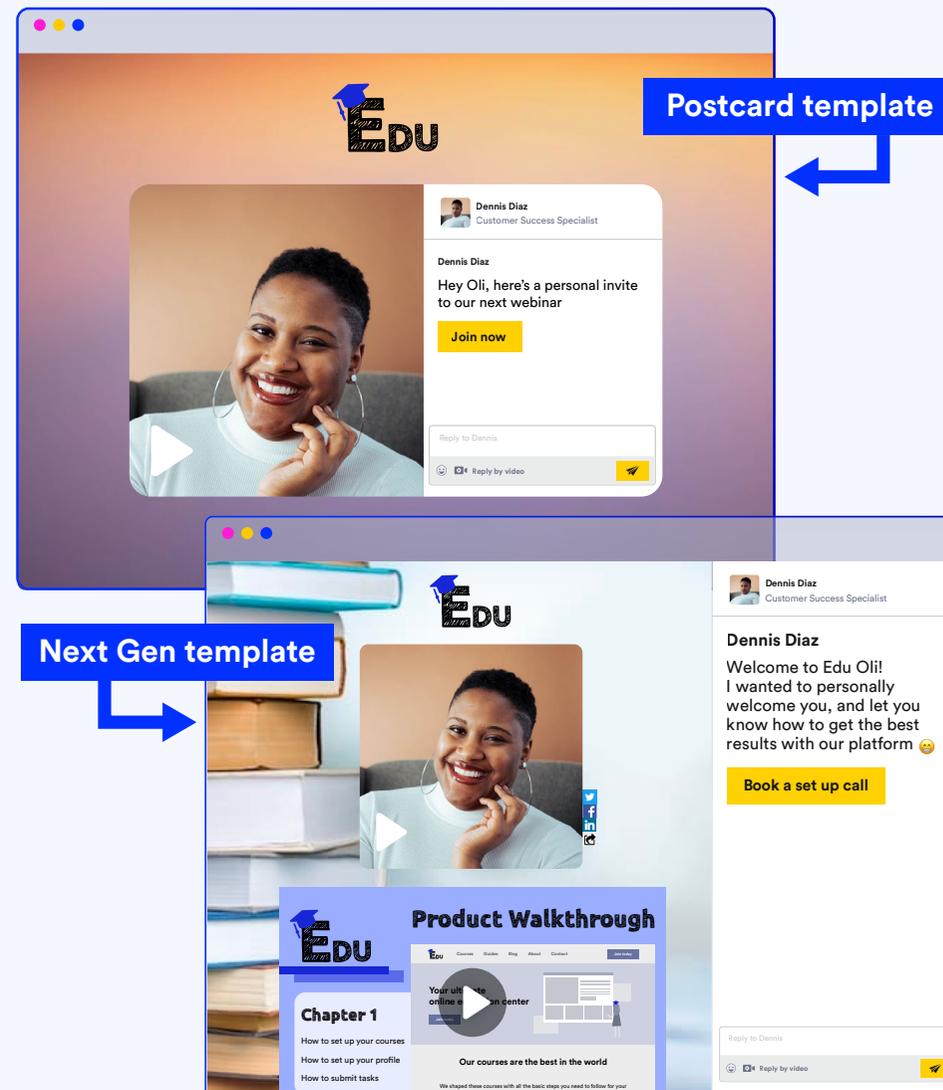
All right. Take care. Bye.

# CTA titles and formats

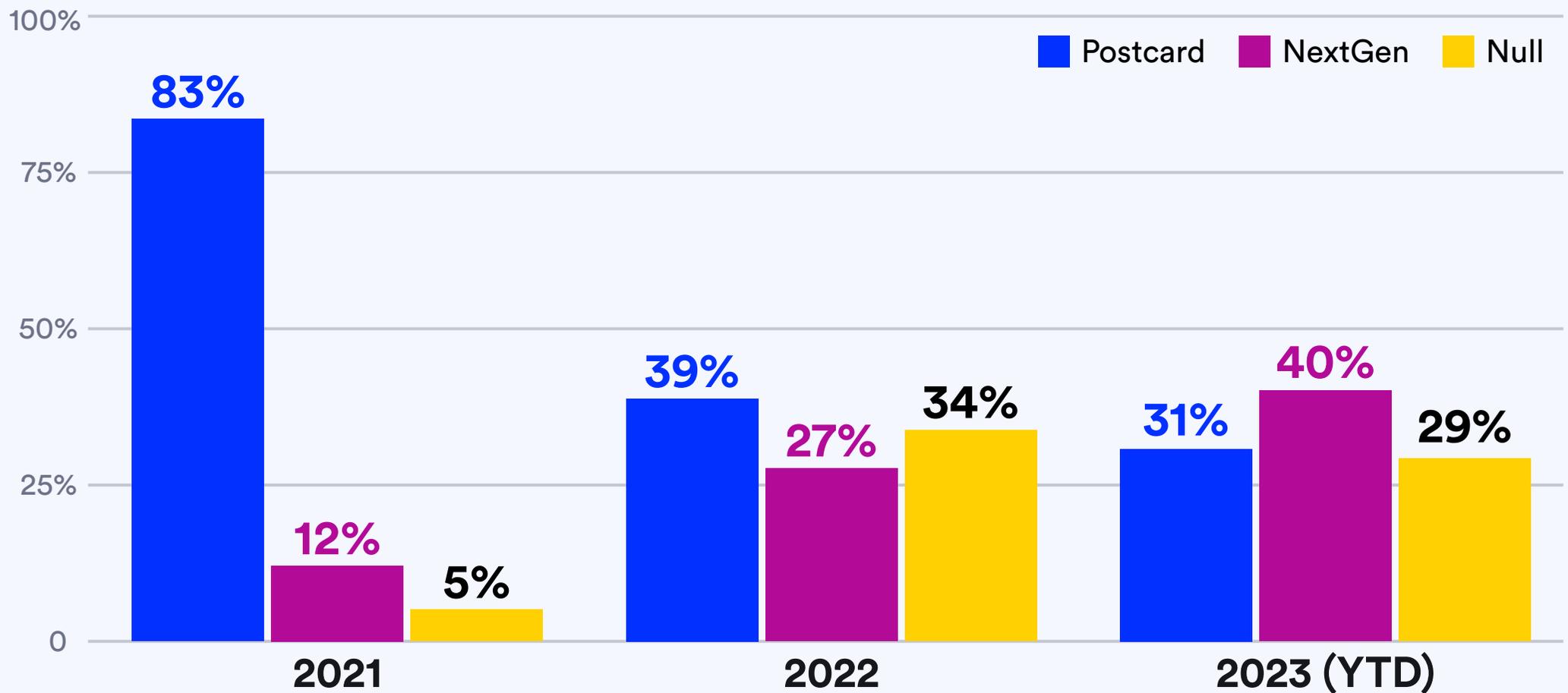
In terms of the format of call-to-actions, we've seen an interesting shift in the last few years at Bonjoro.

After releasing a new format of CTAs called Next Gen in 2021 which allow users to embed other content below their personal videos (e.g. pre-recorded walkthrough videos, documents, forms, surveys etc.), we've seen them become the predominant form of CTA used by our customer base of over 50,000 companies, with over 40% of users choosing them so far in 2023.

Postcard templates which include your personal video next to a single CTA button are still widely used at 31% of videos sent in 2023.



Interestingly the number of customers choosing not to add a CTA to their videos has also risen to around 30% of videos, which indicates many customers are moving away from a focus on CTA buttons to a more conversation led approach, where they are more likely trying to elicit a response and initiate a conversation.



Looking at our own data, we queried the best performing CTAs across our customer base. The list below shows the 20 best performing CTAs shown by click-rate, only including CTAs where clicks are at least 20.

All of the top 20 see a click rate of 100%. This means that the user sending with this CTA saw all recipients click on the CTA.

The data reveals 2 useful insights about creating your own CTAs, and how CTAs are being used in general.

1. Most CTAs we studied are used to initiate a first and single step. Accessing a course, logging in, getting started, are the most frequent steps seen in the top performing CTAs. In general we'd recommend to keep your videos focused on one action for the recipient.
2. The CTAs are relatively instructional. This fits with the insights we saw on subject lines, where they are direct and to the point, rather than trying to trick or bait the recipient into engaging. The recipient wants to know what waits behind that button, rather than be left guessing.

# Top click rate (where clicks is at least 20)

Total CTA clicks

CTA click rate

Access The Course 203  100%	Hear My CRAZY Story! 77  100%	Go to the course 47  100%	Visit {Course Name} 30  100%
Click Here! 148  100%	Visit our website 66  100%	Pay your deposit 32  100%	GET STARTED 28  100%
Click here to get started! 126  100%	NEXT STEP: Learn More & Give 66  100%	More on my Patreon page 32  100%	Info on Summer Camps 27  100%
Login now and work out! 85  100%	Access The Course 58  100%	Go to Your Courses Now! 31  100%	Jump Into {Course Name}! 26  100%
Watch then click here! 79  100%	Log into {platform name} 54  100%	1st Watch   Then Click Here! 30  100%	Get Started! 25  100%

## Most used CTAs (top 50)

 Count

We decided to also include the top 50 CTAs used by count across all Bonjoro video senders. This gives a good idea of the main use-cases and goals of personal video senders.

Visit our site

 25727

Schedule a Call

 209

Visit my website

 100

Join the Conversation

 75

Visit our website

 311

Get the details here!

 209

Join the Facebook Group

 94

Get Started

 74

Book a Call

 293

Register now

 134

Find Out More

 93

Contact {Name}

 73

Learn More

 272

Get in touch

 114

Get started!

 91

Check out our Website

 72

Leave a Review

 236Learn more about {Company  
Name} 102

View case study

 75

Let's Chat!

 69

Let's Chat

📊 68

Get Your Free Trial

📊 64

See {Product Name} in Action

📊 58

Download Forms

📊 51

Connect on Instagram

📊 68

Let's talk!

📊 63

Got questions? Contact me...

📊 57

Sign up for {Course Name}

📊 51

Sign Me Up!

📊 67

{Name's} Patreon

📊 63

Questions about your course?

📊 56

Share Booking Link on  
Whatsapp

📊 51

Register for an open day

📊 66

My Gift to YOU!

📊 62

Book a call with me

📊 54

Learn more about the  
workshop

📊 49

Join the Club

📊 66

Email Me

📊 61

Join the #1 Team in {region}

📊 54

Click here for more Info

📊 65

Visit Members Club

📊 59

Camp Details

📊 53

Visit {Brand Name}

📊 49

More Info

📊 65

Visit the Blog

📊 59

VISIT WEBSITE

📊 52

Check out our website!

📊 48

Follow us on Instagram

📊 64

Join Facebook Group

📊 58

Let's talk shop!

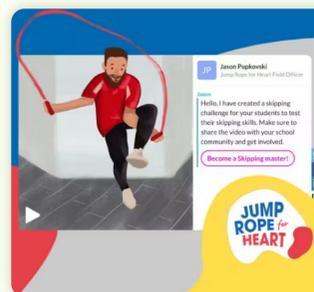
📊 52

# Case studies

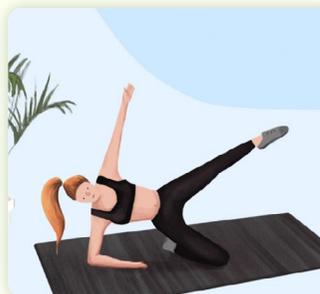
Here's just a few Bonjoro customers who are using personal video to great effect. Dive in to learn their strategies, and watch some example videos they shared with us.



**How a membership business increased launch sales by \$348,000**



**How the heart foundation raised \$46,000 from one school as part of a fundraiser**



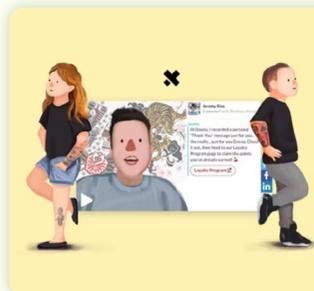
**How a fitness membership program boosted trial conversion rates by 29% in one month**



**How an eCommerce company turned a £3 purchase into a £1000+ customer**



**How an online marketing training company increased trial conversions by 18%**



**How an eCommerce company increased customer lifetime value by 15%**

# Future trends

## 1 In your opinion, how do you think the usage of video email and personal videos in business will evolve in the future?

It will continue to grow in popularity but remain alongside other communication methods

67.3%

It will become the primary mode of communication

14.2%

It will have a limited impact and remain a niche approach

11.1%

Not sure/undecided

5.6%

It will decline in usage and be replaced by other forms of communication

1.9%

## 2 What improvements or features would you like to see in video email or personal video platforms or tools to enhance your business communications? (Multiple answers)

Integration with popular email or CRM platforms

62.5%

Enhanced customization and branding options

46.9%

Seamless mobile compatibility

40.6%

Better video analytics and reporting

33.1%

Integration with live video or streaming capabilities

27.5%

Other

6.9%

When it comes to the future, here's our take on the data.

Integrations are always a strong theme in the software space, and it's no different when it comes to personal video.

Here at Bonjoro we see the market going down an integration-led period of growth, where the platforms that win will be those that cater for specific industry niches who want deeper integrations with the tools they already use. Perhaps eventually building into those tools rather than providing separate platforms.

# Ready to try personal video yourself?

## Get a free 14-day trial of Bonjoro

[Start free trial](#)



**Access free PDF playbooks  
with proven growth  
strategies**

[Let's go >](#)



**Create your own animated  
email signature with our  
easy-to-use generator**

[Let's go >](#)