

# The Value of Visual Content

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Brands that lead with visual content in their marketing grow their revenue **49% faster** than brands that don't!

## Why?



**91%**

demand visual  
content

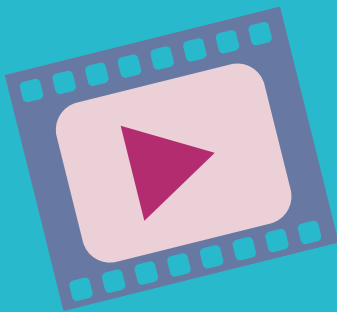
But



**94%**

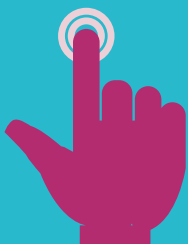
first impressions  
are based on design

## Must Use:



**↑ 80%**

Motion graphics increase your  
conversation rates



**↑ 70%**

Highly visual interactive content  
boasts your conversation rates

Visual content is a **must-have** for brands looking to grow in today's market. What's your visual content strategy?