

ORIGINAL

Maximizing Marketing Impact: Examining Video Content Through Analytics and Consumer Behaviour

Maximizar el impacto del marketing: Examinar el contenido de vídeo a través de la analítica y el comportamiento del consumidor

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Cite as: Penkova O, Sogorin A, Kitchenko O, Klimovych O, Tesak O. Maximizing Marketing Impact: Examining Video Content Through Analytics and Consumer Behaviour. Management (Montevideo). 2025; 3:259. <https://doi.org/10.62486/agma2025259>

Submitted: 24-06-2024

Revised: 19-01-2025

Accepted: 05-07-2025

Published: 06-07-2025

Editor: Ing. Misael Ron 

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ABSTRACT

Introduction: the article examines the impact of video content on the effectiveness of marketing strategies with a focus on analytical interpretation of audience behavioral reactions. The purpose of the study is to analyze the potential of marketing campaigns in the context of adaptation to changes in media consumption.

Method: the study was based on the analysis of secondary empirical data obtained from authoritative analytical reports covering current trends in video marketing and digital consumer engagement. The methods used are quantitative content analysis, thematic classification, and discursive interpretation.

Results: it is found that video content demonstrates a high level of strategic importance - 95 % of marketers recognize it as a key tool for influencing the target audience. The main types of barriers to video implementation are identified: lack of time and technical complexity. It is established that video helps to increase brand trust, forms emotional contact with the consumer, and provides an opportunity to accurately measure audience reactions through digital metrics (watch time, CTR, engagement rate). It is shown that cultural relevance, professional visual quality, and artificial intelligence support are key factors in the effectiveness of video on social media.

Conclusions: the article emphasizes the need for a comprehensive integration of video content into strategic planning, including the development of intra-team competencies, analytical reporting, and automated video performance evaluation systems. Prospects for the study are to form adaptive models of video strategy focused on changing consumer behavioral patterns and digital transformation of marketing communications in various sectors.

Keywords: Video Content; Marketing Strategy; Behavioral Analytics; Communication Effectiveness; Video Marketing; Digital Metrics; Strategic Integration; Advertising Impact.

RESUMEN

Introducción: el artículo examina el impacto de los contenidos de vídeo en la eficacia de las estrategias de marketing centrándose en la interpretación analítica de las reacciones del comportamiento de la audiencia. El objetivo del estudio es analizar el potencial de las campañas de marketing en el contexto de la adaptación

a los cambios en el consumo de medios de comunicación.

Método: el estudio se basó en el análisis de datos empíricos secundarios obtenidos de informes analíticos autorizados que cubren las tendencias actuales en el marketing de video y el compromiso del consumidor digital. Los métodos utilizados son el análisis cuantitativo de contenidos, la clasificación temática y la interpretación discursiva.

Resultados: se constata que los contenidos de video demuestran un alto nivel de importancia estratégica: el 95 % de los profesionales del marketing los reconocen como una herramienta clave para influir en el público objetivo. Se identifican los principales tipos de barreras para la implantación del video: la falta de tiempo y la complejidad técnica. Se establece que el video ayuda a aumentar la confianza en la marca, establece un contacto emocional con el consumidor y ofrece la oportunidad de medir con precisión las reacciones de la audiencia a través de métricas digitales (tiempo de visionado, CTR, tasa de compromiso). Se demuestra que la relevancia cultural, la calidad visual profesional y el apoyo de la inteligencia artificial son factores clave para la eficacia del video en las redes sociales.

Conclusiones: el artículo subraya la necesidad de una integración global de los contenidos de video en la planificación estratégica, incluyendo el desarrollo de competencias intra-equipo, informes analíticos y sistemas automatizados de evaluación del rendimiento del video. Las perspectivas del estudio son formar modelos adaptativos de estrategia de video centrados en los cambiantes patrones de comportamiento de los consumidores y en la transformación digital de las comunicaciones de marketing en diversos sectores.

Palabras clave: Contenido de Video; Estrategia de Marketing; Análisis del Comportamiento; Eficacia de la Comunicación; Marketing de Video; Métricas Digitales; Integración Estratégica; Impacto Publicitario.

INTRODUCTION

In today's communication paradigm, video content is emerging as one of the most dynamic forms of marketing influence, combining cognitive richness, emotional impact, and technical flexibility. In theory, video performs several functions at once: informational, emotional, behavioral, and reputational. Video has the ability to be embedded at any point in the communication funnel, providing adaptability and personalization. In this context, short video formats become especially relevant, as they allow conveying a key message in a matter of seconds and evoke a targeted behavioral response.

The main trends in video marketing include the widespread adoption of short video platforms (TikTok, Reels, Shorts), content personalization, the use of algorithmic promotion, and the active integration of artificial intelligence into the processes of creating and optimizing video content. Consumers prefer authentic, dynamic, and culturally relevant video content, which allows brands to go beyond traditional formats and communicate in more flexible, less formalized channels. Marketers use video not only as a medium, but also as an analytical tool - digital metrics help track viewing depth, engagement, viewership, conversion, and more.

Video content has gradually transformed from an auxiliary format to a central element of marketing strategies, which leads to a high level of interest in the scientific community in its impact on the effectiveness of digital communications. Modern research covers a wide range of aspects: from the typology of video formats and distribution channels to consumer behavioral reactions and changes in strategies under the influence of algorithms. Particular attention is paid to the analysis of short videos, TikTok and YouTube Shorts platforms, and the mechanisms of building trust through visual narratives. In the context of growing digital competition, video is seen not as a means of broadcasting information, but as a tool for emotional engagement and behavioral influence.

Many researchers focus on the tactical and strategic use of short videos in promoting goods and services. Bakti and Marpaung⁽¹⁾ investigate the impact of short videos on the development of tourism attractiveness, pointing to their ability to evoke an immediate behavioral response. According to a study by Purnomo,⁽²⁾ effective video positioning on e-commerce platforms can significantly increase conversion rates and reduce bounce rates, which confirms the operational efficiency of video in digital ecosystems. Ngo et al.⁽³⁾ analyze how the parameters of short videos affect the purchase intentions of Generation Z in Vietnam, emphasizing the importance of structure, emotionality, and pace of content. Xu⁽⁴⁾ approaches this topic through the lens of the 4Cs theory, focusing on consumer needs, communication, convenience, and cost. Chen et al.⁽⁵⁾ investigate the effect of video on the perception of tourist destinations in the post-pandemic world, which indicates the growing role of video in managing brand experiences.

Other authors focus on the technological aspect and algorithms of video platforms. Maitri et al.⁽⁶⁾ note the latest trends in social video marketing, including personalization, the use of analytics, and algorithmic influence. Pu et al.⁽⁷⁾ analyze the specifics of platforms such as Douyin and emphasize how functional features

affect consumer behavior. Jaipong⁽⁸⁾ demonstrates the evolution of TikTok's business model and examines the impact of short videos on the digital communications ecosystem. Liu⁽⁹⁾ focuses on the strategic positioning of TikTok in the global marketing space, pointing out its ability to adapt quickly and its high level of audience retention.

Behavioral aspects related to video marketing are key in a number of studies. Brooks et al.⁽¹⁰⁾ show how TikTok shapes consumer habits, even in industries related to unhealthy products. Kim et al.⁽¹¹⁾ analyze the relationship between fact-checking and audience reactions, illustrating how trust in a source affects video engagement. Lim et al.⁽¹²⁾ develop an audience segmentation model based on Wi-Fi analytics, which demonstrates an innovative approach to tracking viewer behavior. Peters et al.⁽¹³⁾ study the impact of an imaginary audience on social media on users' self-perception, showing how video content can change behavioral patterns and self-identification.

Some papers focus on content marketing and survival strategies for businesses in crisis. Putri and Sanica⁽¹⁴⁾ analyze the digital strategies of businesses during the pandemic, emphasizing adaptability through video. Isnawati et al.⁽¹⁵⁾ describe the use of video marketing in the automotive industry, showing the benefits of content communication. Kartika⁽¹⁶⁾ uses the example of a small business to explore the impact of visual content on customer engagement on Instagram. Purnomo⁽²⁾ examines the impact of digital strategies on sales conversion in e-commerce, in particular through video as a high-impact communication format.

The fundamental concepts of video marketing and the impact of content on user behavior are covered in theoretical and interdisciplinary research. Barbosa et al.⁽¹⁷⁾ propose an analytical model for assessing user behavior in response to content, although the article has been retracted, its methodological approach is of interest. Strubberg and Mitchell⁽¹⁸⁾ analyze the genre features of video in the B2C segment. Sedej⁽¹⁹⁾ examines the role of video in SME management, pointing out the key importance of audiovisual communication. Deb⁽²⁰⁾ approaches video marketing from a social responsibility perspective, exploring how ethical factors influence audience behavioral intentions in social purpose campaigns.

Most studies confirm that video is a tool of influence and a multifunctional mechanism for shaping behavioral patterns, building trust, and strategic brand positioning in the digital environment. Thus, research in this area remains relevant and requires further empirical verification and analytical generalization.

The purpose of the study is to analyze the potential of marketing campaigns in the context of adaptation to changes in media consumption. The objectives of the study included analyzing the structural role of video in marketing campaigns, identifying barriers and drivers of video content adoption, studying audience behavioral reactions to different types of video formats, assessing the importance of cultural context, visual quality, and technological support in shaping an effective video strategy. The practical significance of the work lies in the formation of an analytical basis for decision-making in the field of marketing, in particular for building adaptive video campaigns, optimizing creative processes using artificial intelligence, creating behavioral analysis systems based on digital metrics that ensure the accuracy, flexibility, and relevance of marketing interaction with the audience.

METHOD

Type of research: observational.

Time frame: first quarter of 2025. The sample consists of respondents with different roles in the marketing strategy communication chain: consumers, marketers, team leaders. The sample covers data from various industries: B2B and B2C, large and medium-sized businesses, as well as various segments of social platforms.

The methodological basis of the study includes a set of mixed approaches that combine quantitative content analysis, qualitative thematic classification, and elements of critical discourse analysis. Quantitative content analysis made it possible to systematize statistical indicators of video marketing effectiveness - penetration rate, percentage of strategic implementation, breakdown by video types, channels, ROI, barriers, and behavioral responses. The thematic classification was based on the identification of key areas of video content use and the construction of categorical grids. Separately, a critical analysis of secondary sources with comparative cross-sectionalization was applied to provide an integrative interpretation within the marketing discipline.

Video content in modern marketing has a multilevel function - from attracting attention to conversion, from forming an emotional connection to analytical monitoring of audience reactions. Its effectiveness is explained by its high consumption rate and flexibility in embedding into any stage of the sales funnel: from product introduction to customer retention. Thanks to built-in metrics such as views, retention time, CTR, and depth of engagement, video can track user behavioral reactions with high accuracy. Marketers have the opportunity to quickly adjust strategies based on real feedback, which increases the adaptability of campaigns and reduces the level of uncertainty in decision-making. Taken together, video acts as a communication channel and a dynamic system of influence and feedback analysis integrated into the modern logic of marketing analytics.

The research methodology is aimed at forming a comprehensive, interdisciplinary understanding of the impact of video content on the effectiveness of marketing strategies in the digital age. The use of multi-level

empirical sources, stratified sampling, analytical decomposition, and structured methods made it possible to integrate statistical accuracy with conceptual depth. The entire research procedure was aimed at empirically confirming the hypothesis that video content acts as an engagement tool and as a complex strategic unit that affects the user's behavioral economy.

The study was implemented in several successive stages, including analysis of secondary sources, thematic classification of empirical indicators, systematization of key trends, and analytical generalization of audience behavioral patterns. At the first stage, we selected relevant sources, including Wyzowl and Sprout Social Index 2025 analytical reports, which meet the criteria of relevance, representativeness, and professional focus in the field of digital marketing. Next, we performed an in-depth content analysis of the reports to identify the main categories of video content's impact on marketing strategies and consumer behavior. At the third stage, taking into account the structure of the source data, we decomposed the factors that influence the level of video integration into the marketing ecosystem: strategic importance, implementation barriers, behavioral reactions, and technological dynamics. The final stage of the procedure was the formulation of conclusions based on the generalized data and critical reflection on the transformation of marketing communication models in the context of information overload and digital competition.

The study analyzed two large-scale empirical reports based on aggregated secondary data - Wyzowl: Video Marketing Statistics 2025 and Sprout Social Index 2025. Both sources are based on large samples of respondents with different roles in the communication chain: consumers, marketers, team leaders. Wyzowl's report covered 205 respondents, including both marketing professionals and consumers, and Sprout Social analyzed the opinions of more than 4,000 consumers, 900 social practitioners, and more than 300 marketing executives from several English-speaking countries. The sample covers data from a variety of industries: B2B and B2C, large and medium-sized businesses, and various segments of social platforms. All major types of videos were analyzed: animated, live, screencasts, presentation, social, advertising, explanatory, training, etc. The sample base is stratified by the functional load of video content and the contexts of its use.

Ethical considerations required informed consent regarding the disclosure of test results by adult participants in the experiment.

The study was conducted in compliance with all necessary ethical standards.

RESULTS

Over the past decade, video content has become a backbone tool of digital marketing communication. The data covering the period from 2016 to 2025 shows a clear upward trend in the share of companies that are actively incorporating video into their marketing strategies - from 61 % in 2016 to a peak of 91 % in 2023-2024.⁽²¹⁾ This progress indicates adaptation to digital trends and the strategic reorientation of companies to audiovisual formats as key means of conveying brand messages, stimulating demand, and building product trust. The slight decrease to 89 % in 2025 may be due to the rotation of tactical priorities, process automation, or the desire to optimize the content strategy.

From a marketing analytics perspective, these dynamics confirm that video has become a sustainable channel of influence in the digital audience engagement model rather than a temporary trend. High saturation with visual formats can achieve cognitive and emotional engagement, which has a positive impact on consumer behavioral indicators, from viewing depth to conversions. The stability of the indicators in 2020-2025 can be interpreted as a sign of the marketing maturity of the tool, which does not require additional proof of its effectiveness. Video content is becoming a market standard that brands cannot ignore in their strategic communications planning. The dynamics of using video content in marketing among companies is shown in figure 1.

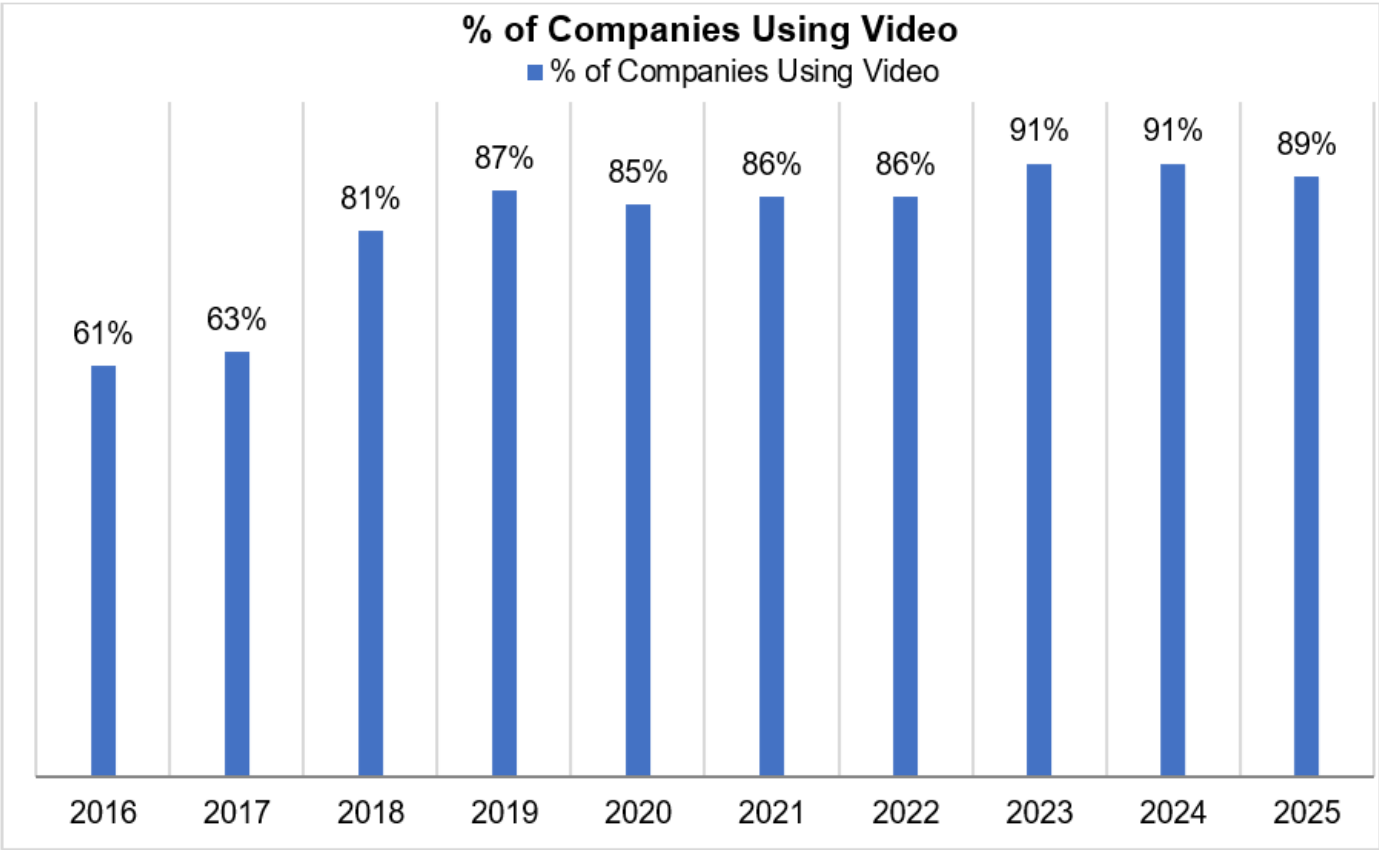
The survey, conducted at the end of 2024 by Wyzowl among 205 respondents, provided a comprehensive snapshot of the state of video content in marketing strategies. The uniqueness of the study lies in the double sample: both marketing professionals and online consumers were included, which allowed us to segment the answers by the role of respondents in the communication chain. This design ensures high representativeness and can adequately assess both internal brand strategies and external perception of content.⁽¹⁴⁾

The results show the dominance of video as a communication medium - 89 % of companies use it in marketing, and 95 % of professionals recognize it as a critical component of their strategies. However, the existence of obstacles (especially cognitive and resource) demonstrates areas of latent risk for brands that are just planning to implement it. The fact that 37 % do not know where to start points to the need for unified starting models, templates, and guidance materials.⁽²¹⁾

The most valuable indicator is 68 % of marketers who plan to start using video in 2025. This figure indicates high pent-up demand and potential for industry growth. It is strategically advisable to create tools to support such users: training programs, script builders, automated editing services. Institutional support (e.g., through platforms or agencies) could offset the most common obstacles, such as lack of time, financial barriers, and misunderstanding of ROI. Taken together, the data in figure 2 demonstrate the level of video penetration in

marketing and the specifics of behavioral model transformations among professionals.

Video content continues to strengthen its position as a key digital marketing tool. Almost every second brand is developing a visual strategy focused on video, which is confirmed by high reach and engagement rates. In 2025, 89 % of companies will use video to promote products and services, a figure that remains stable, indicating the maturity of the format.



Source: compiled on the basis of Wyzowl⁽²¹⁾

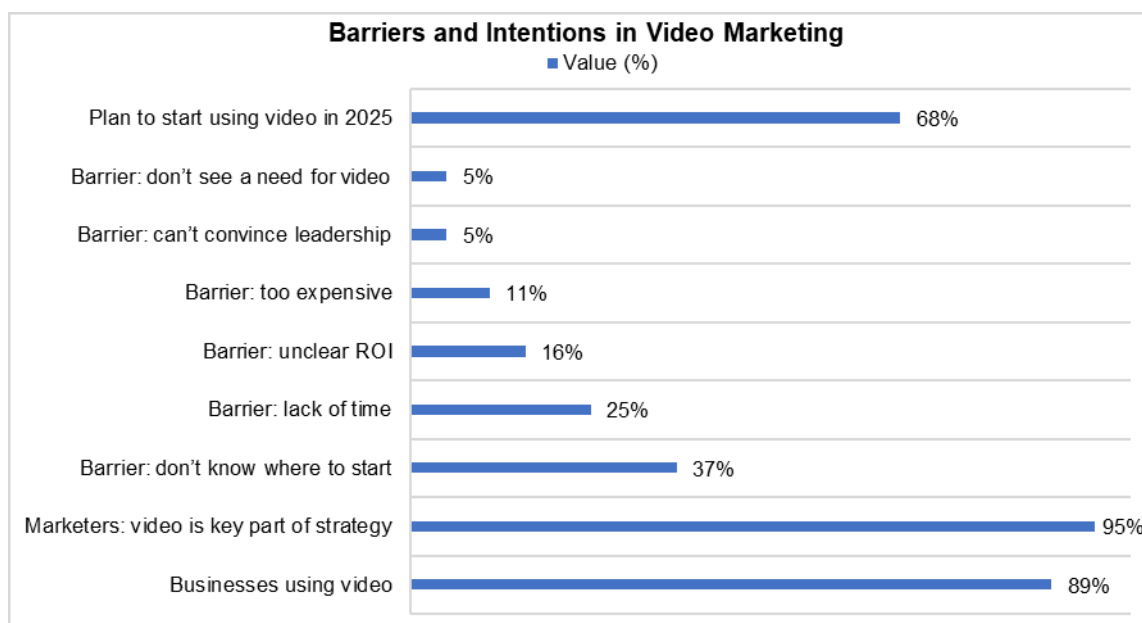
Figure 1. Dynamics of video use in marketing among respondent companies, 2016-2025

The figure of 95 % of marketers who consider video a strategically important element emphasizes its role in building a brand, increasing awareness, and building trust. However, there are barriers that hold back some of the market. The biggest one is the lack of a clear starting point. 37 % of those who do not use video stopped at this stage. Time and resource constraints remain important, making it difficult to launch projects.

In 2025, social media finally cemented its status as a content distribution channel and the core of cultural interaction between brands and consumers. The data collected by Sprout Social as part of the Index 2025 report reflects a profound transformation in the perception of video content in the digital communications environment. The involvement of more than 4,000 consumers, 900 practicing marketers and 300+ team leaders provided a comprehensive view of the social video market - from both the perspective of strategic management and audience behavioral expectations.

One of the key messages of this study is the growing demand for culturally relevant video content. According to the survey, consumers don't need a brand's reaction to every trend or meme, but instead expect a deeper understanding of cultural moments. Video should not be reactive, but representative - reflecting the brand's ideas, identity, and values. Contextuality, authenticity, and a clear visual line are becoming key variables in the performance formula.

The role of artificial intelligence as a catalyst for productivity in video creation is growing. The study participants noted that AI is no longer perceived as an innovative fad, but a full-fledged tool for fighting creative burnout, scaling processes, and automating editing. Technological adaptation in the video strategy is no longer just a competitive advantage, but a necessary condition for maintaining relevance in an oversaturated information environment. More details on the perception of video content and its peculiarities in marketing are given in table 1.



Source: compiled on the basis of Wyzowl⁽²¹⁾

Figure 2. Barriers and Intentions in Video Marketing Adoption

| Table 1. Vector shifts in consumer and strategic perception of video content on social media | | |
|--|--|--|
| Impact category | The core of the observation | Analytical value |
| Cultural and semantic immersion | Brands should integrate into significant cultural moments, not copy fashion trends | Enhances the depth of brand perception, builds authentic loyalty |
| Technological acceleration through AI | AI is used as a mechanism for scaling video production and relieving creative workload | Ensures productivity, allows focusing on strategic tasks |
| Intra-organizational asymmetry | The gap between management's perception of the role of video and the real needs of executive teams | Hinders strategic planning, creates barriers to resource provision |
| Behavioral dominance of the visual format | Consumers prioritize short videos as the main form of training and familiarization | Video replaces text as a primary interaction channel, increases the effectiveness of marketing signals |
| Visual validity as a trust trigger | Visual quality directly affects brand trust and conversion rates | Professional video increases perceptual evaluation and promotes emotional engagement |
| Competence development and career mobility | The growing role of video stimulates the emergence of new specializations and positions in teams | Video-oriented skills are becoming critical for marketers of the future |
| Source: based on Sprout Social Index ⁽²²⁾ | | |

The thematic blocks gathered in the Sprout Social Index 2025 demonstrate that social media video is a tool for increasing reach and a communication architecture that combines cultural adaptation, technological efficiency, and behavioral sensitivity. Each of the aspects of Table 1 indicates that a video strategy should be built not around the format, but around the meanings that resonate with the target audience.

The phenomenon of trust through quality deserves special attention. More and more users demonstrate content literacy and the ability to critically evaluate visual products. Brands that invest in high-quality visuals and adapt to the emotional demand of the audience gain views and loyalty. In this regard, Sprout Social's data provide grounds for rethinking the role of video as a basic tool for building an image and long-term value relationships with consumers.

The findings demonstrate the systemic evolution of video marketing from an auxiliary format to the strategic core of digital campaigns. The high penetration rate (89-91 %) and stable performance indicators (from ROI to brand engagement) indicate that the pilot phase has been completed. Video today is not a choice, but a

necessity. Taking into account the growing role of visual literacy of the audience, companies are forced to create video content and maintain its quality at a level that meets the cognitive and emotional expectations of the consumer.

Personalization, authenticity, semantic relevance, and aesthetics are becoming new performance criteria. The data shows a growing internal need for companies to structurally rethink the role of video in their ecosystem, both in interpersonal communications and in broadcasting brand messages. Video content is emerging as a marketing tool and as a mechanism for value transmission and long-term influence on the behavior of the target audience. Video is becoming part of the brand's strategic capital, both in the reputational and economic sense.

DISCUSSION

The findings of the study on the effectiveness of video content in digital marketing strategies and the identification of key audience behavioral triggers are consistent with the findings presented in the current academic literature. In particular, Zhang and Chan⁽²³⁾ confirm the growing role of short videos in shaping a consumer's digital footprint, which is consistent with our findings on the ability of videos to attract attention and consolidate a brand in the mind of the user. Their study also emphasizes the importance of the aesthetic component and contextual visual environment, which is consistent with our findings on visual validity as a trust trigger. It is worth noting that current trends in the use of media content for manipulative purposes are leading to a decline in public trust in video resources. This was not taken into account in the work of Zhang and Chan (23) and requires further comparative research.

Rosadian,⁽²⁴⁾ in turn, analyzes the role of collaboration in digital campaigns, particularly in the restaurant business, pointing to the increased effectiveness due to the integration of video as the main communication channel. One can debate with scientists about the priority of video communication today. Digital technologies involving artificial intelligence are actively developing, which are practically expressed in chatbots, targeted advertising, etc. This should help strengthen the position of video content in the media communication space of marketing strategies through robust cyber security, quality, and prevention of manipulative actions.

Singla et al.⁽²⁵⁾ present a retrospective analysis of three decades of content marketing, which clearly shows a shift in emphasis from text to video. This coincides with our findings of a paradigm shift from format to meaning, where video is seen as a systemic element of audience impact. The current study complements the findings of other researchers and confirms the importance of video content in modern media strategies. Purnomo's⁽²⁾ study deepens this understanding by focusing on e-commerce platforms where video plays a role as a presentation and analytical tool. This approach supports our thesis of video as a means of behavioral monitoring through digital metrics.

Parvez et al.⁽²⁶⁾ analyze the impact of digital marketing in the hotel sector, emphasizing the ability of video content to improve customer experience, which is fully consistent with our data on emotional engagement through high-quality visuals. It is worth adding a proposal regarding the synergy of video content with other marketing solutions, particularly in a digital context (targeting, personalization, artificial neural networks).

Adiyono et al.⁽²⁷⁾ examine social media as a sales enablement platform, emphasizing that video is much more effective than other formats due to the quick readability of the message by the audience. Freihat's⁽²⁸⁾ study of the hospitality industry shows that video use contributes to increased customer satisfaction, which also supports our findings of the positive impact of video on brand trust. The scientists' conclusions support the results of the current study regarding the promising potential of combining the capabilities of video content, social platforms, and other means of media content development in promoting marketing strategies.

Tafesse's⁽²⁹⁾ study on YouTube video optimization demonstrates how technical correctness and analytics increase viewership and retention, which were critical indicators in our study to evaluate the effectiveness of a video strategy.

Thus, the results of the study are confirmed by a wide range of modern scientific sources that point to the strategic importance of video content in the marketing ecosystem. The identified factors - in particular, the role of video quality, cultural relevance, AI integration, and the ability to read behavior analytically - expand the boundaries of the traditional understanding of video marketing. Further research could focus on a deeper empirical analysis of platform algorithms, cross-cultural differences in video perception, and the development of adaptive models for different business segments.

CONCLUSIONS

The study analyzes the potential of marketing campaigns in the context of adaptation to changes in media consumption. An analysis of the dynamics of video use in companies' marketing strategies in 2016-2025 has shown a steady trend towards an increase in the popularity of this format, its integration into all stages of interaction with the target audience, and the transition from experimental to systematic use. Surveys show that video not only increases brand awareness but also has a positive impact on engagement, conversion,

depth of interaction, and ROI. The key aspect is that video allows brands to broadcast information and form an emotional and value-based contact with consumers - especially due to the high level of visual trust and cognitive effect of visual communication.

Video helps increase brand trust, forms an emotional connection with the consumer, and provides the ability to accurately measure audience response using digital metrics (viewing time, CTR, engagement level). At the same time, cultural relevance, professional visual quality, and artificial intelligence support are key factors in the effectiveness of video on social media.

The research prospects lie in the formation of adaptive video strategy models focused on changing consumer behavior patterns and the digital transformation of marketing communications in various sectors.

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FINANCING

The authors did not receive financing for the development of this research.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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