

# ONEDAY CLIENT HIGHLIGHT

Discover how one Senior Living company used customized video content as an industry differentiator in just 2 months.

**33** SENIOR LIVING COMMUNITIES



**1,200**  
CUSTOM  
VIDEOS

Their videos have generated **5,000** in-app views. **104** marketable video testimonials populate their once bare YouTube channel. Those videos alone have captured **6,500** organic views in one month.

## WHY DOES VIDEO MATTER?



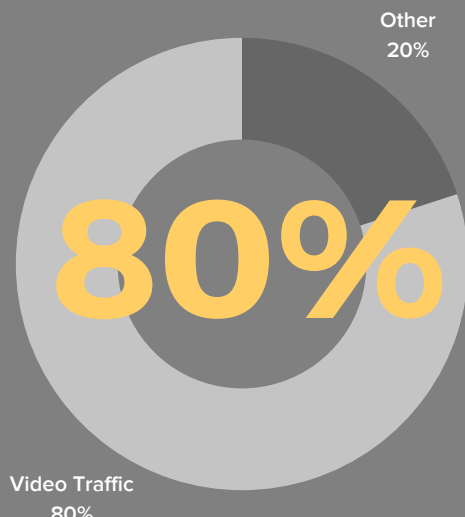
**Testimonials** are amongst the 4 most successful video types



Video users grow revenue **49%** faster than non-video users



Using the word "Video" in an email subject line boosts the open rates by **19%**



**80%**  
of all consumer internet traffic will be video traffic within 4 years