

Original Blog: <https://www.b2w.tv/blog/landing-page-videos>

The Impact of Landing Page Videos on Conversion Rates: A Comprehensive Guide

Cover image:



Meta description: Can videos boost landing page conversion rates? Find out in this comprehensive guide with detailed insights and examples.

Remember the first time you were handed a visiting card?

Most people mistake this medium for a cute novelty.

Not realizing that they're the physical equivalent of a highly effective lead magnet.

Whose end goal is to drive conversions down the road.

In the digital age, however, your [landing page](#) is your modern visiting card.

And you can bet that their role is far greater than just telling B2B prospects how to contact you.

But I'm interested in asking the million dollar question when it comes to landing pages:

How does it *actually* help B2Bs boost their website conversion rates?

Add to that, can adding videos to B2B landing pages take conversions from good to great?

In this article, I'll present a definitive answer to these questions by understanding landing page videos in extensive detail.

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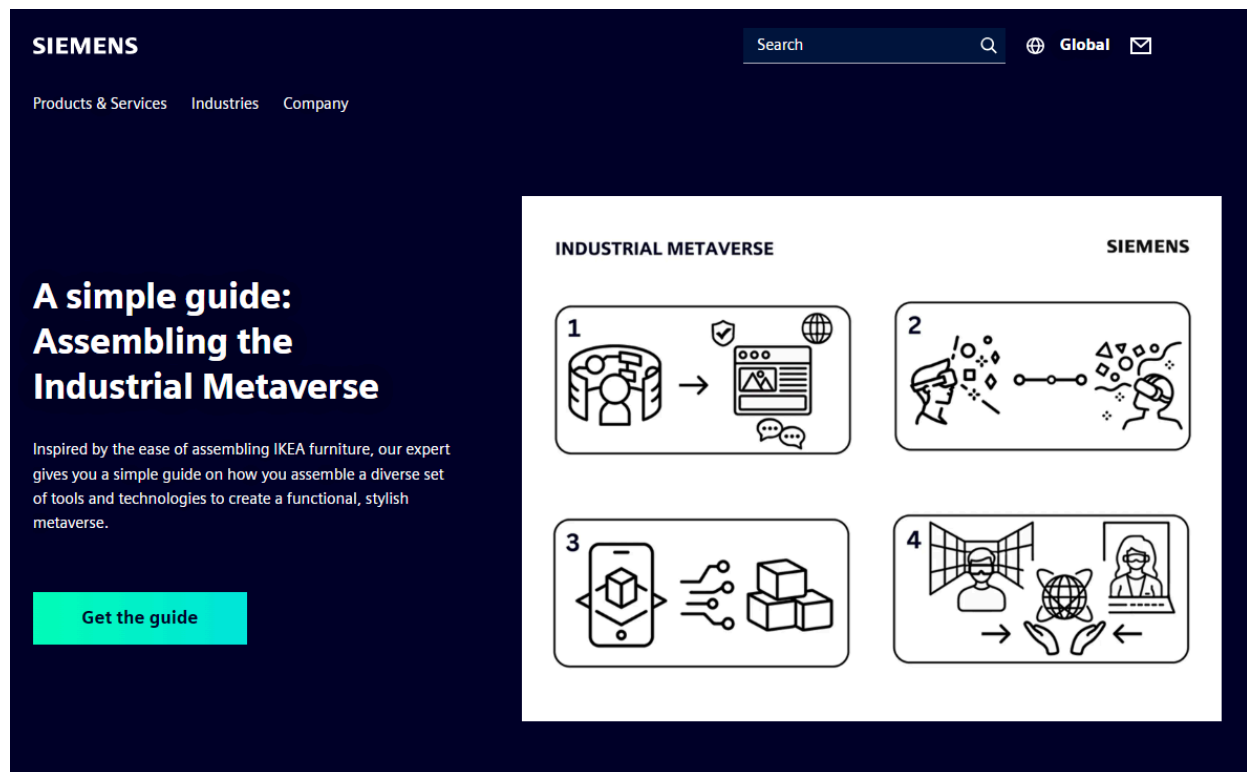
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Understanding Landing Pages: Meaning and Importance

A landing page is a standalone web page designed specifically to convert visitors into leads or customers.

Here's how a B2B landing page looks like, courtesy of [Siemens](#).

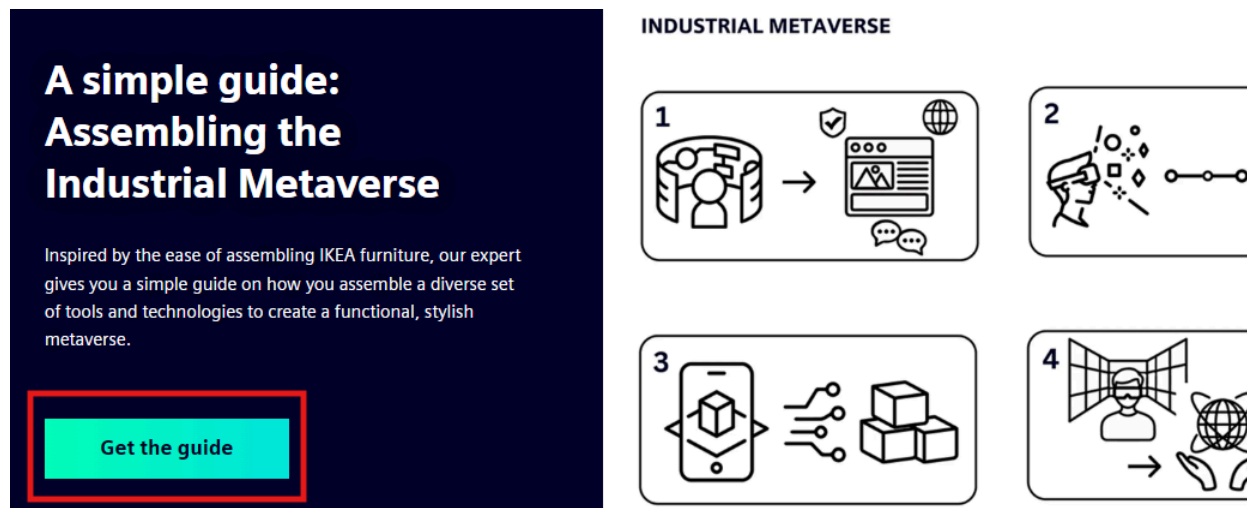


A B2B landing page example (Source: [Siemens](https://www.siemens.com))

Unlike your typical website pages, which might serve various purposes like providing information or supporting branding efforts,

A B2B landing page has a singular focus: encouraging leads to take a specific action.

Taking Siemens as an example again, notice the CTA button that says “Get The Guide”



CTA is the one thing that differentiates typical website pages from a B2B landing page (Source: [Siemens](https://www.siemens.com))

This CTA turns Siemens' landing page into a lead magnet for one of their digital products.

Apart from downloading a whitepaper like a free ebook, landing page CTAs can be of many types.

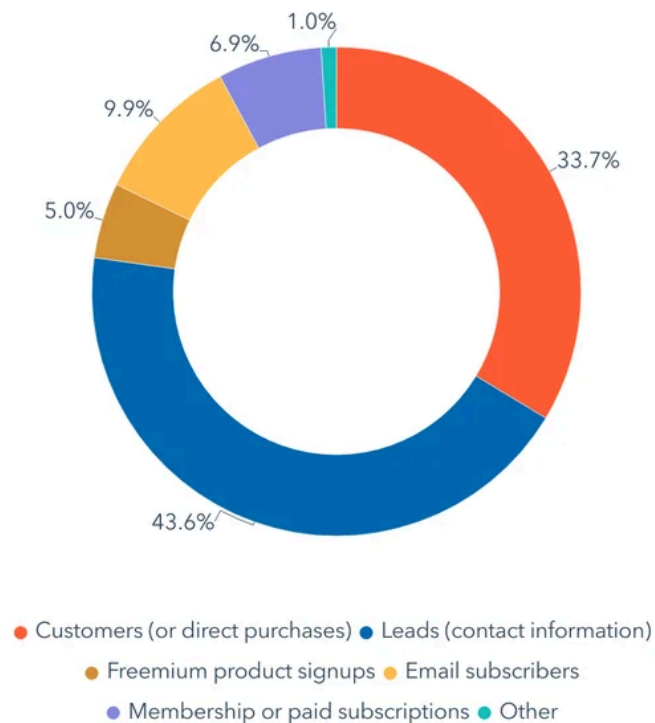
Ranging from filling out a contact form, signing up for a newsletter, or registering for a webinar.

This makes landing pages a crucial tool for B2Bs in their lead generation and nurturing campaigns.

Which is pretty obvious considering more than 43.6% of landing pages are primarily focused towards lead generation as found in a survey by [Hubspot](#).

Landing Pages

What are you most commonly trying to generate with landing pages?



HubSpot

The primary goal of B2B landing pages is to generate leads (Source: [Hubspot](#))

They act as the singular point of contact where potential clients transition from interest to action, guiding prospects down your B2B sales funnel.

Now comes the next step

Adding videos to your B2B landing pages.

The first question that comes to mind is: *Why bother adding videos to a landing page anyway?*

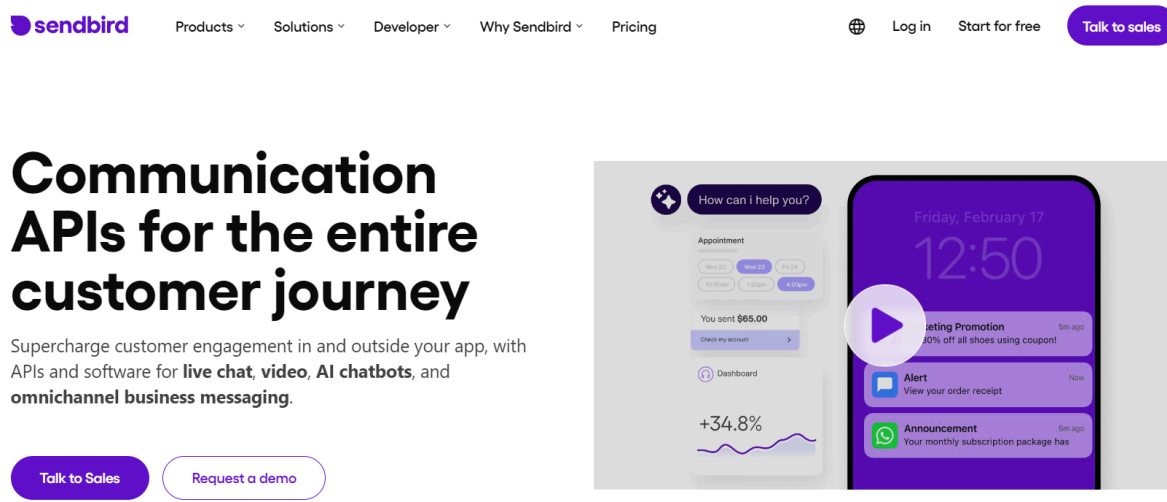
Let's put your doubts to rest in the next section.

The Role of Videos on Landing Pages

As we saw just now, landing pages primarily tell your prospects what to do.

When you add a video to your landing pages, it expedites the decision making process for your visitors and removes friction.

As an example, notice the website landing page of the [B2B SaaS](#) brand, [Sendbird](#), here.



How an explainer video on a landing page looks like (Source: [Sendbird](#))

The second you visit Sendbird's homepage, you're greeted with one of their [SaaS explainer video](#) (it's this one in case you're wondering)

<https://youtu.be/jmZKywO3MrQ?si=k6MWGWT8CSalHYBq>

But I want you to take a third person's perspective here and look at this activity from the outside.

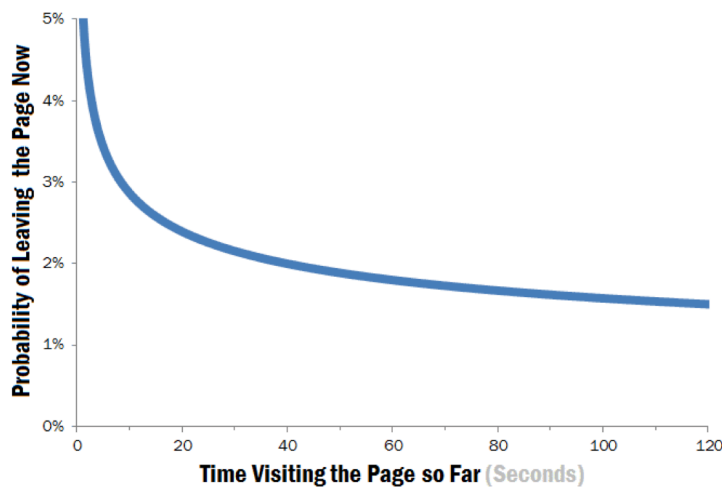
Ask yourself: *Why was I compelled to watch Sendbird's video instead of scrolling through the rest of their landing page?*

That's the beauty of adding videos to landing pages.

It shortens the search for your website visitors by quickly giving them what they're looking for.

And as they consume your video, technically they're staying on your website for longer and increasing your dwell time.

As for specifics, [The Nielsen Norman Group](#) recommends that your value proposition should be delivered to your prospects in the initial 10 seconds of their visit.



How long do users stay on web pages?

You must clearly communicate your value proposition within 10 seconds.

nngroup.com

NN/g

Your B2B value proposition should be communicated in the initial few seconds of visiting your website (Source: [Nielsen Norman Group](#))

Landing page videos communicate your USP in the initial few seconds and form your brand perception frame by frame.

Which also goes a long way in building trust and credibility in your target market.

How Landing Page Videos Impact Conversion Rates

Now that we know why adding videos to your landing pages is probably a good thing,

It's time to answer the million dollar question I asked at the start of this article:

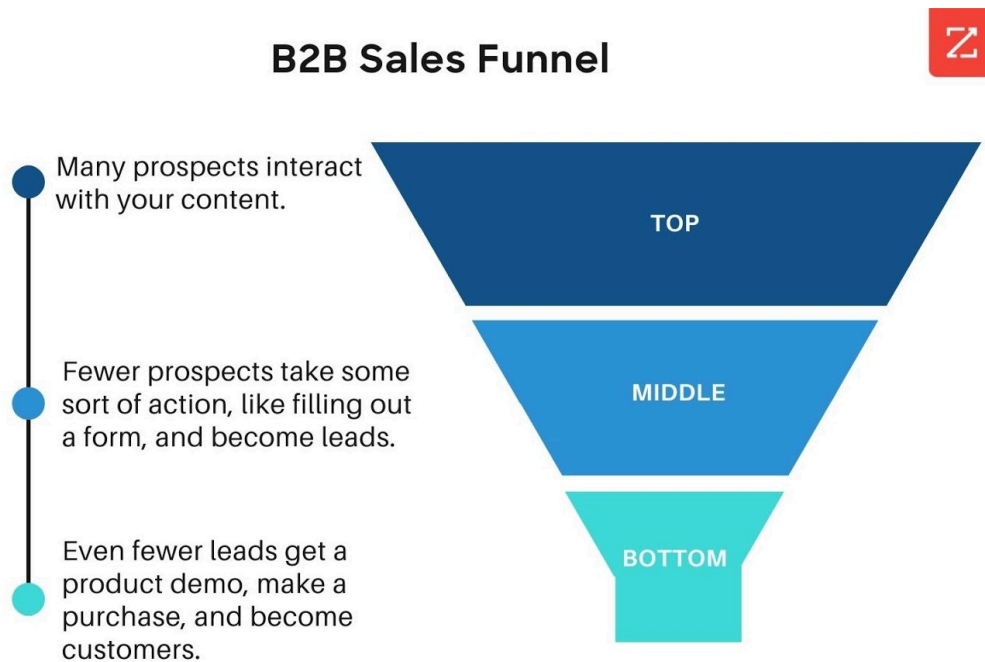
How do landing page videos *actually* help B2Bs boost their website conversion rates?

In this section, we'll explore the answers in a quantitative way, starting with...

1. Simplifying the B2B Buyer's Journey

When I mention “buyer’s journey”, I mostly mean a sales funnel.

For B2Bs, the sales funnel (and their sales pipeline for that matter) are really important.



An overview of a B2B sales funnel (Source: [Testimonial Hero](#))

It’s a visual representation of your B2B leads and where they are in the funnel.

Where do landing pages come into the picture?

Mostly in the top and middle phases of the funnel and that’s actually a good thing.

Prospects at the top of the funnel are typically in “discovery” mode and have just come across your brand in the form of your website landing page.

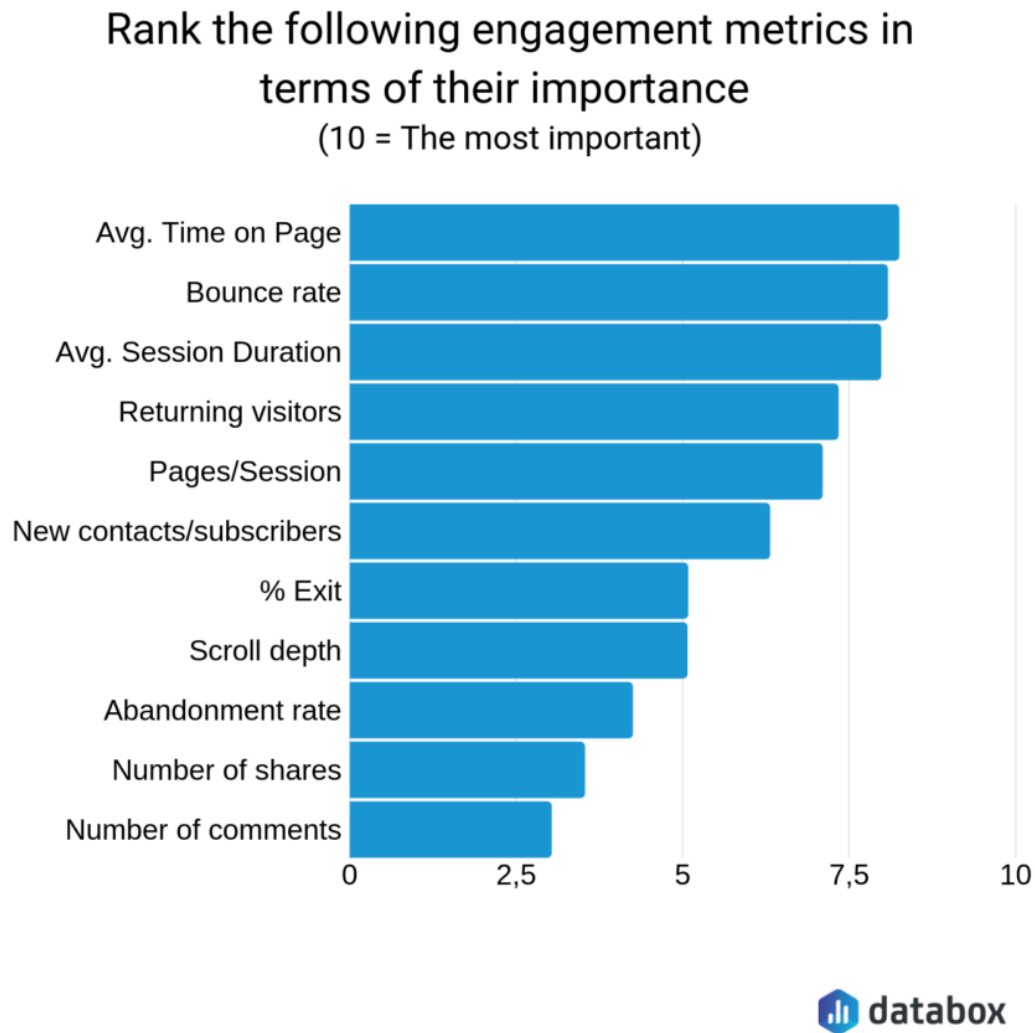
And if you have included a video in your landing page, it essentially gives them crucial information in a digestible format.

Instead of wading through long blocks of text, potential clients can watch a video that distills the key benefits, features, and unique selling points of your product or service.

Making them more likely to go deeper into your funnel, increasing your chances of converting them to loyal customers.

2. Enhancing User Engagement

An extensive survey on website engagement by [DataBox](#) found some important metrics to measure website performance.



Important landing page metrics to measure website engagement (Source: [DataBox](#))

Among the metrics identified, two metrics stand as the most important.

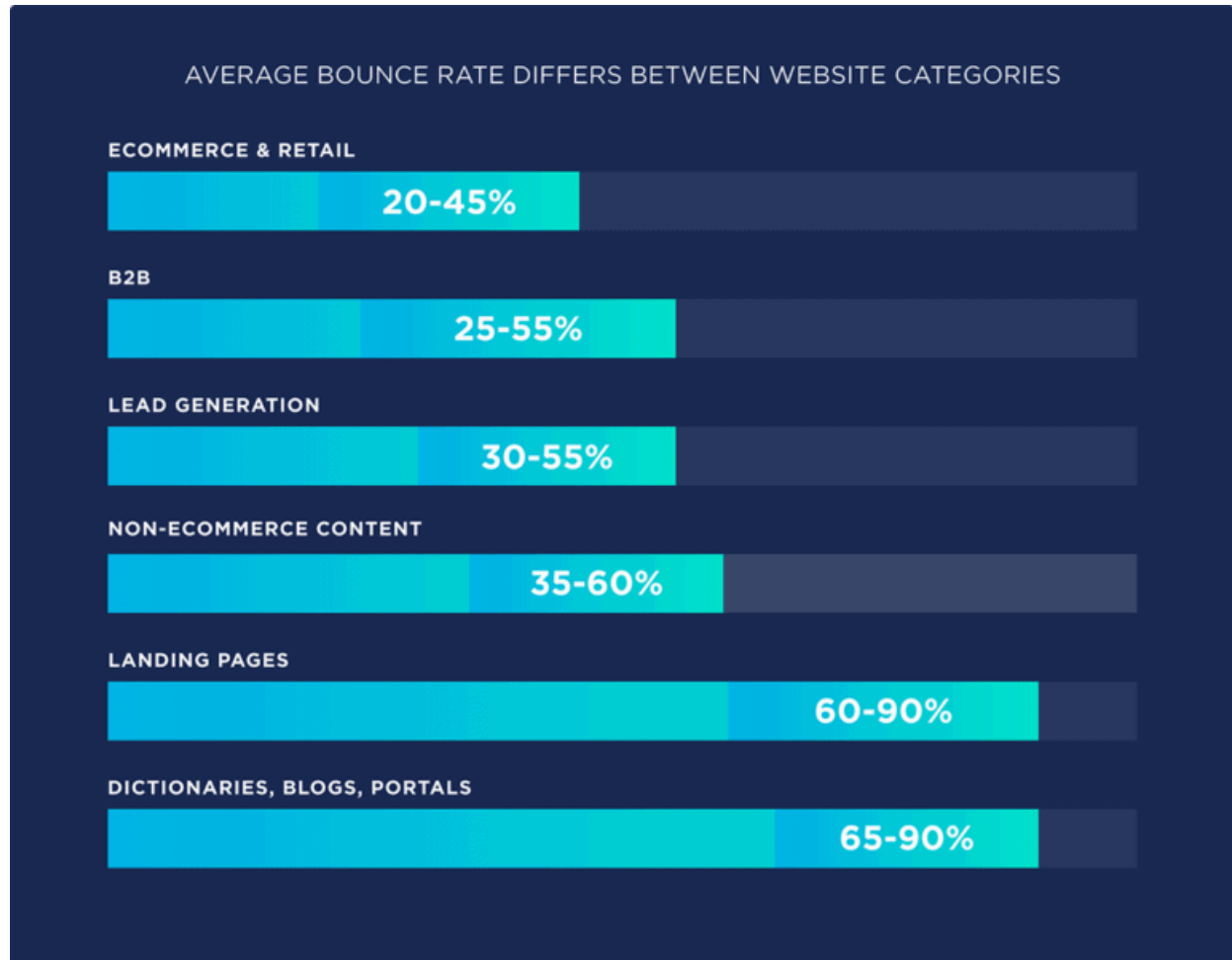
Average time spent on page (which is also called dwell time) and bounce rate.

For a website to rank higher in search results and also be engaging requires:

- Increasing average time spent on your landing page
- Decreasing your bounce rates as much as possible

But let's put some numbers to our perspective here.

For B2B websites, the average bounce rate usually lies between 25% to 55%, as found by [Backlinko](#).



Average bounce rates across industries (Source: [Backlinko](#))

But here's where things get a bit tricky.

The average time spent on B2B websites is just 80 seconds, as stated in the latest numbers by [Website Builder Experts](#).



Average time spent on websites across various types and industries (Source: [Website Builder Expert](#))

So any B2B landing page that:

- Maintains your bounce rates between 25% to 55% (ideally lower)
- Increases your dwell time to more than 80 seconds

Is the hallmark of an engaging landing page.

Videos, in this regard, kill two birds with one stone.

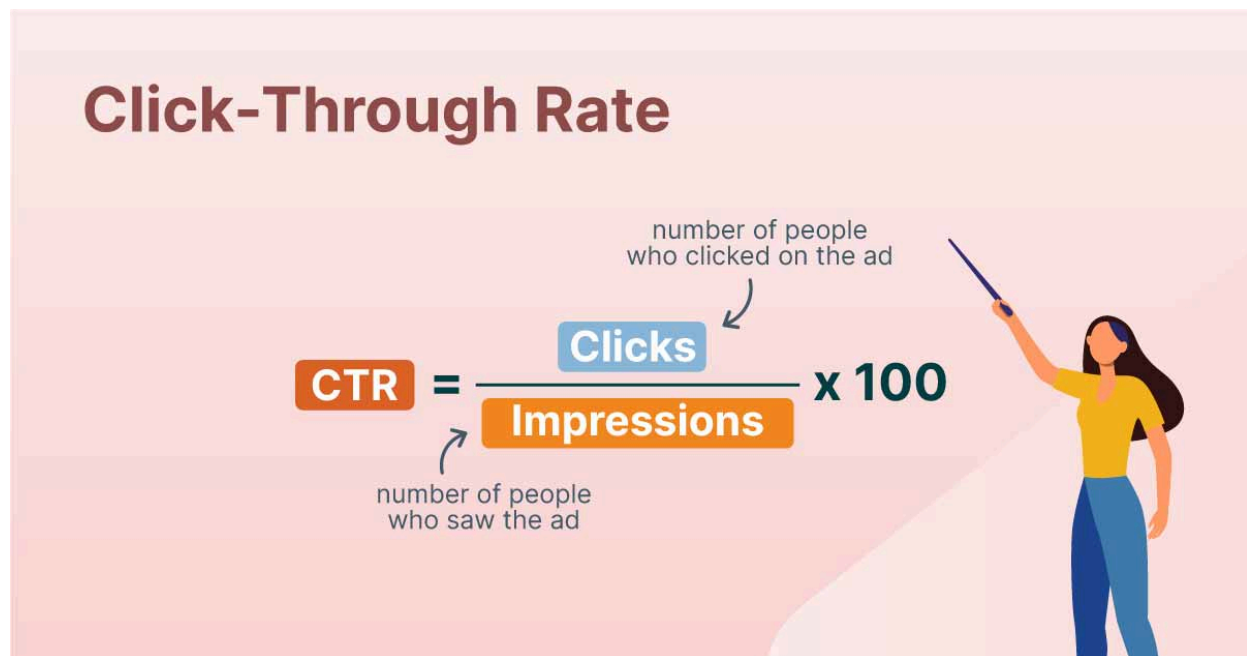
They naturally draw website visitors in and encourage them to spend more time on the page before leaving.

A well-crafted video essentially increases the likelihood that prospects will absorb your message and respond to your call-to-action (CTA), reducing your bounce rates in the process.

3. Increasing Website Click-Through Rates.

Apart from conversion rates, the [click-through rate \(CTR\)](#) is also a good measure of website lead generation.

By conventional definition, CTR is a percentage of clicks per impression on a digital ad, as you can see in the visual here.



A visual representation of click-through rates (Source: [Shiksha](#))

But when you apply this definition to B2B landing pages, you'll notice that they hold pretty much the same significance if you were to just use it for [video ads](#).

The only difference being:

- The clicks turn into the number of people who clicked on your CTA button
- The impressions become the number of people visiting your landing page

So when you include a video next to your CTA button, it acts as a directive to tell your visitors where to click next to learn more about your brand.

Let's understand this with an example.

Here's the website landing page for [FluentStream](#), a B2B that makes communication software solutions for small to medium businesses.

The #1 Communications Choice for Small and Medium Business

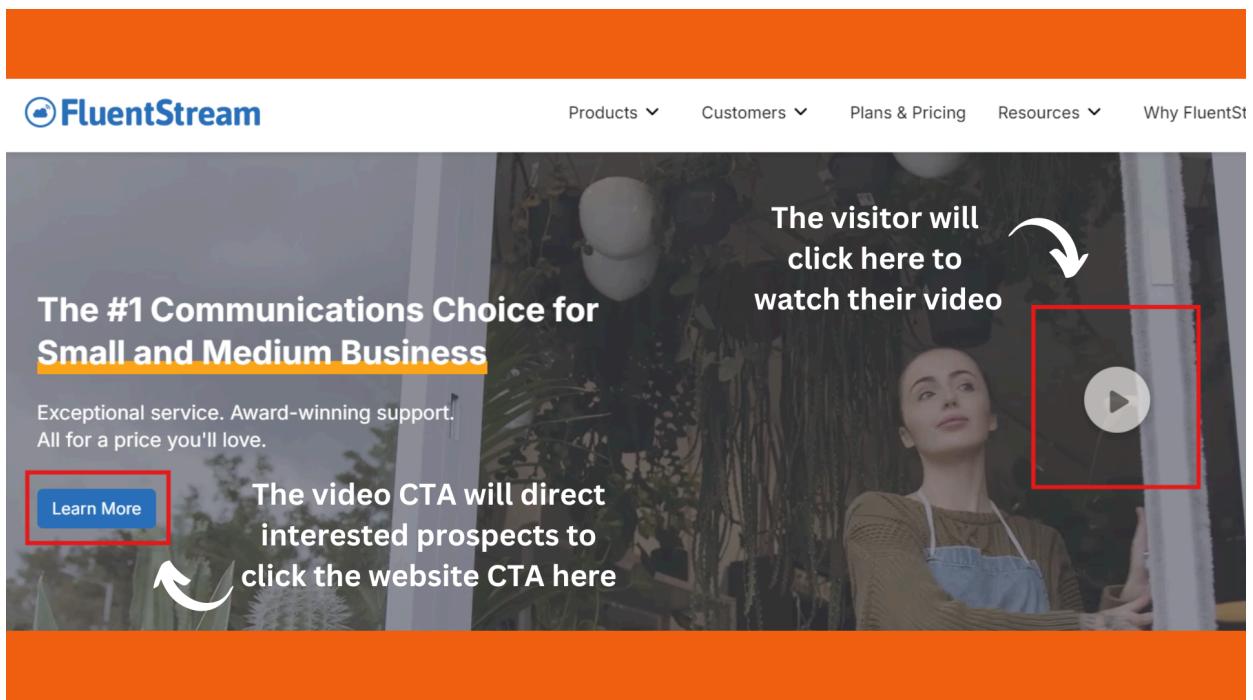
Exceptional service. Award-winning support.
All for a price you'll love.

[Learn More](#)


The video landing page of a B2B that contains a CTA button (Source: [FluentStream](#))

Notice how the landing page is designed in a way that the video and the CTA button ("Learn More") are not too distant from each other.

Typically, this is how an interested prospect will navigate through this landing page:



How video landing pages influence website CTA clicks (Source: [FluentStreams](#))

Here's another example from a B2B brand called [Dispatch](#), a provider of enterprise customer experience solutions to customer-centric businesses.

Empowering Efficiency In The Field From Initial Contact to Lifelong Customer

Dispatch streamlines field service management with intuitive scheduling and real-time tracking, ensuring prompt and efficient dispatch of resources. With Dispatch, businesses optimize operations, reduce downtime, and deliver exceptional service experiences to customers.

[Book a Demo](#)

1/3 of American homes have experienced Dispatch.

Dispatch can reduce customer churn by half.



↑20%
Drastically improve
customer Net
Promoter Score.

Another example of how landing page videos influence CTA clicks (Source: [Dispatch](#))

Here's the point I'm trying to make here.

Landing page videos improve your website CTA clicks significantly, which directly reflects on your website's CTR metrics as well.

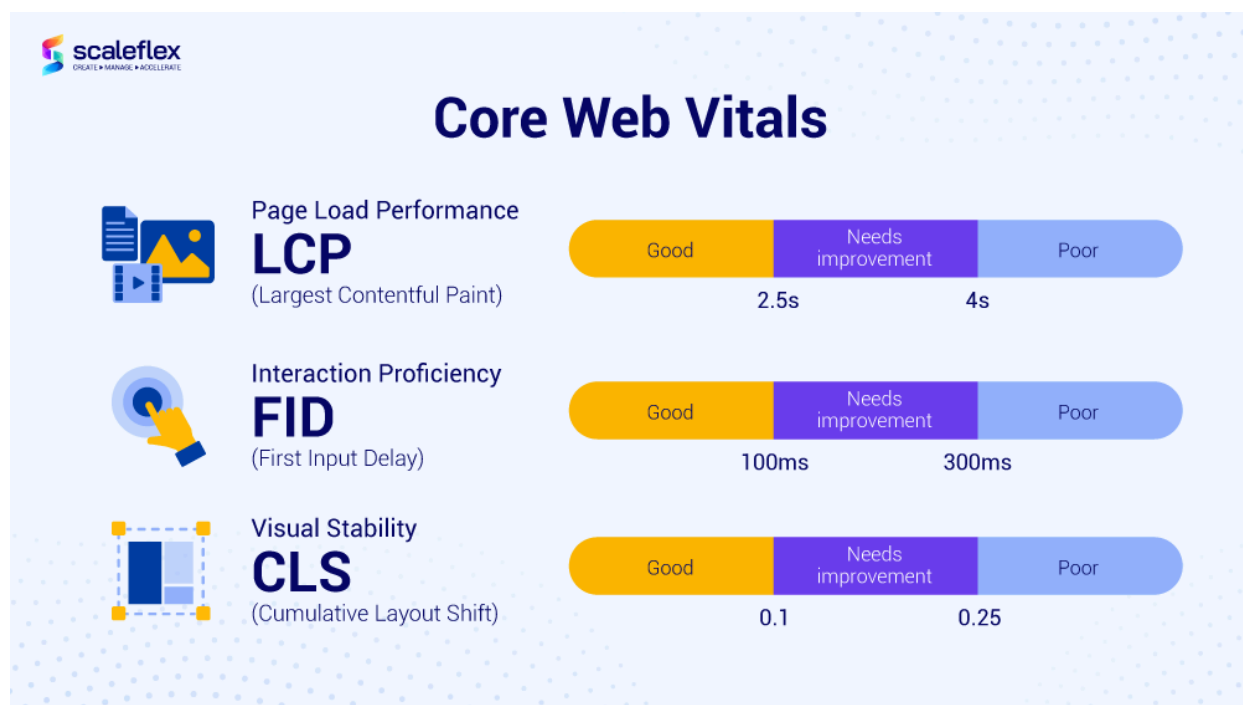
In other words, videos not only act as a CTA but they also complement your website CTA by design when used on your landing page.

Making the next step in your sales funnel feel like a logical progression and not an upsell.

I've covered some more instances of this pattern in the examples section later on so do stick around.

4. Providing Analytical Insights & Assistance

According to [Scaleflex](#), there are 3 core web vitals that affect B2B landing pages the most.



Core web vitals for B2B landing pages (Source: [Scaleflex](#))

While page load performance is dependent on what you include on your landing page,

Videos can positively influence FID and CLS metrics significantly.

From an FID perspective, landing page videos can reduce first input delay by literally becoming the first thing that your website visitors see.

From a CLS perspective, landing page videos make up a critical part of a website's UX design, primarily making it aesthetically pleasing.

Video analytics can also indirectly help you optimize your landing page videos.

By analyzing video metrics such as play rate, watch time, and drop-off points, you can gain a deeper understanding of how potential clients interact with your content on your landing page.

This data can inform future adjustments to both the video itself and the surrounding landing page content, leading to continuous improvement in conversion rates.

Landing Page Examples with Effective Videos

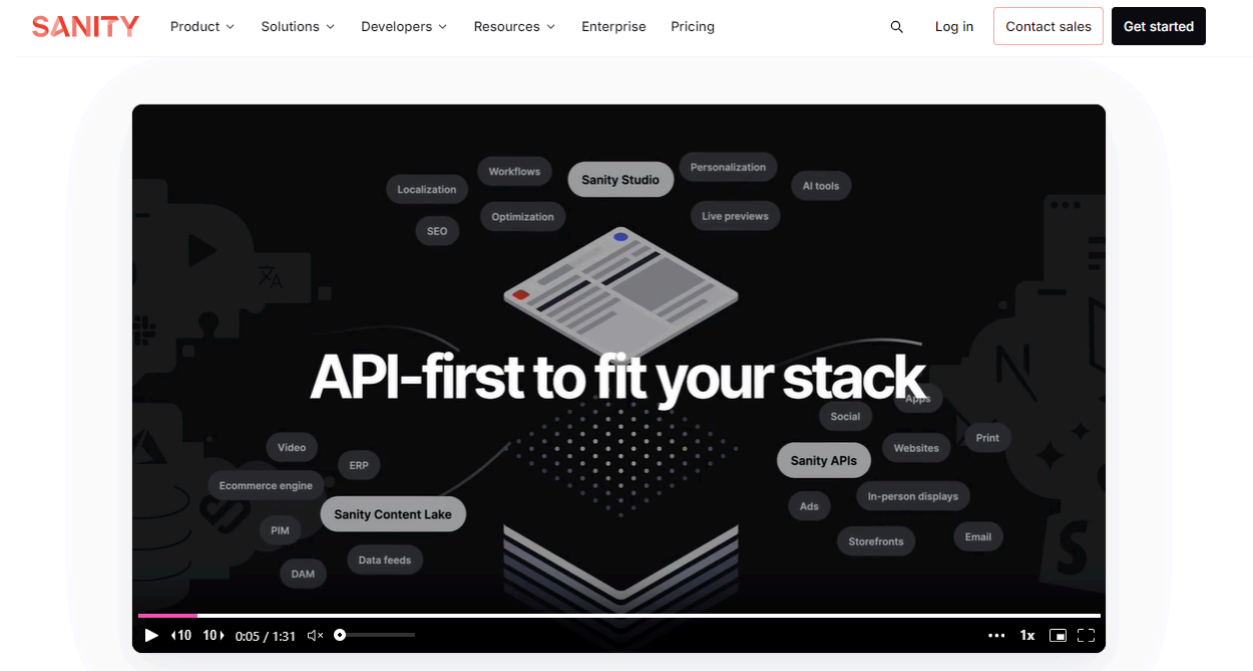
Adding videos to your landing page can benefit your B2B conversion efforts significantly.

But what does the implementation look like in action?

I showed you a few examples along the way. Let's look at some more examples in this section.

Starting with...

1. Sanity



Source: [Sanity](https://www.sanity.io/)

[Sanity](https://www.sanity.io/) is a cloud-based SaaS platform that builds collaboration tools for tech companies.

When you visit their website landing page, you're immediately greeted with a video that summarizes what Sanity is all about.

It's a [company introduction video](#) but is versatile enough to work as a landing page video too.

When you scroll above, you'll notice their CTA button right above their video:

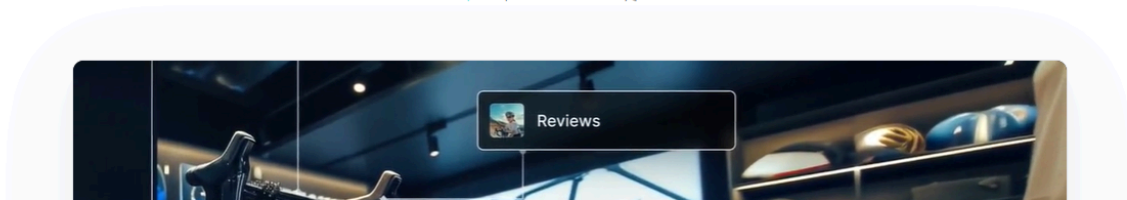
Make **content** your competitive advantage

Treat content as data—actionable and scalable across your business—with Sanity Content Operating System.

Start building

Book a demo

\$ npm create sanity@latest

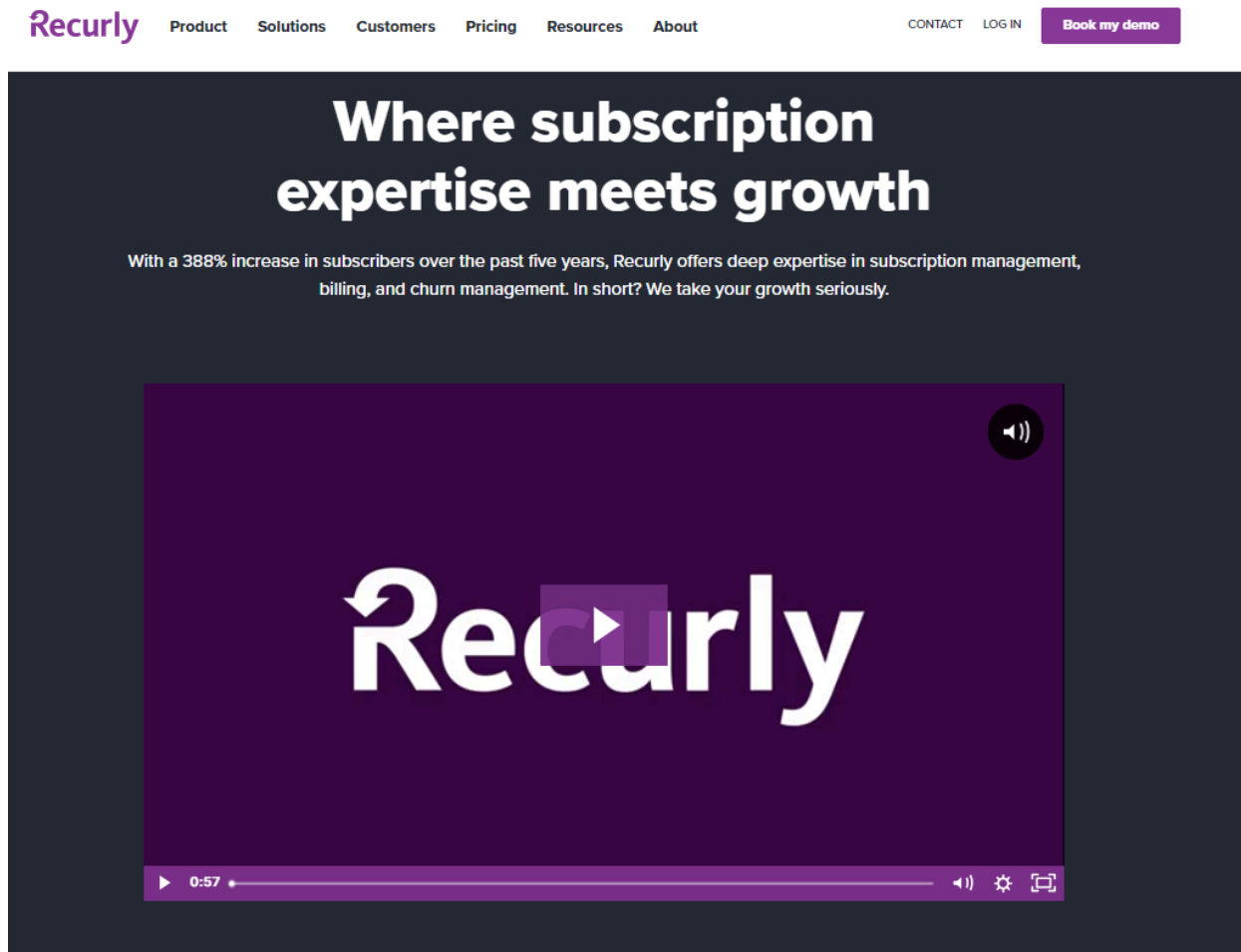


CTA button right above the landing page video (Source: [Sanity](#))

Just like we saw in the case for FluentStream a while back, this is intentional design.

And helps them convert a significant portion of their organic traffic of around 87,505 (as I found from Ubersuggest) into loyal customers.

2. Recurly



Source: [Recurly](#)

We change lanes from SaaS to [fintech](#) with this example from [Recurly](#).

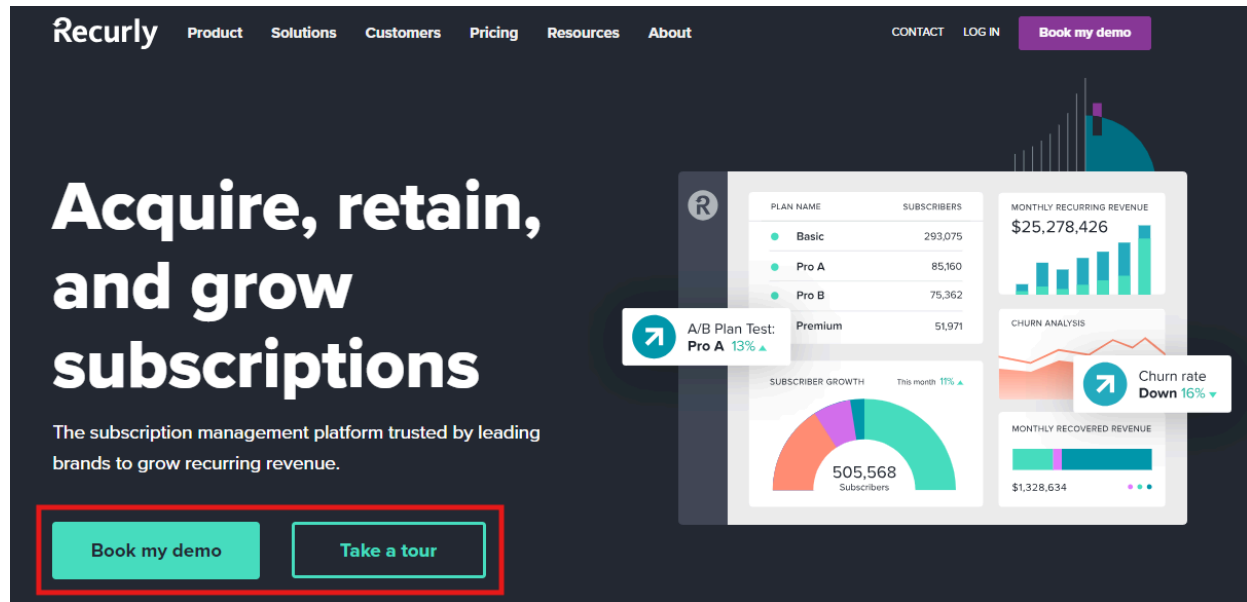
They use a [video distribution platform](#) called Wistia to embed their landing page video here.

Luckily, I was able to find this video on their [YouTube channel](#) which you can check out here:

<https://youtu.be/cHuP2n2bPjM?si=CF41WF7vI3Uoq7Tf>

I wasn't so lucky with Sanity's website landing page video but I digress.

Again, when you scroll to the top, you can see the CTA buttons sitting right there alongside a visual overview of Recurly's platform



You'll also notice the "Book my Demo" CTA button at the top right corner.

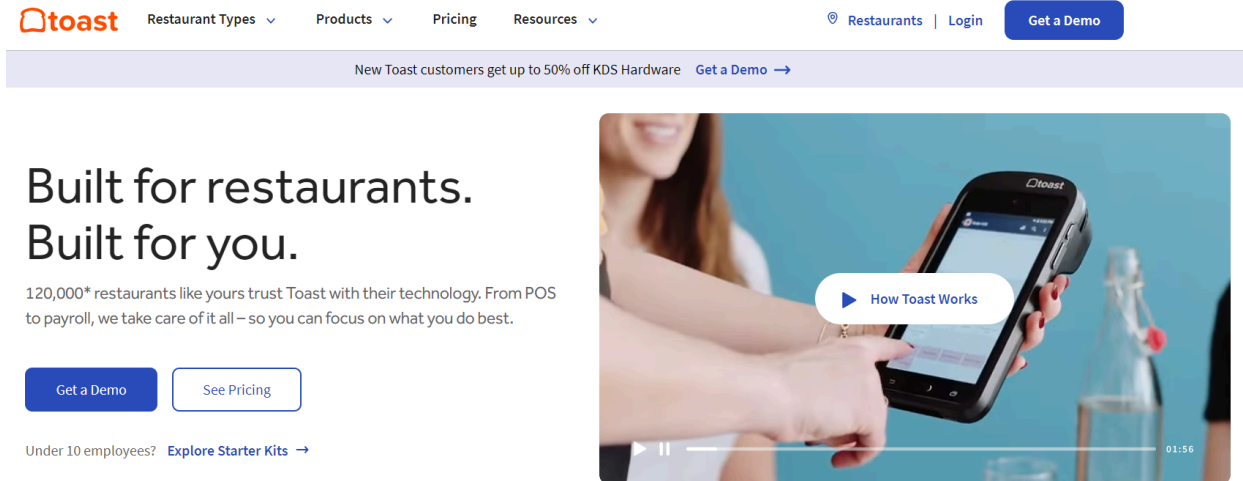
But I'm willing to bet that the website visitors who watched their video clicked on the one marked in the red rectangle above.

Why? Simply because it's more convenient and closer to the video.

I'm sure by now that you've started to notice a pattern here.

And this is clear evidence on how landing page videos complement website CTAs to their full glory.

3. Toast



Source: [Toast](#)

Our next example comes from [Toast](#), a B2B that provides POS and payroll products and services to restaurant businesses.

Notice how they position their landing page video here.

It's the first thing you come across and, more often than not, the first content you consume from the B2B brand.

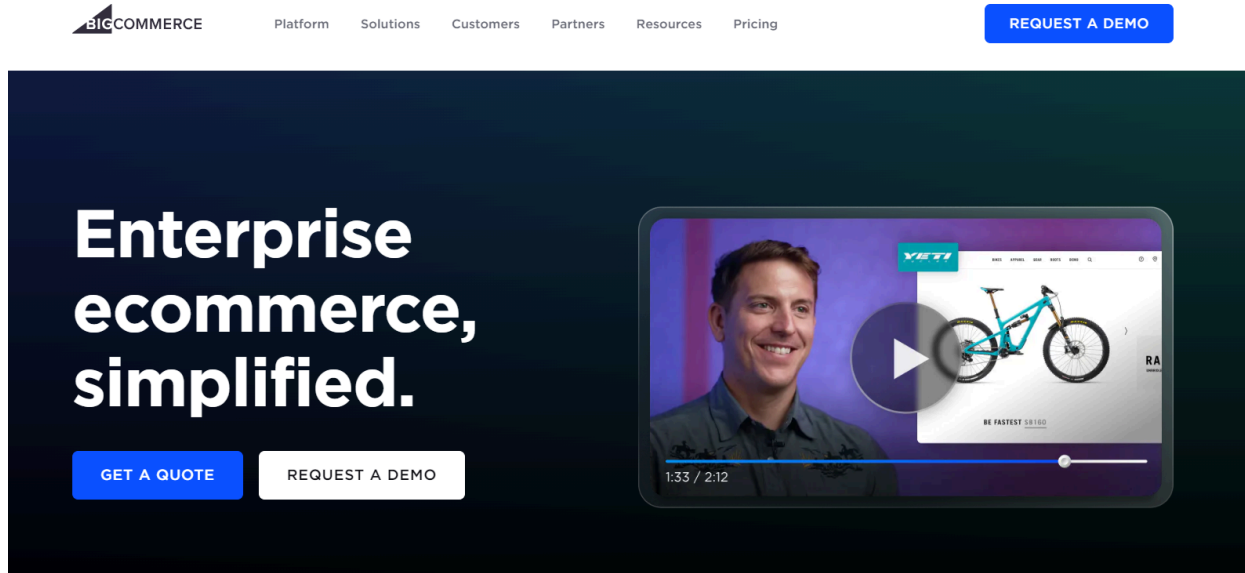
And just like we've been seeing so far, the website CTA button is right there for you to take the next step.

Here's a [mixed media video](#) that talks more about Toast and their business here:

<https://youtu.be/fHmzpmcxlgl?si=VlcDZCefbksRAL3o>

With an organic traffic of more than 4.4 million visitors according to Ubersuggest, there's no doubt that this landing page video is proving to be a fabulous lead magnet for their business.

4. BigCommerce



Source: [BigCommerce](https://www.bigcommerce.com/)

[BigCommerce](https://www.bigcommerce.com/) is an enterprise SaaS platform that gives ecommerce management solutions to retail businesses.

While I wasn't able to extract this video from their landing page,

I did find another landing page video of theirs that you can watch here:

https://youtu.be/Vx0OmcMSWGQ?si=BzXWT3_tPZvsCu-3

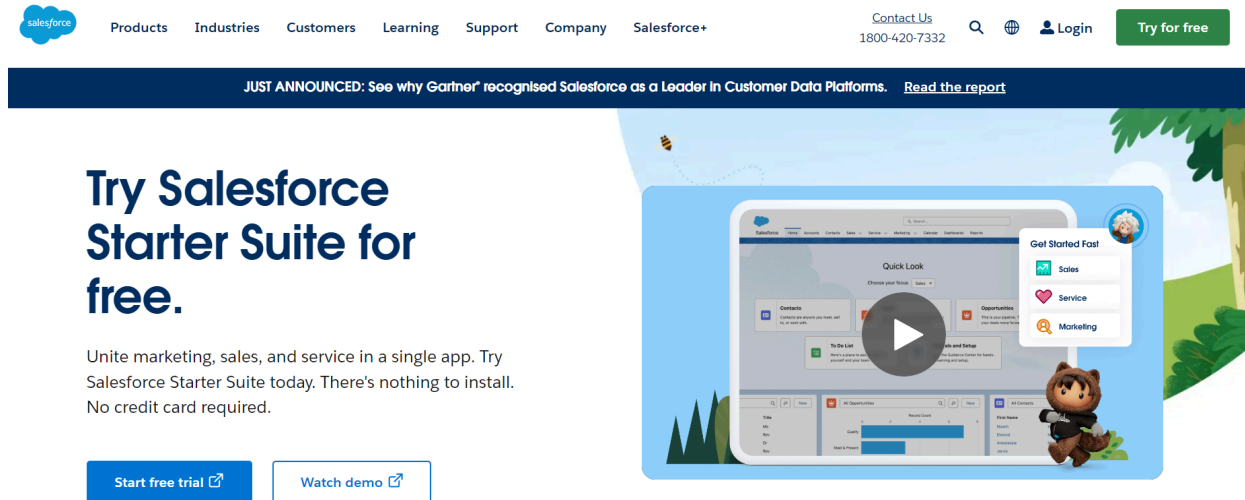
The unique thing about this landing page is its visual simplicity.

It only has 3 elements:

- A text that briefly defines their business
- A row with two CTA buttons
- A website landing page video

And from the looks of it, I'm pretty sure a new website visitor must have watched their video first before clicking on one of their CTA buttons.

5. Salesforce



Source: [Salesforce](#)

Our final example comes from the B2B giant, [Salesforce](#).

The landing page design is pretty much similar to that of Toast which we saw earlier.

One thing that immediately catches the eye is the contrasting blend of the colors blue and white.

A nice visual representation of Salesforce's brand visuals, giving it a brand consistency.

This landing page video, however, is an overview of one of their products, Salesforce Starter.

Among their other product videos for their landing page, here's a recent one I found for their Einstein AI offering which you can watch here

<https://youtu.be/Oco8NddXMY4?si=ZiQCw6bNX8FGZ9ax>

Using their landing page to bring awareness to one of their products is pretty clever.

Just shows how videos unlock innovative ways to drive conversions and then some.

But the fun doesn't stop here.

To check out some more examples, read next: [30 Best Video Landing Page Examples That Convert!](#)

Conclusion

Our discussion into landing page videos yielded some fascinating insights.

Your B2B landing page isn't just your visiting card. It's much better than that!

From a lead magnet to a point of contact that nurtures your customers across your sales funnel,

A landing page is your way to cut through the digital noise and stand apart.

And when you add landing page videos into the mix

Your prospects not only listen to you, they stand by you and build your bottom line together.