



Expert Session Quiz

Expert: Fernando Silva

Title: Advancing Your Buyer's Journey Through Video

1. What video is not part of the awareness stage?
 - a. Social video
 - b. Promotional
 - c. Culture
 - d. Explainer videos
2. Video generated more leads than the live event for the Elite Session with MOTi?
 - a. True
 - b. False
3. Where is the best place to put a gate on a video?
 - a. 10-20%
 - b. Start
 - c. End
 - d. 50-60%
4. Where do you ideally want to see engagement with a testimonial video?
 - a. 34%
 - b. 20%
 - c. 70%
 - d. 50%
5. What does the white represent in the heat map?

- a. Rewatch
- b. Skip
- c. Multiple rewatches
- d. Total plays

6. Why is it important to pay attention to video stats? (Please explain in 1-2 sentences.)

7. In test Wistia did they found that when a video is mentioned in the subject line they got a _____ higher open rate?

- a. 70%
- b. 14%
- c. 8%
- d. 12%

8. In test Wistia did they found that when a video is included in an email they got a _____ higher click rate?

- a. 12%
- b. 65%
- c. 100%
- d. 140%

9. Short essay, 3-4 sentences. Explain the benefits of using video for marketing.

10. What question would you ask the presenter?

