

ImageCon 2020 at a Glance

Event Demographics

1,400 registrants (and counting!)

registrants from **55 COUNTRIES**

With attendees across:

- Marketing, Web
- Development,
- Design, Program
- Management,
- Engineering, UX

Top job titles of attendees:

- CEO, CTO,
- Developer,
- Software Engineer,
- Creative Director,
- Founder, Product Manager, UX Designer

Here's What Happened at ImageCon 2020:

18 Sessions designed to help attendees get the most from their media assets

836 Registered attendees at our most popular session

700+ Audience interactions during the live Q&As

82% Average view time (49/60 minutes), compared to the virtual conference average of 33% (20/60 minutes)*

Keynote speakers

Lilly Singh
YouTube sensation and New York Times Best Selling Author talks about her experience with building a brand online while harnessing her authentic self and how she's paved the way for women in this industry.

[Watch Lilly's Session](#)

Duncan Wardle
Former Head of Innovation and Creativity Disney showcases how to craft a culture of innovation and creativity at your organization.

[Watch Duncan's Session](#)

Trending Sessions: Your on-demand "must-watch" list

5

Microbrowser Crash Course

4

Video Killed My Data Plan

3

Maximize Your Clouinary Use

2

Leveraging Clouinary for Progressive Enhancement

1

A.I. for Efficient Visual Content Moderation at Scale

Explore how to maintain your brand's reputation through trust and safety during the current exponential growth of user-generated content with the use of A.I. and Machine Learning.

Georgi Kadrev
CEO
Imagga Technologies
Speaker

And the most popular Clouinary tweet from #ImageCon2020 was:

Thanks Ire!

Cool Takeaways and Industry Stats:

It's hard to summarize everything we learned, but here is a peek at three prevailing themes.

#1: Video Content is King

One minute of video is worth **1.8 million words**

Video has a positive impact on business: up from 33% in 2015, to **88% in 2020**

#2: Personalization Pays Off

91% of customers say they are **more likely to shop** with brands that provide offers and recommendations that are relevant to them than with brands that don't.

79% of customers are **unlikely to buy again** after an unpleasant experience, and **53% abandon** a mobile site that takes more than three seconds to load, according to Clouinary research.

That same research found that **67% of customers** mentioned **bad experience as a reason for churn**. Conversely, customers are willing to pay a premium of up to 13% in exchange for a great customer experience.

Personalized call-to-actions (CTAs) on websites perform **202% better** than more generic ones.

When a technology provider delivered 20 personalized videos to final-stage prospects in need of a "nudge," it **led to 15 of the 20 deals closing** before the end of that quarter.

#3: Emerging Tech Shapes the Future

Going forward, it will be even more important for marketers to use augmented reality (AR), 360-degree views and shoppable videos to create an interactive online journey that feels **personalized and relevant**.

"If it doesn't feel awkward now and then, then you are not innovating."

Duncan Wardle, innovation speaker, former Head of Innovation & Creativity at Disney

"Decide what you want to stand for, people don't accept just talking about products and selling them."

Lilly Singh, YouTuber + NYT Best Selling Author

"Consumers are unforgiving. They no longer base their loyalty on price or product. Instead, they stay loyal with companies due to the experience they receive."

Ariel Shiran, Sr. Director of Product, Clouinary

Last Call!

October 23 is the last day to watch ImageCon sessions on-demand.

Visit www.imagecon.com to register and check out the sessions!

