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71% of Marketers Boost Video-Based Experience Investments Amid General Decline in Effectiveness of Marketing Channels, Kaltura Study Finds

December 11, 2024

Lead generation, knowledge sharing, content repurposing, and brand awareness are driving marketers' shift to digital experiences as other methods see a decline in effectiveness

New York, NY, Dec. 11, 2024 (GLOBE NEWSWIRE) -- [Kaltura](#) (Nasdaq: KLTR), the Video Experience Cloud, today released a new report '[The Marketing Power of Video-Based Experiences and AI in 2025](#)', examining the marketing power of video-based experiences, such as webinars, virtual and hybrid events, community hubs, podcasts, video web experiences, and AI ahead of 2025. The findings in the report were based on a global survey examining current marketing methodologies and the shift towards more personalized and AI-driven marketing strategies.

Marketers across the board (99%) report poor results for many long-favored digital marketing channels. Traditional drivers of conversion and engagement have lost their luster, with tools such as display/banner ads (45%), email marketing campaigns (43%), and podcast marketing (40%) experiencing the biggest declines in effectiveness.

In response, the study finds that marketers are redefining their playbooks, turning to video-first tools that address engagement and ROI challenges head-on. Video-based digital experiences are increasingly recognized as a cornerstone for modern marketing strategies. 98% of marketers report a positive ROI from video-based digital experiences, and 71% of marketers have increased their investment in such experiences over the last year. This surge of investments is due to their ability to achieve diverse marketing goals. Marketers cite lead generation (26%), knowledge sharing (25%), and brand awareness (24%) as their biggest reasons for making the switch. Content repurposing has also become a key reason to utilize video-based digital experiences, with only 3% responding they don't repurpose their content.

While the demand for personalization tools and digital experiences is higher than ever, with 92% of marketers claiming them a priority, challenges remain in their adoption. 37% of marketers cite a lack of the right technology as their primary roadblock. Data shortages are another pain point for 35% of marketers, followed by high costs, compliance concerns, and the challenges of sourcing reliable first-party data. As demand for personalized experiences continues to soar, marketers are finding new ways to navigate these barriers and unlock the full potential of digital engagement.

"Video-based digital experiences are quickly emerging as one of the most effective marketing channels for driving ROI and boosting engagement, proving their value while other tools are losing theirs," said Nohar Zmora, SVP, Head of Marketing at Kaltura. "With their growth, however, there are still challenges in delivering truly personalized experiences to audiences. As users get used to personalized experiences, organizations that use new tools like the [Kaltura Work Genie](#) to create those individualized experiences will be better positioned to enhance engagement, maximize ROI, and reap the benefits."

This report was created with data from a survey conducted in September 2024 of 600 respondents comprising a diverse mix of senior marketing professionals, including CMOs, VPs of Marketing, Demand Generation Managers, Content Marketers, and Growth Marketers. All respondents held Director-level positions or higher and were from companies with over 1,000 employees. Respondents were from the United States, the United Kingdom, France, Germany, and Italy. The response results mentioned hereinabove relate to the number of the marketers participated at the survey.

The full 'The marketing power of video-based experiences and AI in 2025' report can be accessed [here](#).

About Kaltura

Kaltura's mission is to power any video experience for any organization. Kaltura's Video Experience Cloud offers live, real-time, and on-demand video products for enterprises of all industries, as well as specialized industry solutions, currently for educational institutions and for media and telecom companies. Underlying our products and solutions is a broad set of Media Services that are also used by other cloud platforms and companies to power video experiences and workflows for their own products. Kaltura's Video Experience Cloud is used by leading brands reaching millions of users, at home, at school, and at work, for events, communication, collaboration, training, marketing, sales, customer care, teaching, learning, and entertainment experiences. For more information, visit www.corp.kaltura.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including but not limited to, statements regarding our future financial and operating performance, including our guidance; our business strategy, plans and objectives for future operations and our expectations regarding potential profitability and the timing thereof; the expected effect of new releases on our business and financial performance; and general business conditions, including as a result of the pandemic related to COVID-19 and its variants, the worsening economic climate and instability in the banking and financial services sector, and their impact on our business and financial results.

In some cases, you can identify forward-looking statements by terminology such as "aim," "anticipate," "assume," "believe," "contemplate," "continue," "could," "due," "estimate," "expect," "goal," "intend," "may," "objective," "plan," "predict," "potential," "positioned," "seek," "should," "target," "will," "would"

and other similar expressions that are predictions of or indicate future events and future trends, or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words. Any forward-looking statements contained herein are based on our historical performance and our current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent our expectations as of the date of this press release. Subsequent events may cause these expectations to change, and we disclaim any obligation to update the forward-looking statements in the future, except as required by law. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially from our current expectations. Important factors that could cause actual results to differ materially from those anticipated in our forward-looking statements include, but are not limited to, our ability to successfully execute or achieve the expected benefits of our restructuring plan and other cost saving measures, our ability to manage and sustain our rapid growth; our ability to achieve and maintain profitability; the evolution of the markets for our offerings; the quarterly fluctuation in our results of operations; our ability to retain our customers; our ability to keep pace with technological and competitive developments; our ability to maintain the interoperability of our offerings across devices, operating systems and third-party applications; our reliance on third parties; our ability to retain our key personnel; risks related to our international operations; our ability to successfully execute or achieve the benefits of our cost-reduction and re-organization plan and other cost saving measures; risks relating to event of failure of any of the financial institutions where we maintain our cash and cash equivalents (such as Silicon Valley Bank (SVB) and therefore our ability to access uninsured funds in a timely manner or at all, risks associated with the extensive changes to Israel's judicial system pursued by the Israeli government and the concerns that the proposed changes may negatively impact the business environment in Israel, and the other risks under the caption "Risk Factors" in our annual Report on Form 10-K for the year ended December 31, 2022, filed with the Securities and Exchange Commission ("SEC"), as such factors may be updated from time to time in our other filings with the SEC, which are accessible on the SEC's website at www.sec.gov and the Investor Relations page of our website at investors.kaltura.com.

Further, the survey results described herein represent research opinion or viewpoints of the survey's respondents and are not representations of fact or of the Company's estimations and expectations. Those opinions speaks as of the survey's date (and not as of the date of this Form 8-K) and the opinions expressed in the survey are subject to change or challenge without notice.