A screenshot of a cell phone

Description automatically generated

Why Product Review Videos?

In one word, INFLUENCE. Over the last several years, video product reviews on YouTube have become part of the pre-purchasing process of many consumers. Product reviews are among the most popular videos on YouTube because consumers trust the content presented and utilize the information given to inform their purchasing decisions.

Most businesses analyze their customer reviews in order to extract information that can drive product development decisions, identify trends, and isolated advantages for effective marketing strategies. Why shouldn’t the same be applied to product review videos? Since these video reviews hold so much influence over the purchasing decisions of the consumers, businesses should view these influencer-made reviews as an untapped source of valuable data.

However, product review videos take time to watch.

What if there was a tool that provided a quick way to extract useful sentiment related information? Product and marketing managers who want to see what is being said about their products in these video reviews could utilize our API to quickly extract the resulting information.

Read the full story, including interesting statistics on video product reviews, by clicking Learn More.