



Video Engagement Benchmarks

Average video engagement rates are consistent year after year, so you can feel confident relying on these benchmarks to assess video performance—we do!

Less than 1 minute

50% average engagement

1-3 minutes

47% average engagement

3-5 minutes

46% average engagement

5-30 minutes

38% average engagement

30-60 minutes

26% average engagement

More than 60 minutes

16% average engagement