

The impact of video in email marketing

Using video to leverage your email marketing and increase engagement



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Introduction

In a fast paced and evolving industry, email marketing remains one of the most effective tools for engaging healthcare professionals (HCPs) on a global scale. It can deliver targeted, timely and compliant content direct to inboxes, while allowing precise audience segmentation – ensuring that specialists receive content that aligns to their therapeutic areas and clinical interests.

Unlike other broad social and digital strategy, email campaigns continue to deliver consistent ROI and actionable engagement insights. Open rates, click-through rates, geo-location reporting and social listening help identify how HCPs interact with content, and inform pharmaceutical brands how educational resources, clinical trial updates and production information should be delivered for the best visibility and impact.

At IMI, we understand that GDPR / HIPAA compliance and regulatory oversight are critical. Email helps maintain control over who, what and where HCPs consume information. We are recognized for being ahead of the curve in digital and email marketing, consistently horizon-scanning to identify emerging trends and opportunities. We take pride in being first-to-market with cutting-edge solutions and advanced, actionable analytics where we help deliver effective, fit-for-purpose applications.

Why video?

For a number of years, video has been shown to have a measurable boost on email marketing, from open rates, click through rates and content retention. Video can help HCPs understand a topic better, evoke an emotional response, improve message retention and in turn, brand recognition.

- Emails with 'video' in the subject line see on average a **19% increase to open rates**¹
- **Click through rates increase by up to 300%** when a video is included²
- People spend **1.4x more time interacting with content** containing video³
- Video content **reduces unsubscribe rates by up to 26%**⁴, improving experience and satisfaction

When deciding to use video in your campaigns, it's important to remember to follow best practice, optimising video content length, placement to ensure best results.

Case study and real-world data

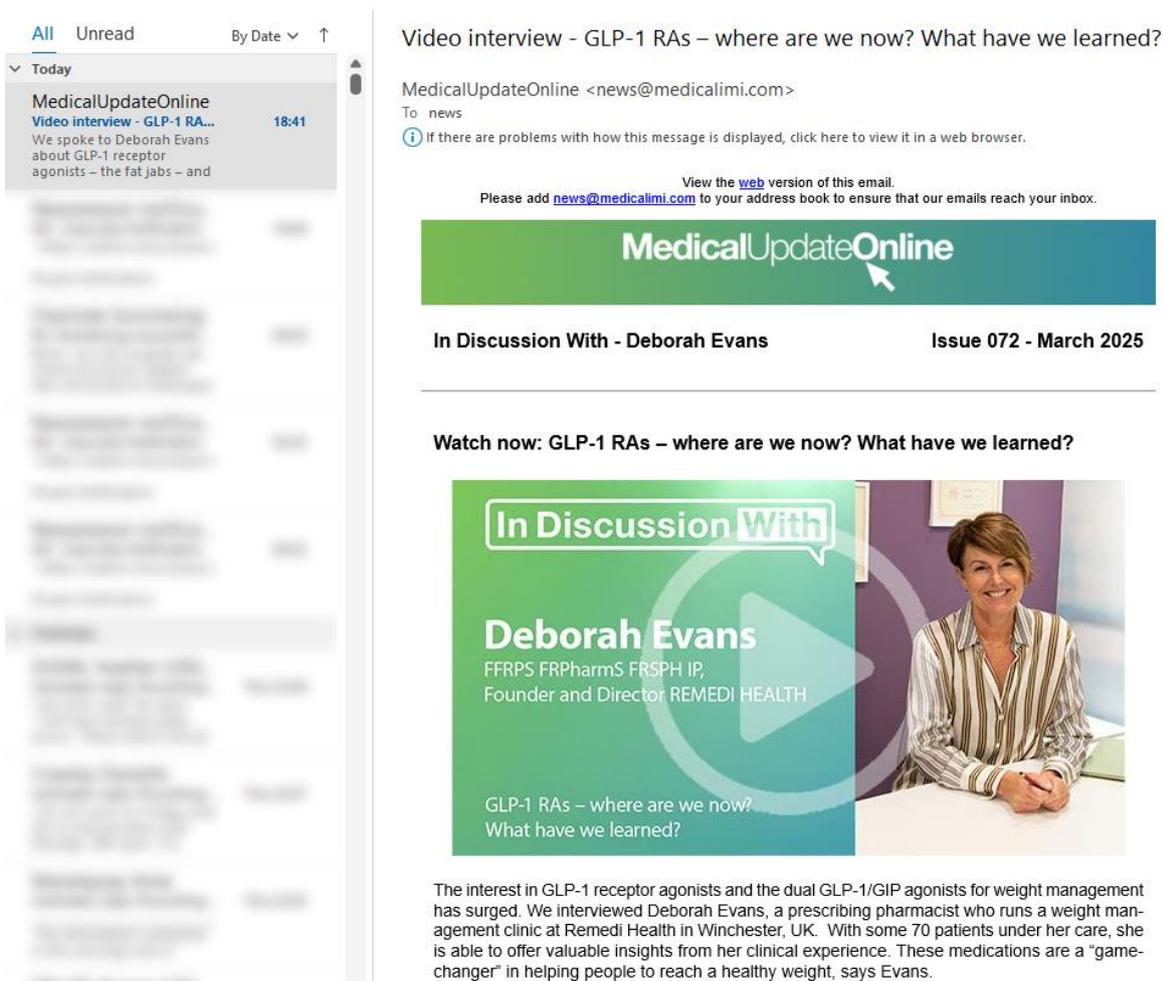
MedicalUpdateOnline hosted a successful video interview and podcast series called '[In Discussion With](#)' – talking to KOLs and medical experts about key developments and insights in medicine, pharmacy and therapeutics. The series includes a range of social promotion, including email newsletters to HCPs.

The emails, with a strong focus on video – consistently outperform industry engagement averages, helping to confirm video as a strong traffic driver and framework for email marketing methodology.

MedicalUpdateOnline Video Newsletter - 072 [MAR25]

Sent: Monday, 24th March 2025, with resend to non-openers Monday, 31st March 2025

Audience: UK Pharmacy (Hospital + Community), Nutrition, Diabetes and Dietitians (20,723)



All Unread By Date ↑

Today

MedicalUpdateOnline
Video interview - GLP-1 RA... 18:41
We spoke to Deborah Evans about GLP-1 receptor agonists – the fat jobs – and

Video interview - GLP-1 RAs – where are we now? What have we learned?

MedicalUpdateOnline <news@medicalimi.com>
To: news

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Please add news@medicalimi.com to your address book to ensure that our emails reach your inbox.

MedicalUpdateOnline

In Discussion With - Deborah Evans **Issue 072 - March 2025**

Watch now: GLP-1 RAs – where are we now? What have we learned?

In Discussion With

Deborah Evans
FFRPS FRPharmS FRSPH IP,
Founder and Director REMEDI HEALTH

GLP-1 RAs – where are we now?
What have we learned?

The interest in GLP-1 receptor agonists and the dual GLP-1/GIP agonists for weight management has surged. We interviewed Deborah Evans, a prescribing pharmacist who runs a weight management clinic at Remedi Health in Winchester, UK. With some 70 patients under her care, she is able to offer valuable insights from her clinical experience. These medications are a "game-changer" in helping people to reach a healthy weight, says Evans.

Top line metrics vs averages

Delivery Success	Open Rate	CTR (Click-Through-Rate)	CTOR (Click-Through-Open-Rate)	Unsubscribe Rate
<i>E-Mails bounce or fail to deliver for a number of reasons. This statistic outlines the percentage of successful deliveries for a data set</i>	<i>Percentage of unique subscribers who opened a communication once or more time(s)</i>	<i>The percentage of unique subscribers who clicked on any item within a communication</i>	<i>A more reliable engagement indicator, acquired through dividing total unique clicks by total unique opens</i>	<i>Percentage of users who unsubscribed, complained or opted out of receiving future communications.</i>
Industry average				
97.89%	22.42%	2.79%	11.08%	0.24%
IMI average				
98.21% ↑	25.82%¹ ↑	4.90%² ↑	21.56%² ↑	0.22% ↓
MedicalUpdateOnline video newsletter				
99.85% ↑	26.42% ↑	5.95% ↑	22.52% ↑	0.11% ↓
<u>View the full email</u>			<u>View the full report</u>	

View more information on industry and IMI averages [HERE](#).

Best practice

- **Optimise video length** – Short form videos - typically under two minutes, perform better and lead to engagement boosts. For complex topics or webinar replays, consider a teaser video to improve retention and click through rate.
- **Use KOLs or educational content** – Users value educational content, and KOL interviews are a great way to showcase new treatments or medical advancements.
- **Thumbnail** – Chose a clear and engaging thumbnail so users can clearly see the intended functionality. You could add a play button icon to the image to show that the image is a clickable video. An animated GIF can create a preview effect without requiring the full video to load.
- **Video hosting** – Videos will not play in place on most email service providers or devices. Clicking an embedded video will usually load the web version of the email and could increase load time which could deter users. We recommend hosting the video on a secure, gated site like Vimeo, or website landing page, which has the added benefit of sending traffic to a useful website or resource.
- **Placement** – Place the video high enough in the email so users can see it and click without having to scroll. Content ‘below the fold’⁵ requires extra scrolling and reduces engagement.
- **Mobile optimisation** – Globally, 50-60% of email opens come from mobile devices⁶, so mobile optimisation is key. Use responsive HTML design to scale properly on all screen sizes.
- **Include the word ‘video’ in the subject line or preview text** – Including the word ‘video’ in the email subject line is shown to increase open rates by up to 19%. Informing users early about an email’s contents encourages open and click engagement.
- **Clear call to action** – ‘Watch now’, ‘view the video’, ‘hear from our speaker’ are clear instructions for users and can help drive positive engagement to video content.
- **Autoplay on landing pages** – Allowing a video to auto play on a destination landing page reduces friction and creates a seamless transition between the email and the video content
- **A/B subject line testing** – Optimised A/B testing is shown to improve email ROI by up to 37%⁷, and can improve open rates by as much as 20%-30%⁸.
- **Ensure compliance** – Ensure all video content complies with GDPR, HIPAA and industry codes of conduct. At IMI our subscribers have consented to receive educational and promotional information, including video.

Production Specifications

If included, video content must not exceed 4 minutes in total length. The file size must be less than 12MB and in one of the following formats - .MP4 (MPEG-4), .AVI or .WMV. Please note that the larger the file size, the longer the video assets and thumbnail can take to render in a recipient ESP. If a video file is supplied for IMI for upload, an accompanying thumbnail must also be supplied.

Please note that the video will not play in place within the majority of ESP's due to formatting restrictions – instead, in order to standardise UX/UI, the user will be redirected to the web version of the communication, where the video will play as normal. A recommended alternative to manual video embedding is to include a thumbnail and use a click through to a landing page where the video can play. Failing this, we can upload content to our Corporate Vimeo account.

Please note we are unable to report on video plays or average watch time when a video is uploaded to play in place. This is because clicking the video URL will redirect users to the web version of the communication, and natively uploading means tracking data is lost.

Full IMI email processes and specifications are available [HERE](#).

References

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8. **Results Driven Marketing via LinkedIn** - Boost Your Email Open Rates with A/B Testing for Email Marketing - <https://www.linkedin.com/pulse/boost-your-email-open-rates-ab-testing-marketing-iain-irvin-rrz5e/>