

# Why Rich Media Matters

Our brains are hardwired to quickly process visuals.



are processed  
**60,000X**  
faster



in the  
than text.<sup>1</sup>

The brain processes

**visual**



cues in



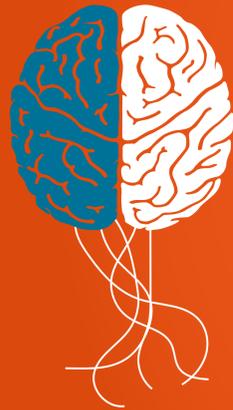
**90%**

of information that  
comes to the



is visual.<sup>1</sup>

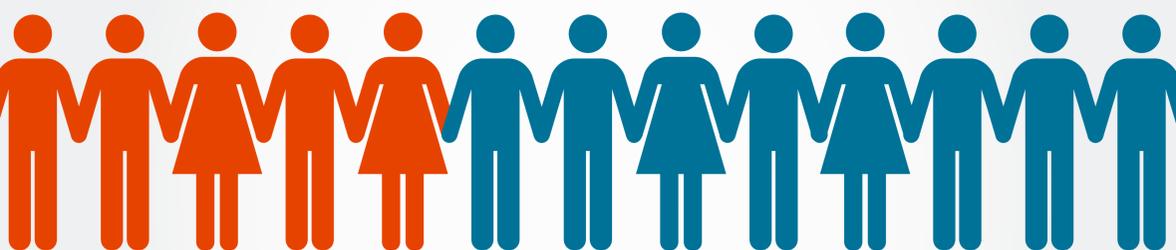
**40 percent** of all nerve fibers connected to the



are linked to the



**40 percent** of people



will respond better to



than



alone.<sup>3</sup>

Using visual media improves learning.

Visual aids in the



improve learning by up to

**400%.**<sup>1</sup>

We recall information from



**5 to 9x**  
better

than just text alone.<sup>4</sup>

People following directions with



do **323%** better than those with only text.<sup>5</sup>

Rich media drives engagement, and many of us prefer it.

Posts with visuals receive



**94% more**

page visits and engagement  
than those without.<sup>6</sup>



**59%**

of senior executives



prefer to watch



instead of reading text.<sup>7</sup>

**50%**

of executives told Forbes  
they watch business-related



on YouTube.<sup>8</sup>

Just one month after the introduction of



of



Facebook timeline for brands, visual content—  
photos and videos—saw a

**65% increase**

in engagement.<sup>3</sup>

Publishers who use infographics



grow traffic an average of



**12% more**  
than those who don't.<sup>3</sup>

How you communicate matters.  
Are you helping your learners?

Contact Allen Comm to get started



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