

## Why Choose Wistia over YouTube?

YouTube is completely free, and it's the world's biggest video platform. So... why would you pay for a hosting service like Wistia?

Well, because while YouTube is designed primarily to serve companies doing big brand-building advertising campaigns, Wistia is designed exclusively to serve companies using video on their websites for marketing, support, and sales.

### Ads

YouTube is filled with ads - before the video starts, beside the playing video, and in search results. This gives your competitors plenty of opportunities to get in the way. With Wistia, you don't have to worry about those interruptions. Our ad-free player allows you to completely control how your audiences watch your video and determine the message that they walk away with.

### Customization

Wistia can be completely customized to match your brand - you can choose the player color that matches, the thumbnail image that looks best, and the social sharing buttons that you want to enable. You can also pick the website page on which your videos can be viewed.

### SEO

Wistia's automated video SEO ensures that pages from your website rank in Google search. When you put your video on YouTube, all of that SEO credit goes to YouTube.com. Google does own YouTube, but they're going to direct people to YouTube, not your website.

### Drive Real, Measurable Results

With Wistia, you can generate new leads with Wistia's Turnstile email collector, and sync those leads with your favorite email providers, like HubSpot, Marketo, and MailChimp. You can also gate your content with an email collector to bring tons of new leads into your marketing funnel. With our customizable CTAs and annotation links, you can link out to other pages on your site from within your video, and direct your viewer's attention. On the other hand, YouTube annotations restrict where you can link to and don't work on mobile.

Wistia's analytics also provide much more detail than the data offered on the YouTube platform. Rather than providing sampled and incomplete data, Wistia's in-depth analytics show you how your audience consumes and interacts with your videos. You can get an aggregated view of a video's performance with our engagement graphs, or you can drill down to see how individual viewers are watching your videos with our heatmaps. You can even attribute specific viewing activity to a viewer's email address. This way, you can prioritize those viewers who are most engaged, and follow up.

## Wistia Features

No Ads

Fully customizable player controls and colors

Responsive embeds as standard

Video served at the highest quality your viewer's connection is able to handle

Ability to replace and update videos

Asynchronous JavaScript & iFrame embed options

Domain restrictions to control where your videos can be embedded

Ranks in Google search for *your* website

Able to include SEO metadata on every page automatically with JSON-LD

Real-time changes to embeds

Lead capture with Turnstile email collectors

Annotations and full-screen calls to action

Can link out to any destination of your choosing

Share buttons share version of the video on your website

Complete playback data for each viewer, with user-tracking, heatmaps, and ROI-tracking.

Playback data passed automatically into Google Analytics as events

Integrations with Marketo, HubSpot, Salesforce, Infusionsoft, and Pardot

## YouTube Features

Ads shown by default for all non-YouTube Red customers

Standardized player design with no customization

Additional work required to make embeds responsive

Video quality determined by size of embed on page

No replace video feature

iFrame embeds

No restrictions on where the video can be embedded

Ranks in Google search for YouTube.com

No SEO metadata included with embeds

Lag in accepting changes

No lead capture tools

Annotations and cards

Can only use annotations and cards to link out to one external website (once approved)

Share buttons share version of video on YouTube.com

Sampled and aggregated playback data only

No Google Analytics integration

No way of getting playback data into CRM or marketing automation platforms

## Can I use Wistia and YouTube Together?

For many companies, using both Wistia and YouTube can be the right way to go. Wistia is the ideal platform to deliver videos across your site, and YouTube can be a useful supplementary tool to help you increase brand awareness on the world's second biggest search engine. However, simply embedding YouTube videos on your site means you're missing out on all of the superior tools and analytics that Wistia offers.

YouTube is more like a social network than a video hosting platform. As such, not all of your videos will necessarily make sense to a broader audience when they're browsing on YouTube.com. Therefore, YouTube should be used strategically, as part of a wider video marketing strategy, but not just as a repository where all videos are held and hosted.