

VIDEO EDITING CASE STUDY

Built to Stop Scrolls.**Edited to Drive Results.**

HOW WE TURN EVERY CUT INTO MORE VIEWS, MORE ENGAGEMENT AND STRONGER SOCIAL PERFORMANCE

VE

SERVICE

Video Editing across multiple client accounts**+85%**

VIEWS + ENGAGEMENT

1.85x

PERFORMANCE VS BASELINE

96/100

WATCH VIDEO TO LEARN*

93/100

VIDEO BUILDS AWARENESS*

THE BRIEF

What were we trying to achieve?

Make every second work harder

When you work with Webshure, video is not edited to simply look polished. It is engineered to win attention, hold it longer and turn passive scrolling into measurable response.

Across the social content measured, our edits increased combined views and engagement by 85% across multiple platforms - lifting performance from a 100 baseline to 185. That is 1.85x the original level. Market proof is equally powerful: 96 out of 100 people have watched an explainer video to learn about a product or service, while 93 out of 100 video marketers say video increases brand awareness.

VIDEO PRIORITIES

01

Stop the scroll

Lead with the moment that earns attention instantly

02

Hold attention longer

Use pacing, movement and captions to keep viewers watching

03

Turn attention into action

Build every edit around response, reach and the next step

STOP THE SCROLL. HOLD ATTENTION. DRIVE ACTION.

Built to win attention. Engineered to perform.

Three goals shaped every edit.

1

Stop the scroll faster

Use stronger openings and tighter pacing so more people choose to keep watching.

2

Turn attention into interaction

Use movement, captions and clear story flow to make viewers respond, not just watch.

3

Make every platform work harder

Tailor each version to how people consume content on that channel - never one generic cut everywhere.

THE NUMBERS

Numbers that demand attention

Our measured +85% uplift, backed by high-impact 2026 video benchmarks.

WHEN YOU WORK WITH US

PERFORMANCE AREA	RESULT	WHAT WE SAW	MARKETING IMPACT
Views + engagement	+85%	Measured across multiple social platforms	WEBSHURE RESULT
Performance vs baseline	1.85x	100 baseline -> 185 performance index	WEBSHURE RESULT
Extra response	+85 / 100	85 more views/actions per 100 baseline	DERIVED RESULT
Learning through video	96 / 100	Have watched explainer video to learn	MARKET PROOF
Brand awareness	93 / 100	Say video increases brand awareness	MARKET PROOF
Video adoption	91 / 100	Businesses use video as a marketing tool	MARKET PROOF

WHAT THE NUMBERS MEAN

One edit. More reach. More response.

The same footage can work harder when every cut is built for attention, retention and action.

+85%

MORE VIEWS + ENGAGEMENT

1.85x

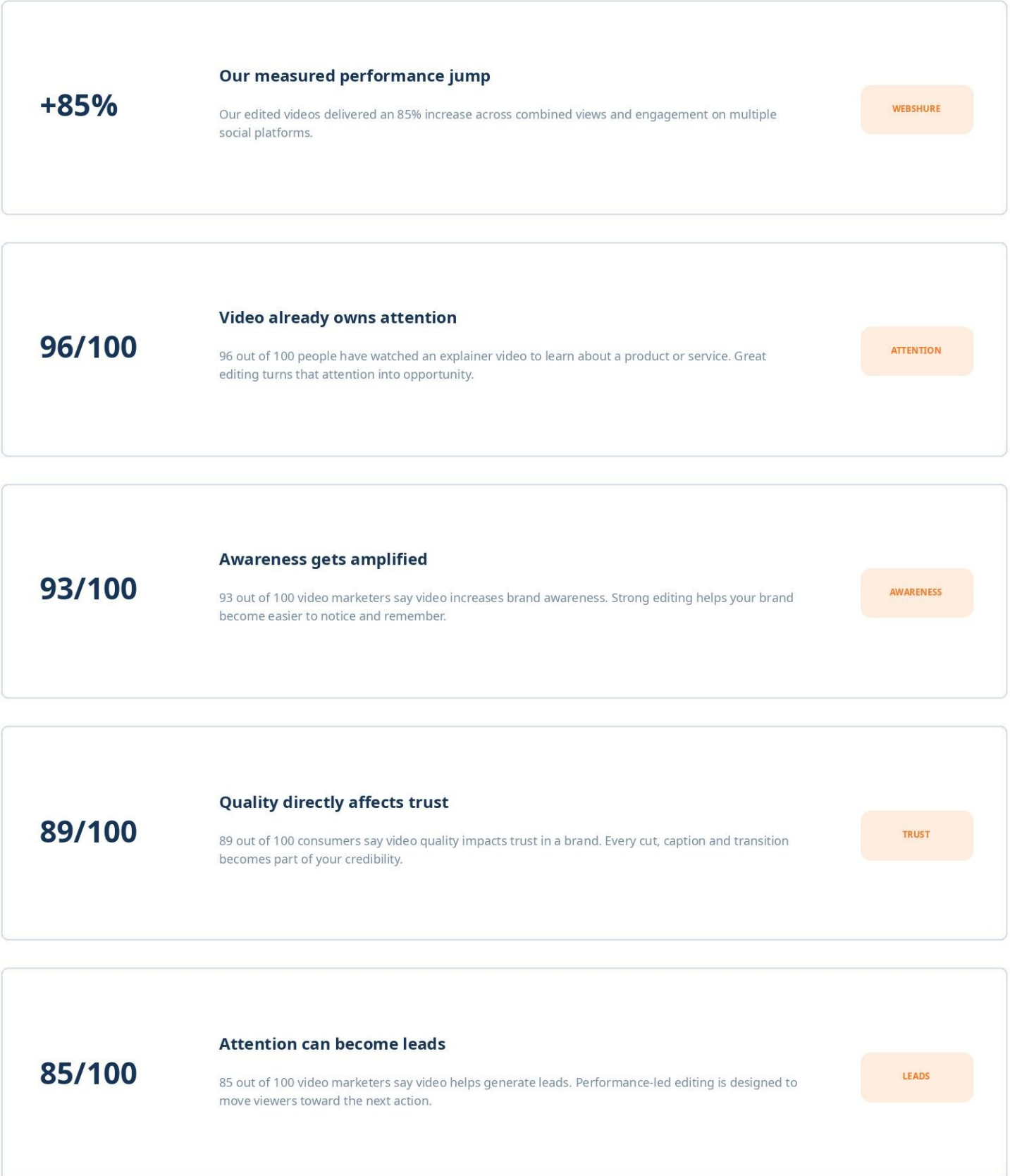
BASELINE PERFORMANCE

96/100

ALREADY LEARN THROUGH VIDEO

THE RESULT: ATTENTION THAT TRAVELS FURTHER AND WORKS HARDER ACROSS EVERY PLATFORM.

Why +85% is more than a lift - it is momentum



THE BOTTOM LINE

Better editing turns passive attention into stronger awareness, greater trust and more opportunities to act.

The Webshure effect: from 100 to 185

Same baseline. Smarter editing. 85% more views + engagement.

01

Your starting point

Use 100 as the baseline index before Webshure performance-led editing is applied.

100

BASELINE PERFORMANCE INDEX

02

Add performance-led editing

Sharper hooks, faster pacing, cleaner captions and platform-specific cuts produced an 85% increase across measured views and engagement.

+85%

MEASURED WEBSHURE UPLIFT

03

Finish with 1.85x the performance

An 85% uplift takes the same starting index from 100 to 185 - a simple, visual way to show how much harder the content performed.

185

FINAL PERFORMANCE INDEX

FROM 100 TO 185: THE SAME BASELINE, 85% MORE PERFORMANCE.

The editing system that turns scrolls into results

Every frame has a job: stop, hold, persuade and move.

01

Hook-first editing

Front-load the strongest visual, line or problem. 91 out of 100 people say effective video should be under two minutes - so every second has to earn its place.

91/100

EFFECTIVE VIDEO < 2 MIN

02

Make quality impossible to miss

Edit so the brand feels intentional, premium and unmistakably itself. 89 out of 100 consumers say video quality affects their trust in a brand - presentation is persuasion.

89/100

QUALITY AFFECTS TRUST

03

Edit for action, not decoration

Build a clear reason to keep watching and a clear next step. 85 out of 100 video marketers say video generates leads, and 83 out of 100 say it directly increases sales.

85/83

LEADS / DIRECT SALES

WHY IT WORKED

Every edit was tied to a clear performance job: earn attention quickly, hold it for longer and move viewers towards the next action.

+85%

VIEWS + ENGAGEMENT

93/100

BRAND AWARENESS

89/100

QUALITY AFFECTS TRUST

THE OUTCOME

More eyes. More action. More momentum.

That is what performance-led editing delivers.

When you work with Webshure, every second is built to perform. Our edited videos delivered +85% combined views and engagement across multiple social platforms - taking a 100 baseline to 185, or 1.85x performance.

+85%

VIEWS + ENGAGEMENT

1.85x

BASELINE PERFORMANCE

96/100

LEARN THROUGH VIDEO

93/100

BRAND AWARENESS

THE TAKEAWAY

Better editing does more than make content look polished. It helps every second earn attention, build trust and move people towards action.

+85% measured uplift. 1.85x baseline performance. 96/100 already use video to learn. 93/100 see awareness gains. 89/100 connect quality with trust.

MORE EYES

MORE ACTION

MORE MOMENTUM

BUILT TO STOP SCROLLS. EDITED TO DRIVE RESULTS.

MORE REACH. MORE RESPONSE. MORE MOMENTUM.

Book a FREE Video Marketing Audit



Digital Marketing & Web Design Agency - webshure.ae

Market benchmarks: Wyzowl 2026; HubSpot 2026.