

Find the story behind the numbers. YouTube Analytics.

YouTube Size and Scope.

- **#1** online video site.
- **#2** largest search engine (behind Google).
- **#3** largest site.
- **4 billion +** video streams per day.
- **60 hours** of video uploaded every minute.
- **70%** of YouTube's traffic comes from outside the US.
- **72%*** of US online population watch a YouTube video at least once per week.
- **52%**** of people took action as result of watching a video online.



What is YouTube Analytics?

YouTube Analytics is a reporting tool that shows you who is engaging with your business videos and channels.



Benefits of using YouTube Analytics.

- **Discover your story** Analyze how your videos perform with detailed, easy to read, data and statistics.
- **Build your audience** Track viewer trends and compare views over time.
- **Identify traffic sources** Learn where your traffic is coming from so you can analyze it in detail.
- **Deepen engagement** Find out which of your videos are driving subscribers.

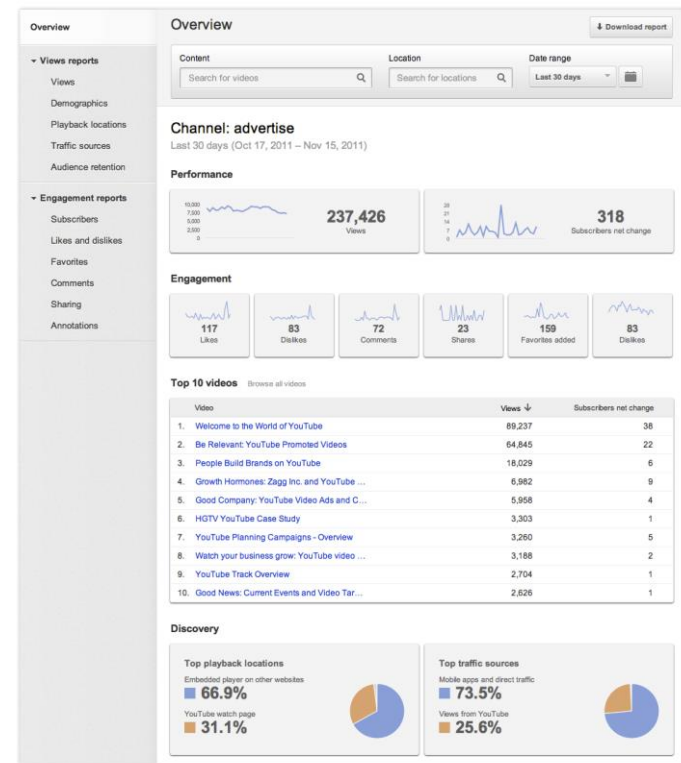


MRKT360



What YouTube Analytics tells you.

- Audience retention.
- Views and viewers.
- Video rankings.
- Ratings.
- Favorites.
- Comments.
- Sharing.



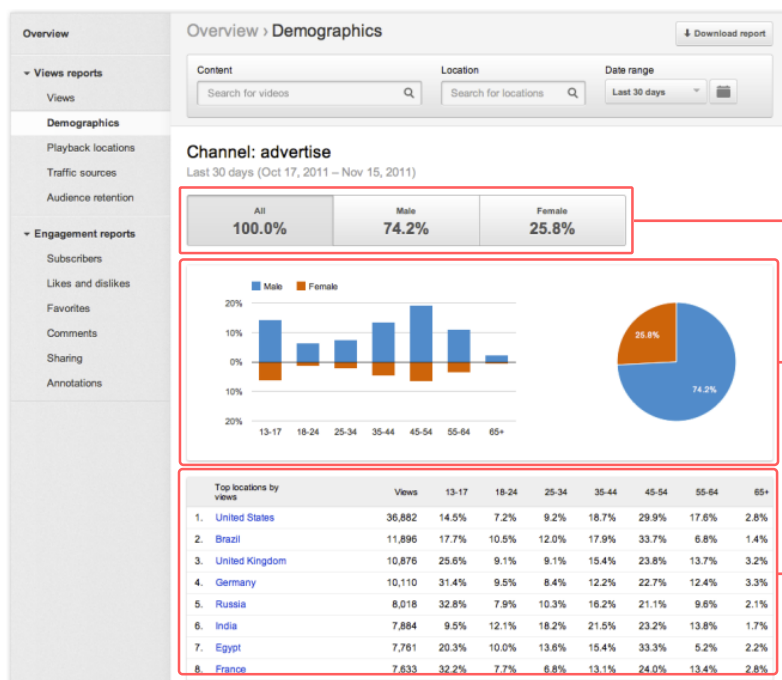
What you can do.

- **Track** current and past viewer trends.
- **Discover** surprising new segments.
- **Identify** traffic sources.
- Track audience **retention**.
- Discover videos that drive **engagement**.
- **Analyze** your social currency.



Track current and past viewer trends.

Establish comparison points for future video analysis.



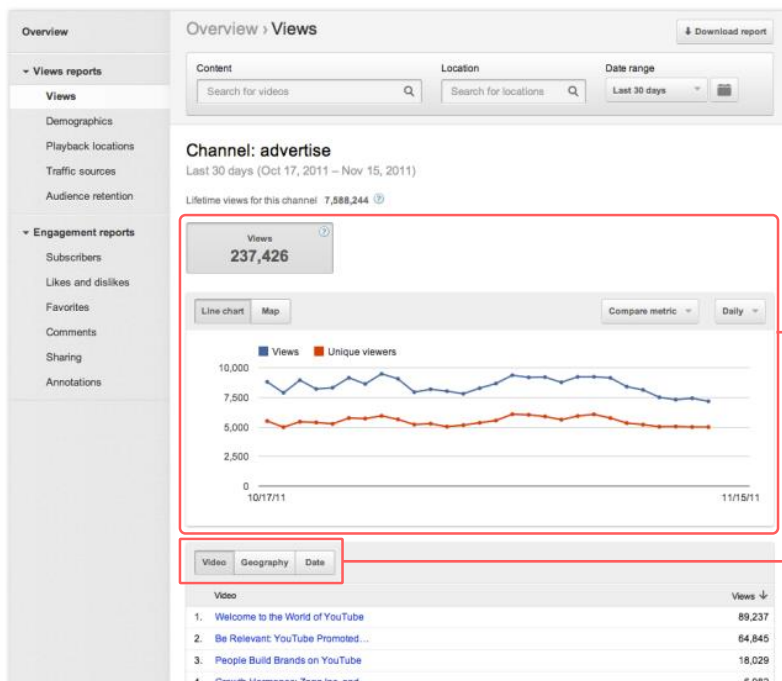
● Overall demographic breakout for a channel or video.

● Male/female breakout by age.

● Breakout by location, gender and age.

Discover surprising new segments.

Know your audience and where they watch video.

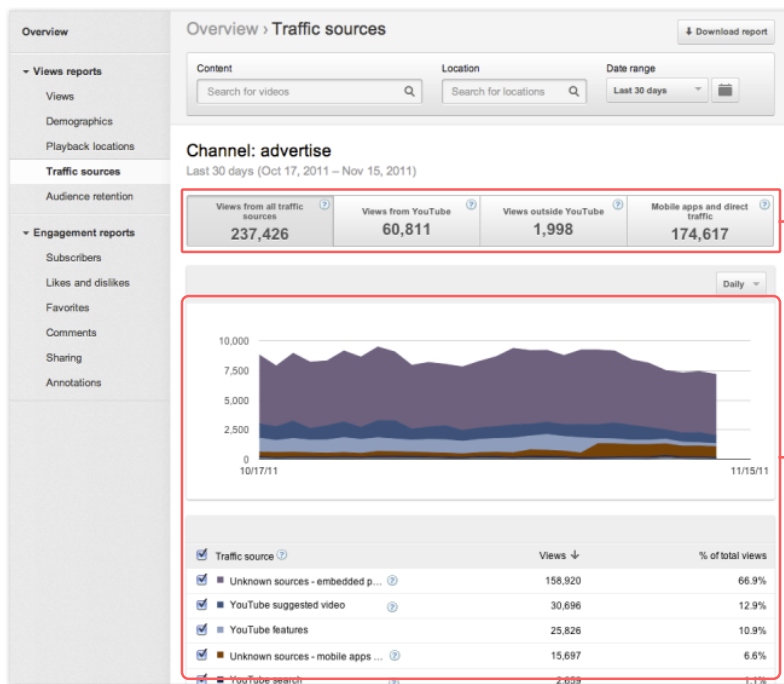


● Compare views and unique viewers over any time period.

● Analyze views by video, geography and date.

Identify traffic sources.

Optimize marketing strategy around your traffic sources.

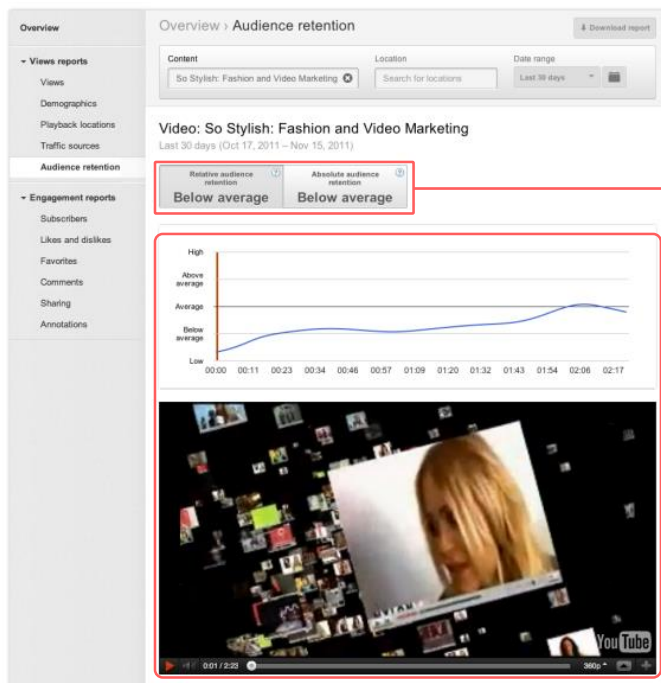


● Referrals from YouTube, outside YouTube, Mobile Apps and Direct Traffic.

● Traffic segmentation by source.

Track audience retention.

Maintain consistent video engagement.

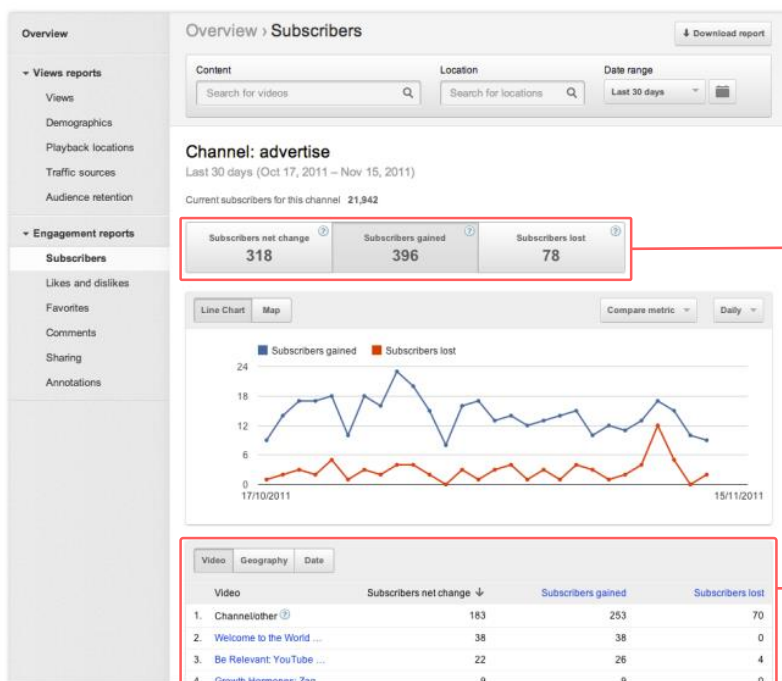


View audience retention.

Track attention levels as your video plays.

Discover videos that drive subs.

Model your programming strategy based on your audience.

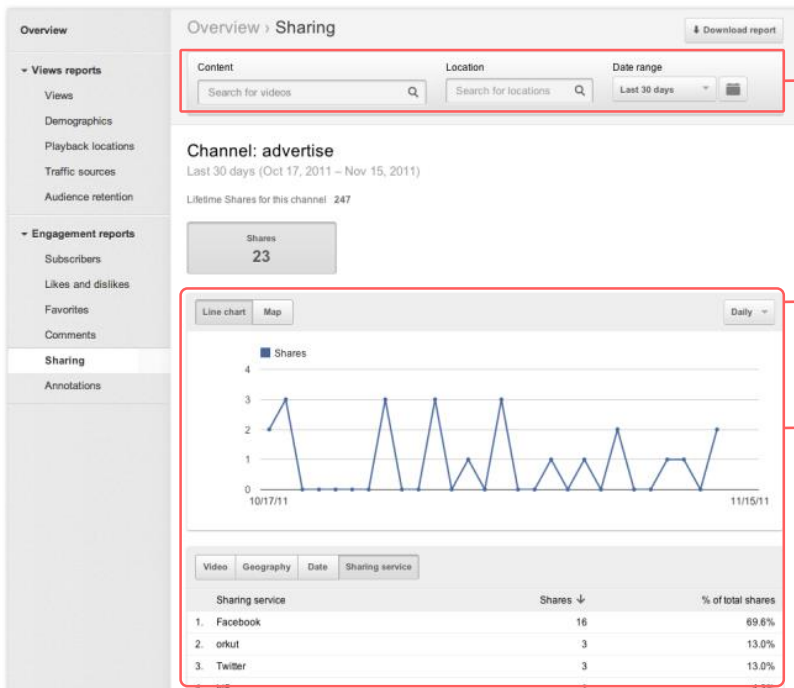


Analyze net change in subscribers.

View net change in subscribers by video, geography and date.

Analyze your “social currency”.

Identify attributes of engaging videos and mirror them in the future.



• Analyze likes and dislikes by channel, video, geography and region.

• Track comments on your videos.

• View share trends by video, geography, date and sharing service.

Conclusion.

Understanding what your audience finds engaging will help you make better videos and increase audience retention.

Thank you.

If you have any queries or would like help setting up YouTube Analytics please contact:

www.mrkt360.com