



YouTube Analytics Guide

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★ Why measuring your YouTube Analytics is so important

- Your analytics are very important
- YouTube's algorithm (like most social algorithms) is unpredictable. Competition is absolutely fierce on the platform as well.
- Anything you can do to optimize your channel performance is a plus. Through your YouTube Analytics, you can zero in on:
 - Top-performing videos in terms of views, watch time and audience and engagement
 - Content themes relevant to your target audience (think: how-tos, tutorials, vlogs, webinars)
 - How video details like thumbnails, titles and video length impact your video performance
- In short, YouTube Analytics can provide a detailed roadmap to guide your video marketing strategy

★ How to access YouTube Analytics

- Click your logo/avatar next to the 'Upload' button to access Creator Studio
- On the Creator Studio overview page, you'll see Analytics listed on the left-hand menu



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★ General Reports

- If you're viewing your YouTube Analytics for the first time, visit the YouTube Analytics page directly
- Otherwise you can click on the "Analytics" tab in YouTube Studio

★ The Overview Report

- This is a high-level summary of the performance of your videos'
- Tells you quickly whether or not your metrics are increasing. Looking at engagement metrics such as watch time and views, you have
- A simple snapshot of your channel's overall performance
- Just the headline metrics

★ The Realtime Report

- An estimate of view count data for your most recent videos, including people-watching in real-time. This can show you if any new videos are creating an engagement spike
- Includes two graphs: an hour-by-hour and a minute-by-minute. Both show metrics based on the viewers' local time zones

★ Watch Time and Audience Reports

- The most important reports for YouTube promotion
- If viewers are engaging with your content and watch times and retention rates are high, you can be confident your ads will do well too

★ The Watch Time Report

- An aggregate of data from all view sources which creates a comprehensive breakdown of viewer retention. Sources include; YouTube homepage, the mobile YouTube app and the platform's embedded player. It's also possible to compare watch time stats for individual videos
- Some important watch time metrics include;
 - **Average View Duration:** The average length of video playback (in seconds)
 - **Average View Percentage:** The average % of a video watched during playback
 - **Uniques:** The number of unique viewers that watched a video (gained from tracking unique cookies)
 - **Views:** The number of views for your videos or channel
 - **Estimated Minutes Watched:** The number of minutes the viewers watched videos from a specific channel or playlist for
 - **Viewer Percentage:** The % of viewers who were logged in while watching the playlist or video
 - **Watch Time:** The total time that a viewer watched a video



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★ The Audience Retention Report

- Show you whether or not your viewers are sticking to your videos
- Can help you find commonalities among your top-performing videos and on your lower performing ones
- The absolute audience retention curve shows you which parts of the video are most popular. YouTube recommends paying close attention to the first 15 seconds of every video given that's when most viewers leave. The relative audience retention stat shows you how your video compares to YouTube videos of similar length
- Retention further breaks down by organic traffic, traffic for paid display ads and traffic for paid skippable video ads;
 - **Organic Traffic:** Video views that result from direct intention of the viewer. Traffic is organic if the viewer searches for a video, clicks on a suggested video or browses a channel
 - **Display Ads:** Views gained by the user playing the video from a display ad (includes ads shown in search results or on other video watch pages)
 - **Skippable Video Ad:** Views for ads that are auto-played before a video and are skippable after five seconds
- Retention metrics are useful in helping you improve your YouTube content. You can analyse where any drop offs are and improve this for your next video

★ The Playback Locations Report

- Most useful for people who work with partners or collaborators
- Shows you where your videos are being played. Whether that's embedded on another site or natively on YouTube
- If it was viewed on YouTube, you can see if it was viewed from the video's specific page or directly on a channel's page
- Playback reporting highlights where users are watching your videos from, and the traffic sources show how people are finding your content
- Notable metrics from this report are:
 - **YouTube Watch Page:** The video was watched on YouTube from the video's specific page.
 - **YouTube Channel Page:** Views gained from watching directly on a channel page
 - **YouTube Other:** Some browsers don't let YouTube detect where on the platform the video was viewed. However, it's most likely these views happened on the YouTube watch page
 - **Embedded in external websites and apps:** Views gained from people watching your video that is embedded on another website or app that allows for video embedding



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★ The Traffic Sources Report

- A key report
- Shows you the websites and YouTube features that viewers used to find your content
- If you understand whether viewers are searching directly on YouTube, clicking Suggested Videos thumbnails or following links from social networks you can decide whether your optimisation and promotion strategies are working
- The traffic sources included are:
 - YouTube search
 - Suggested videos
 - Browse features
 - Playlists
 - YouTube channels
 - YouTube advertising
 - Video cards and annotations
 - Notifications
 - Other YouTube features
 - External sources
 - Direct or unknown sources

★ The Devices Report

- Another important report to keep an eye on
- Gives you information on the different devices and operating systems that viewers are using to watch your videos
- This data can help your advertising and content creation. For example if the majority of your views are coming from mobile devices then you could start to create more bite-sized content which is easily consumed on the go

★ Engagement Reports

- Video analytics can be split into various reporting metrics include:
 - Likes
 - Dislikes
 - Comments
 - Sharing
 - Subscriptions
- These metrics are prioritised based on the types of content you're creating - an entertaining piece of content would encourage likes and shares, whereas a tutorial might encourage comments

★ The Subscribers Report

- Shares how many subscribers you have gained and lost subscribers across different videos, different locations and on different dates
- Shows you which videos gain subscribers and which are losing subscribers



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★ The Likes & Dislikes Report

- Shows the net change of likes and dislikes in your videos. It adds up the number of likes and dislikes minus the number of likes and dislikes removed
- It's not all about likes, your viewers might be sharing instead. So don't focus solely on one single metric. Look at the bigger picture

★ The Videos in Playlists Report

- Shows you how many times your videos were added or removed from viewers' playlists, including the default playlists, such as "Watch Later" or "Favourites," as well as the viewer's custom playlists
- You will be able to see which playlists your video has been added too. If all of your tutorials are being added to playlists over any other type of videos, then it's time to create more!
- Some noteworthy metrics include:
 - **Average Time in Playlist:** Estimated average amount of time (minutes) that a viewer watched videos in a playlist after the playlist was initiated
 - **Playlists Starts:** The number of times that viewers started playback of a playlist
 - **Views Per Playlist Start:** The average number of video views that occurred each time a viewer started to watch a playlist
 - **Videos Added to Playlists:** The number of times videos were added to any playlists, including the video owner's playlists or other channels' playlists
 - **Videos Removed From Playlists:** The number of times videos were removed from playlists

★ The Comments Report

- A summary of how many people comment on your videos
- Make sure you respond to the comments left on your videos. Response time is very important, especially for tutorials

★ The Sharing Report

- Shows you the number of times your video has been shared through the "Share" button on YouTube, as well as other sites like Facebook or Twitter
- Sharing helps your content spread further so this is an important report to check out

★ The Cards Report

- An alternative to the now-discontinued Annotations, you can make their YouTube videos interactive by using Cards.
- This report shows you how the viewers are interacting with cards on your videos across all devices: desktop, mobile and tablets.
- Important metrics in this report include:
 - **Clicks:** The number of clicks on cards



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- **Click Rate:** Cards CTR, calculated as the ratio of card clicks to card impressions
- **Impressions:** The number of times cards were displayed. When the card panel is opened, an impression is tracked for each of the video's cards
- **Teaser Click Rate:** The CTR for card teasers, calculated as the ratio of clicks on card teasers to the total number of card teaser impressions
- **Teaser Clicks:** The number of clicks on card teasers.
- **Teaser Impressions:** The number of times that card teasers were displayed. One video view could generate multiple teaser impressions

★ YouTube Analytics: Earnings Reports

- For YouTube Partners with an associated AdSense account

★ The Estimated Earnings Report

- Details your earnings from partner content, transactions, YouTube Red and ads
- Important metrics in the report include:
 - **Ad Earnings:** Total estimated earnings (net revenue) from all Google-sold advertising sources for the selected region and date range
 - **Earnings:** Total estimated earnings (net revenue) from all Google-sold advertising sources, as well as from non-advertising sources for the selected date range and region
 - **Red Partner Revenue:** Total estimated revenue earned from YouTube Red subscriptions. Shows earnings from music and non-music content
- Estimated revenue in the YouTube Analytics dashboard might not be identical to the final payments due to final adjustments in the payout period

★ The Ad Rates Report

- Shows you how different ad types perform over time compared to each other
- A few noteworthy metrics in this report include:
 - **Ad Type:** Format of a specific ad and its buying platform
 - **Ad Impressions:** Number of verified ad impressions
 - **Playback-based CPM:** Estimated gross revenue per thousand playbacks
 - **Monetised Playbacks:** Number of instances when a viewer plays your video and sees at least one ad impression. A monetised playback is counted if a viewer is shown a pre-roll ad but stops watching the ad before your video starts



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★ Using YouTube Analytics to Grow Your Channel

- Analysing your channel metrics is crucial for improving your current content and also helping you create even more successful content in the future
- It takes hard work, time, and a lot of learning and testing to get traction on YouTube, but it is worth it!

Key Takeaways

- ★ Use the information provided by YouTube Analytics to make sure your online marketing campaigns are having the success they deserve
- ★ By understanding who's watching your videos, how they came across them, and what makes them engage, you can improve your video's success (increasing your viewers and engagement statistics)
- ★ Ongoing analysis of your analytics ensures you can spot trends which you can then act on
- ★ Don't be overwhelmed by the number of reports you can generate. Start by choosing one relevant to what you want to monitor or improve and start there
- ★ Then you can add another relevant report in when you've mastered the initial one