



Cross-channel videó analitika

Internet Hungary, 2018.09.25

+



VS.





Advertisers will soon have AdWords tools to test & measure creative elements of YouTube video ads

YouTube's new creative suite -- which includes Video Experiments, Video Creative Analytics, YouTube Director Mix and Video Ad Sequencing -- is still in beta.

Amy Gesenhues on June 20, 2018 at 12:32 pm





CSATORNA



ELEMZÉS

Áttekintés

Valós idejű

A nézési időre vonatkozó
jelentések

Nézési idő

YouTube Red

Közönségmegtartás

Demográfia

Lejátszási helyek

A forgalom forrásai

Eszközök

Fordítás

Interaktívási jelentések

Feliratkozók

Tetszik és nem tetszik

Videók a lejátszási listákon

Megjegyzések

Megosztás

Komentárok

Kártyák

Záróképernyők

Legutóbbi 28 nap (2018. máj. 8. – 2018. jún. 4.)

Nézési idő

Perc

19 760 ▼

Megtekintés átlagos
időtartama

Perc

1:54 ▲



Megtekintések

10 397 ▼



Tetszik

125 ▼



Nemtetszések

33 ▼



Megjegyzések

21 ▼

Valaki tartalmat oszt meg
velem

52 ▼



Videók a lejátszási listákon

-71 ▼



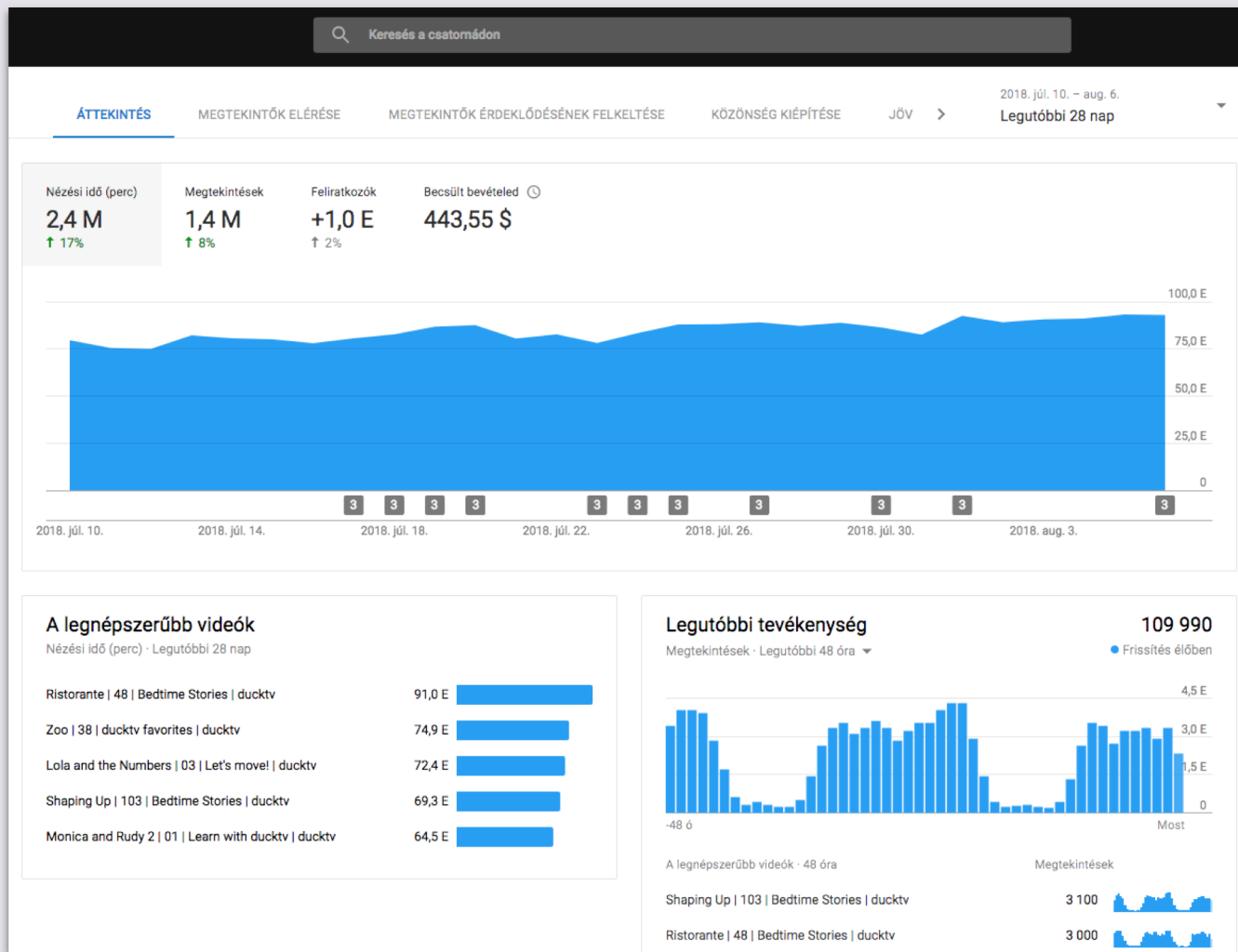
Feliratkozók

-70 ▼



Első 10 videó

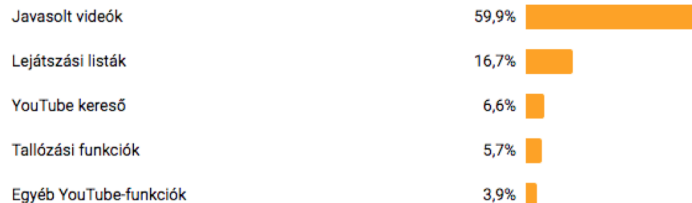
Összes tartalom
böngészése





Forgalmi források típusai

Nézési idő · Legutóbbi 28 nap



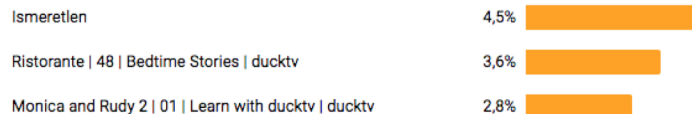
A forgalom forrása: külső

Nézési idő · Legutóbbi 28 nap



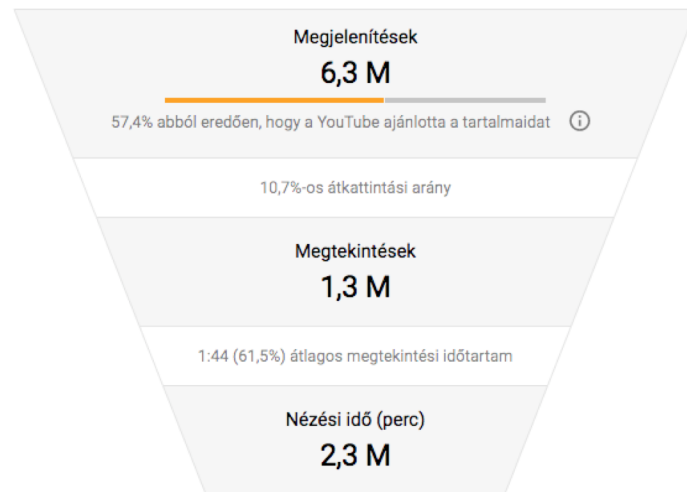
A forgalom forrása: javasolt videók

Nézési idő · Legutóbbi 28 nap



Megjelenítések és az általuk eredményezett nézési idő

Az adatok a következő időszakból állnak rendelkezésre: 2018. júl. 10. – aug. 5. (27 nap)



A forgalom forrása: YouTube-keresés

Nézési idő · Legutóbbi 28 nap





Becsült bevétel

443,55 \$

Bevételt hozó lejáttszások becsült száma

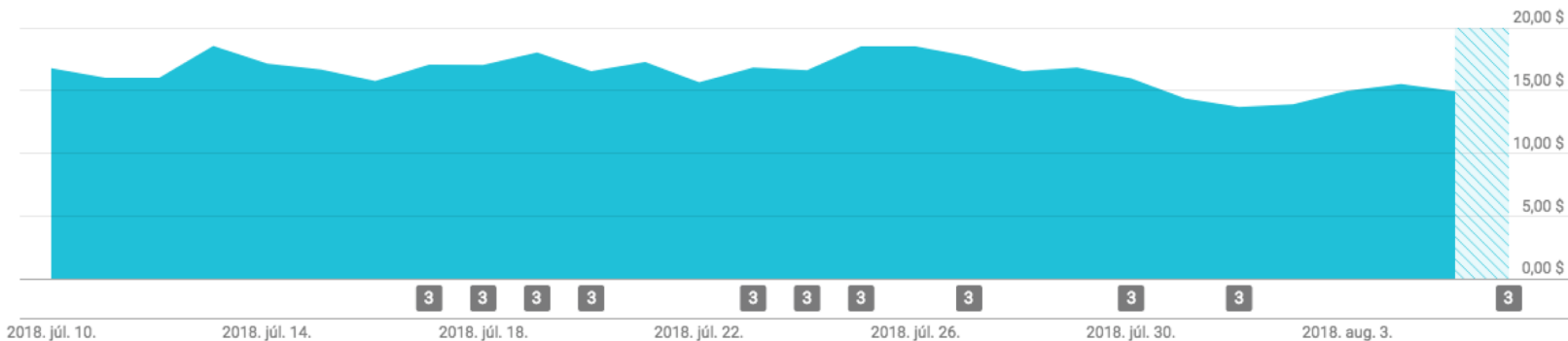
416,7 E

↓ 3%

Lejáttszásalapú CPM

1,93 \$

↓ 17%



Becsült havi bevétel

Utolsó 6 hónap · Becsült bevétel

| | | |
|-----------|-----------|--|
| augusztus | 73,02 \$ | |
| július | 518,09 \$ | |
| június | 603,35 \$ | |
| május | 629,40 \$ | |
| április | 621,65 \$ | |
| március | 725,02 \$ | |

A legtöbb bevételt hozó videók

Becsült bevétel · Legutóbbi 28 nap

| | | |
|--|----------|--|
| Ristorante 48 Bedtime Stories ducktv | 18,20 \$ | |
| Zoo 38 ducktv favorites ducktv | 18,20 \$ | |
| Shaping Up 103 Bedtime Stories ducktv | 14,74 \$ | |
| Zack & Ziggy 05 Bedtime Stories ducktv | 14,23 \$ | |
| Build Landscape 69 Spring on ducktv ducktv | 13,16 \$ | |



Sample Channel Report



Default Data
Click to select your data

Aug 1, 2018 - Aug 7, 2018

Trending by Views, Watch Time, & Shares

Shares



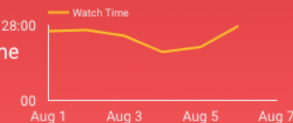
Views

135.9K



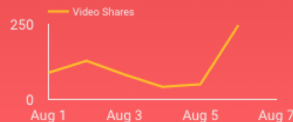
Avg Watch Time

25:33



Video Shares

641.0



Top Videos Watched

Filter by video title

| Title | Views | Watch Time | Shares |
|---|-------------|------------|--------|
| Register for Analytics A... | <div></div> | 00:02:13 | 12 |
| Welcome to Google Ana... | <div></div> | 00:07:06 | 27 |
| The Analytics account s... | <div></div> | 00:13:08 | 8 |
| Overview of Google An... | <div></div> | 00:08:20 | 11 |
| Navigating the full Audi... | <div></div> | 00:12:39 | 10 |
| Audience reports overi... | <div></div> | 00:11:48 | 5 |
| Acquisition reports ove... | <div></div> | 00:13:52 | 9 |
| Introduction to dashbo... | <div></div> | 00:09:41 | 8 |
| How to track a marketi... | <div></div> | 00:07:56 | 5 |
| How to set up Goals in... | <div></div> | 00:13:29 | 10 |

1 - 10 / 452



Likes Added & Removed



147.0



7.0



Dislikes Added & Removed



10.0



Subscriptions Added & Removed



1.1K



135.0



User Comments



0



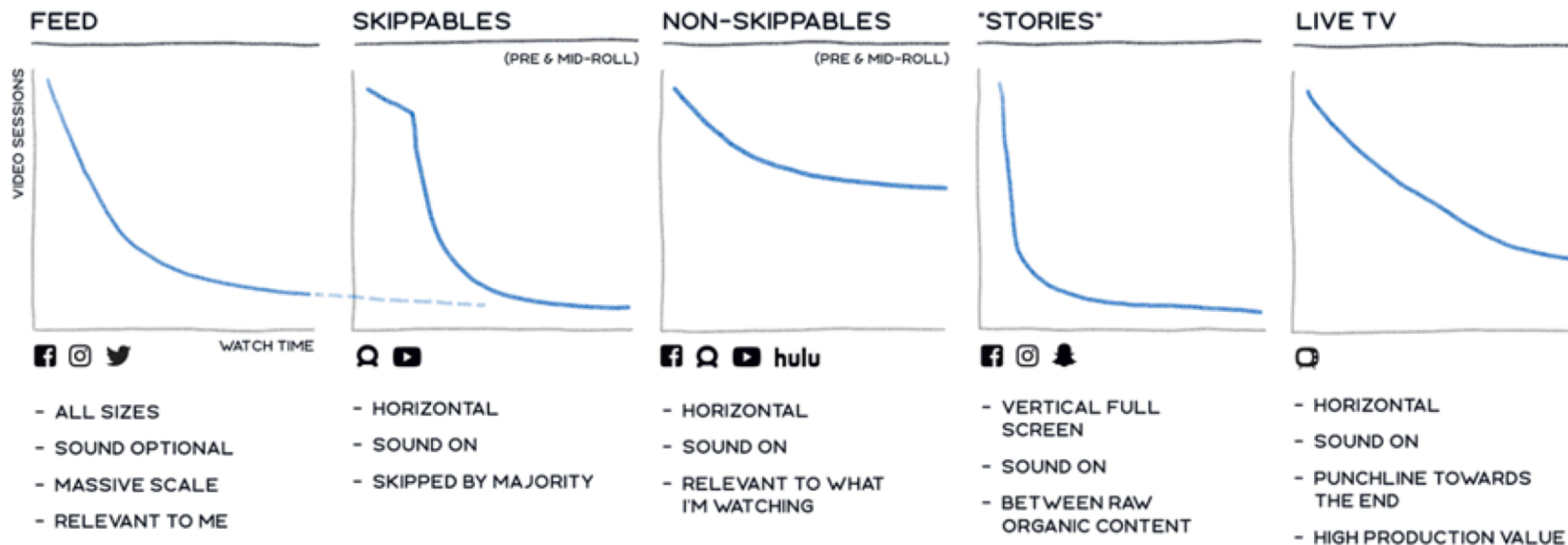
Video Comments

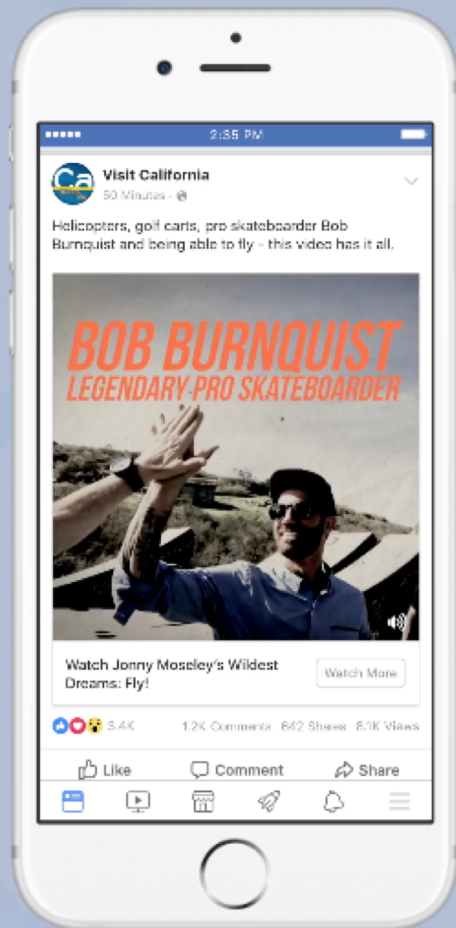


0



HOW PEOPLE CONSUME VIDEO ADVERTISING





Duration metrics

Duration metrics help you better measure both engagement and consumption to help you optimise your creative and make buying decisions.

When scrolling through News Feed, a person may stop to watch a video for any amount of time that they choose before continuing to scroll through their News Feed.

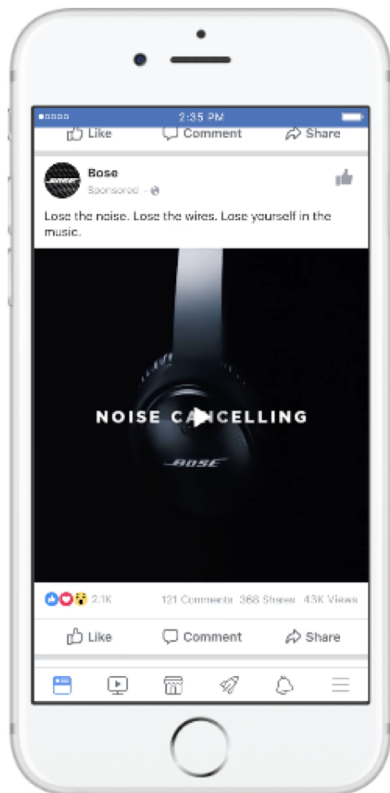
In order to help the you understand how long people are watching your videos, we report on:

- **2-second continuous video views**
- **3-second video views**
- **10-second video views**

These metrics are calculated by counting total unique seconds that a video is played. They don't capture any rewatches of parts of the video.



When watching videos on Facebook, people can fast forward, rewind and rewatch videos from businesses to ensure that they're in full control of their watching experience. **Video average watch time** captures the average amount of time your video has been played and replayed. Video average watch time will capture total time on the video divided by plays. You can use this metric to understand how engaging your video is, but it will not be the strongest metric for understanding how much of a video was consumed.



Milestone metrics

Milestone metrics count when different points of your video have been reached through watching the video continuously or through skipping to that point. By observing the skip behaviour, you can gain insight into how your video is consumed.

To help you gain insight into how videos are watched, we report on:

- **Video watches at 25%**
- **Video watches at 50%**
- **Video watches at 75%**
- **Video watches at 95%**
- **Video watches at 100%**

These metrics show the number of times your video was watched at the 25%, 50%, 75%, 95% or 100% marks, including watches that skipped to this point.

As not every video that's shown to a person will play, we offer a **Video plays** metric. Videos may not play based on a person's settings, network, behaviour or because of ad specifications.

Though every video impression may not result in a play, putting your brand and product in the thumbnail can help drive brand awareness regardless of whether or not your video plays, just like a static ad does.



Recently removed video metrics

Video percentage watched



30-second video views



Few videos are 30 seconds long, and we've found that marketers may use this metric as a proxy for video completion for videos that are less than 30 seconds long. Instead, we suggest using or **Video average watch time** to determine how long your videos are being watched for.



Videó teljes teljesítménye



← 3 másodperces videóme... ▾

126

május 21.-augusztus 8.



3 másodperces videómegtekintések



Hang bekapcsolva 23% (29)

Hang kikapcsolva 77% (97)

Oldal tulajdonosa 101% (127)

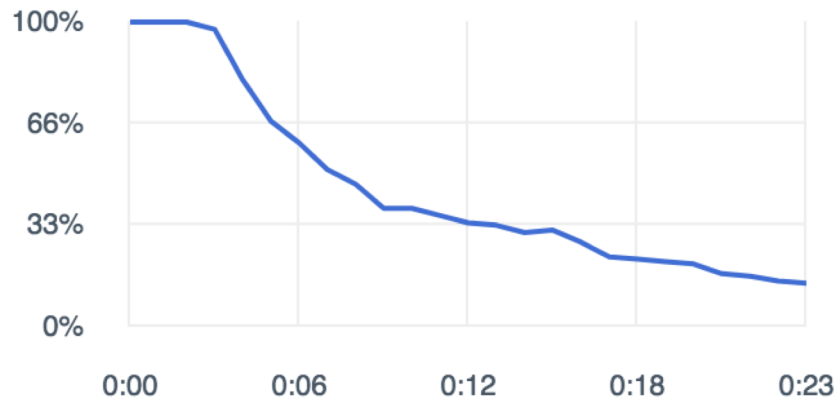


← Közönség megtartása ▾

0:23 hossz – 0:07 átlagos nézési idő



Közönség megtartása

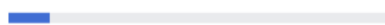


Követők



90%

Egyéb



11%

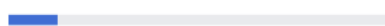


Automatikus lejátsz...



87%

Lejátszás kattintásra



13%



← Legjellemzőbb közönség ▾

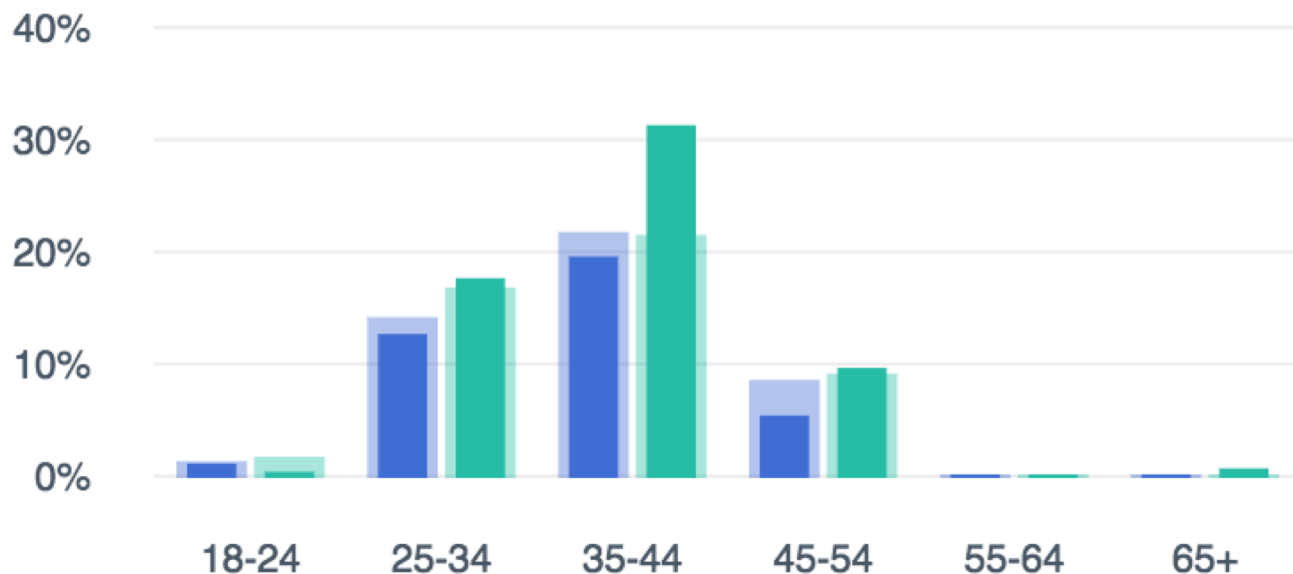
Nők, 35-44

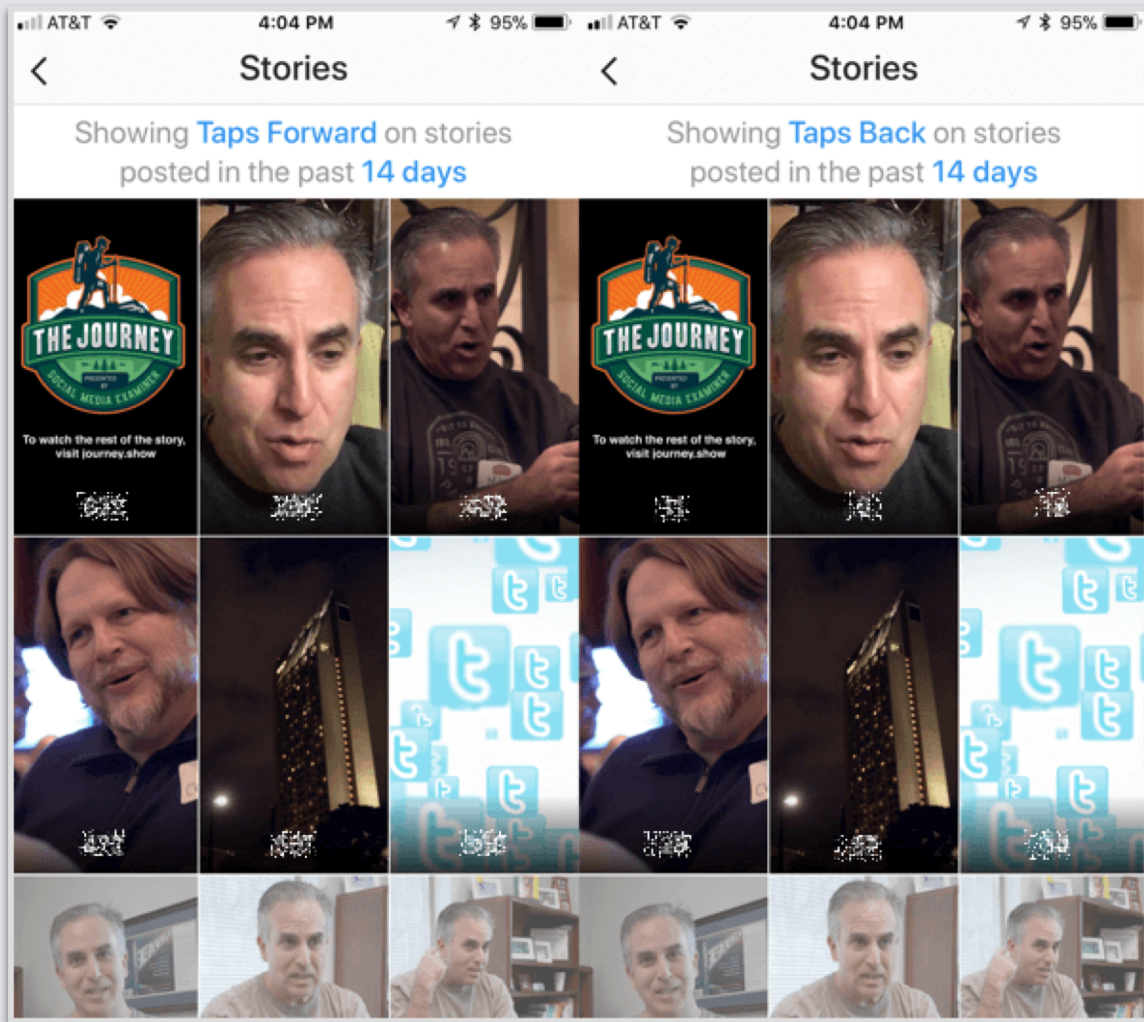
május 21. - augusztus 8.

31 Megtekintett percek

39% Férfiak

61% Nők







Bonus KPI: Clicks on Links for Traffic

There's one KPI that currently isn't tracked using Instagram Insights. However, I have tips for where you can find this metric to measure its performance.

Users can't convert directly on Instagram. Outside of **shoppable posts**, another option is to **use links to drive viewers to your site** where you can convert them. For most account holders, the only space to **place links on Instagram** is in your bio. However, if your account has over 10,000 followers, you can **add URLs to your stories**, too.

Users watching your story will then be able to tap the See More CTA at the bottom of your media and get redirected to your special offer, an article, a website, or whatever you choose to promote.

To illustrate, here's how @gretatravels uses multiple story features to draw attention to the link and encourage people to swipe up:



Where Can You See This Metric?

For the moment, you can find this metric only in good old Google Analytics. **Start by using UTM**s to differentiate the URLs you promote on Instagram.

Then in Google Analytics, **go to Acquisition > Social > Network Referrals** to see all of the traffic coming to you from Instagram. Then **click Instagram to see the traffic from unique URLs**.

| Shared URL | Sessions | Pageviews | Avg. Session Duration |
|------------|----------|-----------|-----------------------|
| 1. [URL] | [Icon] | [Icon] | 00:01:27 |
| 2. [URL] | [Icon] | [Icon] | 00:00:00 |
| 3. [URL] | [Icon] | [Icon] | 00:00:47 |
| 4. [URL] | [Icon] | [Icon] | 00:00:22 |
| 5. [URL] | [Icon] | [Icon] | 00:01:35 |
| 6. [URL] | [Icon] | [Icon] | 00:00:13 |
| 7. [URL] | [Icon] | [Icon] | 00:05:46 |
| 8. [URL] | [Icon] | [Icon] | 00:04:06 |

What Can You Do With This Metric?

Use this metric to accurately **assess how well the links and stories you're combining are driving traffic to a channel off of Instagram**.

Begin by composing a sequence of media to create a narrative in your story. It's easy to do that on Instagram now with all the GIFs, fonts, arrow lines, and emojis available. These elements allow you to reuse the same media, but turn them into an interactive storyline.

If your story generates a healthy number of clicks but session duration (which the red arrow is pointing to in the image above) or conversions are low, that may be a cue that the landing page of your offer is misaligned with your story message. **Evaluate the presentation of the landing page and make any tweaks you think might boost sales or time on page.**





How to Measure the Success of Your IGTV Videos

IGTV comes included with analytics out of the box, which is really helpful for anyone wanting to use data to produce better videos.

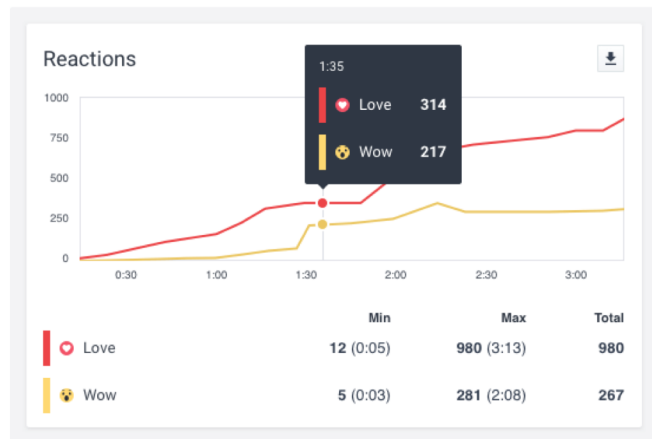
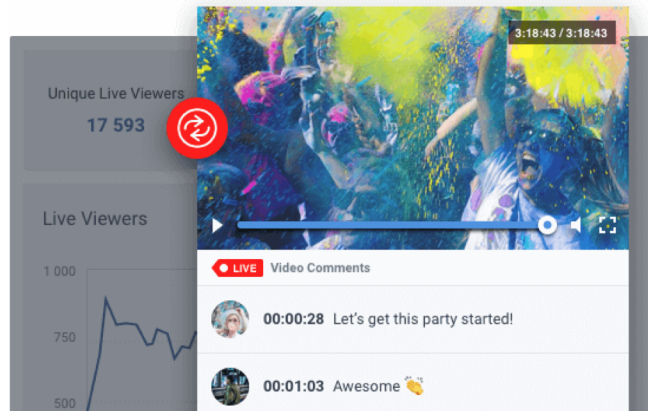
Here are the metrics they provide:

- **Views:** The number of views of a post or account (view = 3seconds)
- **Engagements:** Likes +Comments
- **Audience retention:** The percentage of all views who completed your IGTV video
- **Audience Retention graph:** The percentage of views of your video at each moment, expressed as a percentage of all views. The drop-off graph makes it really easy to see at what point people are swiping off of your video. If they're dropping off quickly maybe your content isn't grabbing their attention and you need to switch it up, or bring in some more exciting elements earlier on.
- **Engagement Rate:** For [Delmondo customers](#), you can now measure the engagement rate on your IGTV videos.



Compare your Facebook Live videos against competitors

Playback videos for the Facebook Pages you choose to monitor. Know that you will **never miss a key Live stream** from your competitor, and see how their audience interacts with their Live content from the start to the end of the broadcast. Even after the Live event is over, have this data available to analyze.



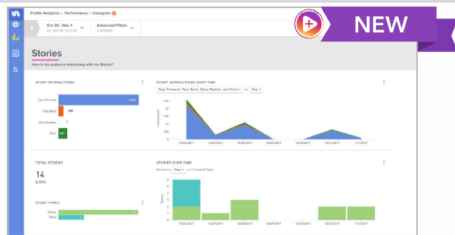
Know what defines an engaging Facebook Live video

Gain **insights on audience engagement** of **your and your competitor's Live videos**. See how views and interactions evolve **second-by-second**. Improve your future Live broadcast by knowing exactly which moments get the audience's attention.



The Latest Instagram Insights

- Measure the impact of your content on brand awareness with Instagram reach and impressions, for both posts and Instagram Stories.
- Drive more engagement through Instagram posts and Instagram Stories by analyzing which media and messages yield the most engagement, including post saves, story replies, taps forward, taps back, and exits.
- Keep tabs on brand health by measuring daily and total audience growth.



DELMONDO

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Cross-Channel Social Video and Post Analytics

- Centralize your social data from all your owned and operated channels, partners, advertisers, or creators in one platform.
- Easily measure growth of viewership and engagement with detailed post-level insights like watch time, video views, engagements, impressions and more.
- Filter by channel, content type, post text, and more on all platforms: Facebook, Instagram and Instagram Stories, Twitter, YouTube, and Snapchat.



Automate Campaign Reports

- Save time by automating reports for campaigns, video series, branded content partnerships, influencer activations and more.
- Track reach, engagement, watch time, and other audience insights and demographics to bring all your campaign insights in one place.
- Track the value of your campaign with our ROI calculator.
- Share PDF or Excel reports with clients, or let them log in to view results directly.



Features

Pricing

Blog

Advanced unique metrics. Deep social video insights

Cross platform social video metrics that help you make sense of your video performance

GET STARTED

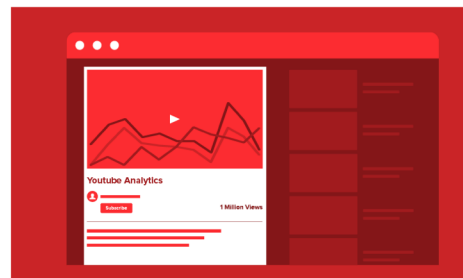
*NO CREDIT CARD REQUIRED

SOLUTIONS PLATFORM PRICING ABOUT LOG IN

How to Use YouTube Analytics to Optimize Video Performance



by Brent Barnhart



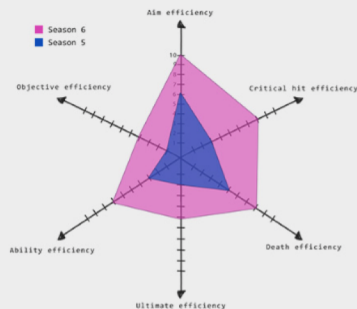


Video based game play analysis

OMNICOACH automatically analyzes your streams and detects key moments of the game. Specific moments will then be tagged and highlighted on the video for you to quickly and easily trace and understand how you played the game.

Statistics

Easy visual reference on match-to-match statistics immediately after every game you play allowing an accurate perspective on your development over time.





Köszönöm!

a.bay@mito.hu