



Picture Perfect: Measure the Power and Influence of Your Video Content

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Game Plan



- What's the big deal about videos?
- Why YouTube should be your best friend?
- Measurement best practices
- Case studies
- Q&A

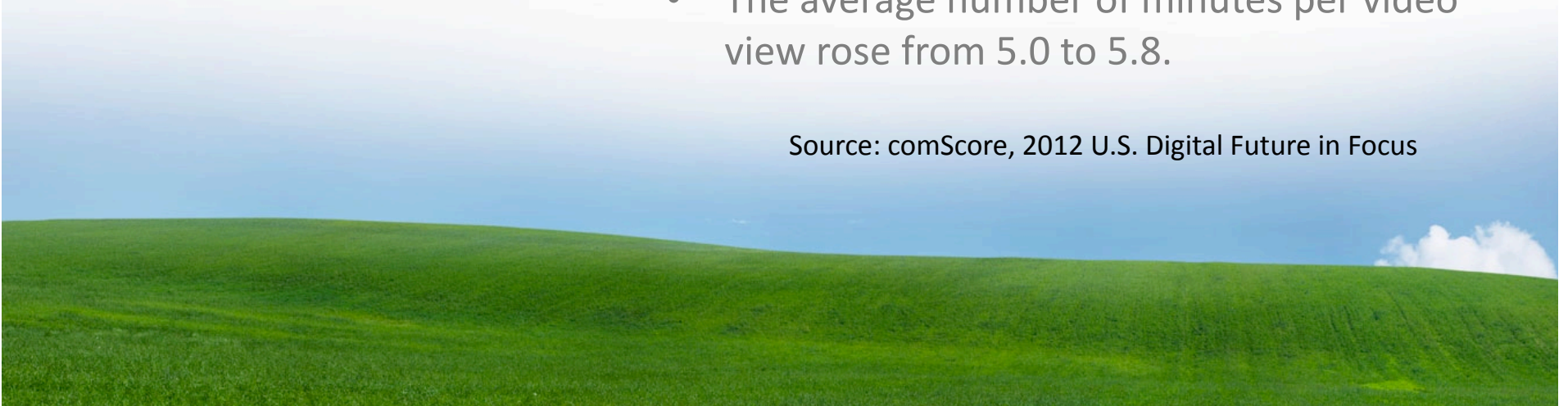


The Video Consumption Landscape



- 43% more Americans watch online video content on an average day now than a year ago (100+ million).
- The average viewer watched 239 videos in 2011 (up 37%).
- Google Sites, driven primarily by YouTube.com, ranks #1 with 21.9 billion video views.
- The average number of minutes per video view rose from 5.0 to 5.8.

Source: comScore, 2012 U.S. Digital Future in Focus



Why YouTube is a Marketer's Best Friend?



- Exceeds **800 million unique users** per month
- Over **4 billion hours of video** are watched each month on YouTube
- **72 hours of video** are uploaded to YouTube every minute
- Traffic from **mobile** devices tripled in 2011
- 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute
- 100 million people take a social action on YouTube (likes, shares, comments, etc.) every week

Source: 2011 YouTube Press Statistics

8 Key Metrics for Videos



1. Total views
2. Unique visitors
3. Target impressions
4. Average view time
5. Engagement rate (comments and shares on Facebook and Twitter)
6. Referral traffic
7. Brand lift
8. Sales impact



Video Measurement Tools



FREE: **YouTube Insights**

Anyone with a YouTube account can view

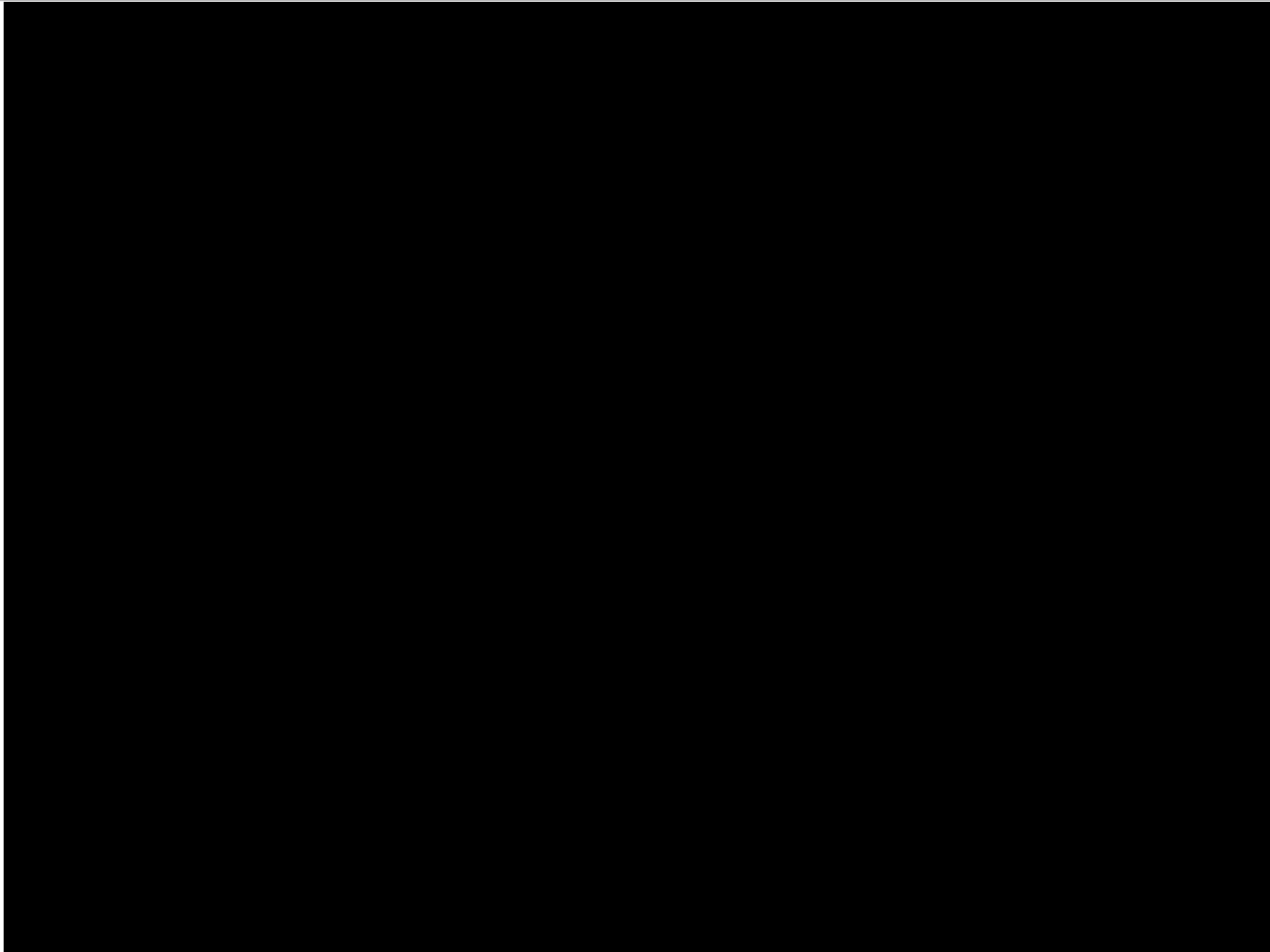
- Views & Popularity – where your video views are coming from
- Discovery – how people discovered your video
- Demographics – age and gender of your audience
- Audience Attention – which parts of your video are “hot”
- Community Engagement – how many times viewers rate, favorite or comment on your video



SUBSCRIPTION-BASED: **Visible Measures**

- Robust
- More holistic measure of paid, owned and earned media

Case Study: Go Granny Video Campaign



Media Coverage



Los Angeles Times



NEW YORK

WASHINGTON
BUSINESS JOURNAL



| Blog Title | UMVs |
|-----------------------------|------|
| Examiner | 8M |
| LA Times | 3.4M |
| NY Mag | 2.5M |
| Washington Business Journal | 1.5M |
| UPI | 990K |
| Media Bistro | 490K |
| Business Exchange | 420K |
| Richmond Times | 360K |
| AdAge | 280K |
| Search Engine Land | 250K |

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Go Granny Steals the Superbowl



- More than 500% increase in .CO sales
- More than 72 million impressions throughout the year
- 97% positive sentiment on YouTube
- Mashable ranked Go Granny as Top Seven Twitter Marketing Campaigns to Learn From



Additional Resources



- 2012 U.S. Digital Future in Focus:
http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/2012_US_Digital_Future_in_Focus
- YouTube Press Statistics: http://www.youtube.com/t/press_statistics
- eMarketer:
<http://www.emarketer.com/Article.aspx?R=1009195&ecid=a6506033675d47f881651943c21c5ed4>
- Video and Inbound Marketing:
<http://www.slideshare.net/HubSpot/video-inbound-marketing-three-hubspot-case-studies>

Contact



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