

Measure the power & influence of video content

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[Facebook.com/uscoastguard](https://www.facebook.com/uscoastguard)

[YouTube.com/uscgimagery](https://www.youtube.com/uscgimagery)

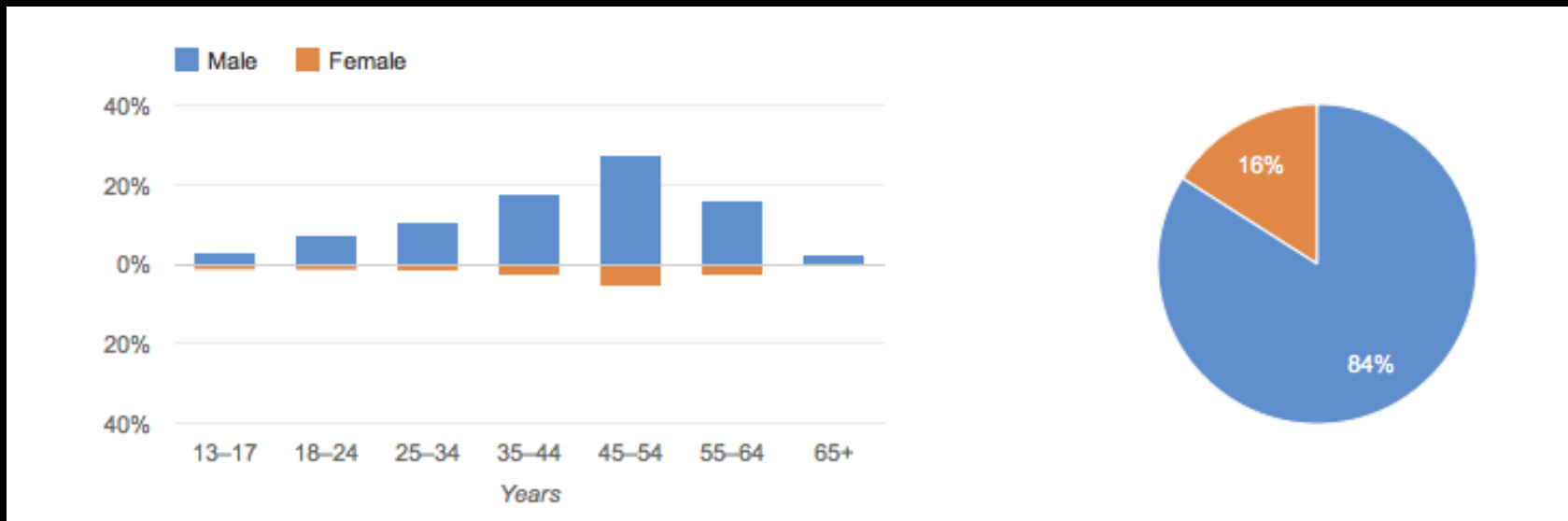
[Flickr.com/coast_guard](https://www.flickr.com/coast_guard)

Who's watching?

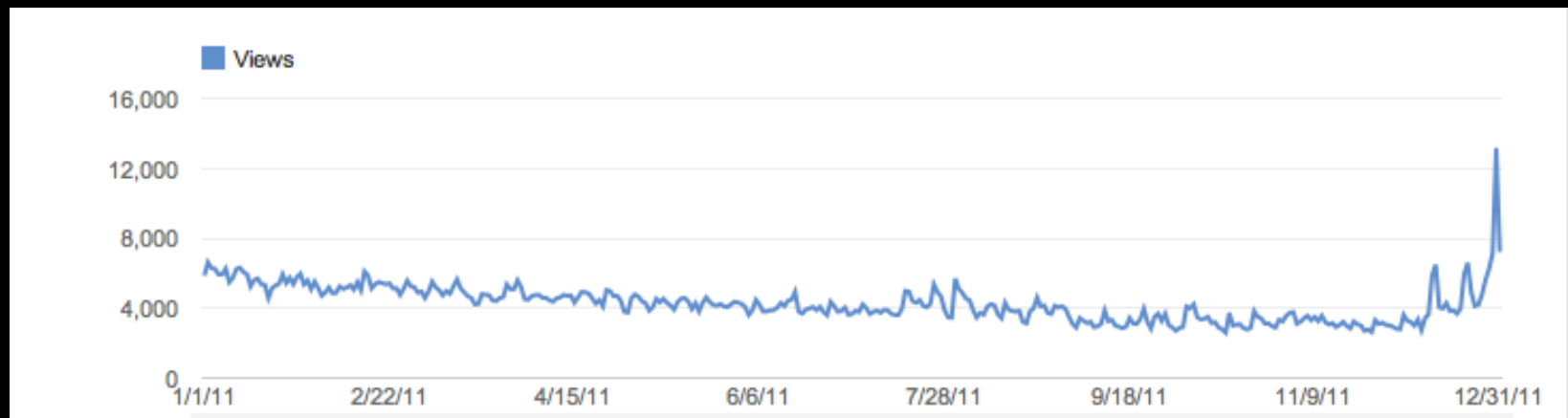
- Audience

- Taxpayer
- Recruiting
- Families

- Workforce
- Veterans

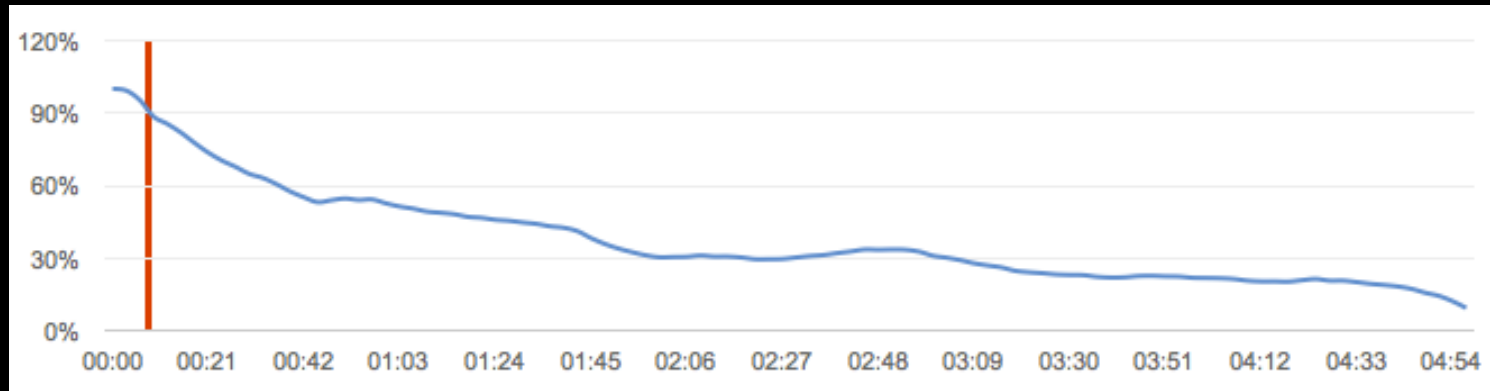


What are they watching?



For how long?

What does 40,000 lbs of cocaine look like?



Surf's up!



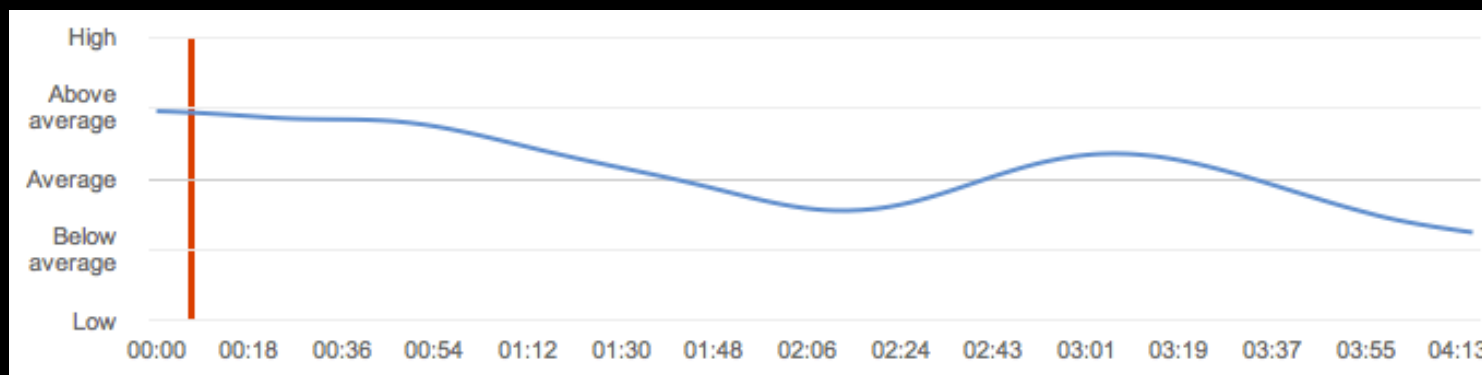


For how long?

Absolute

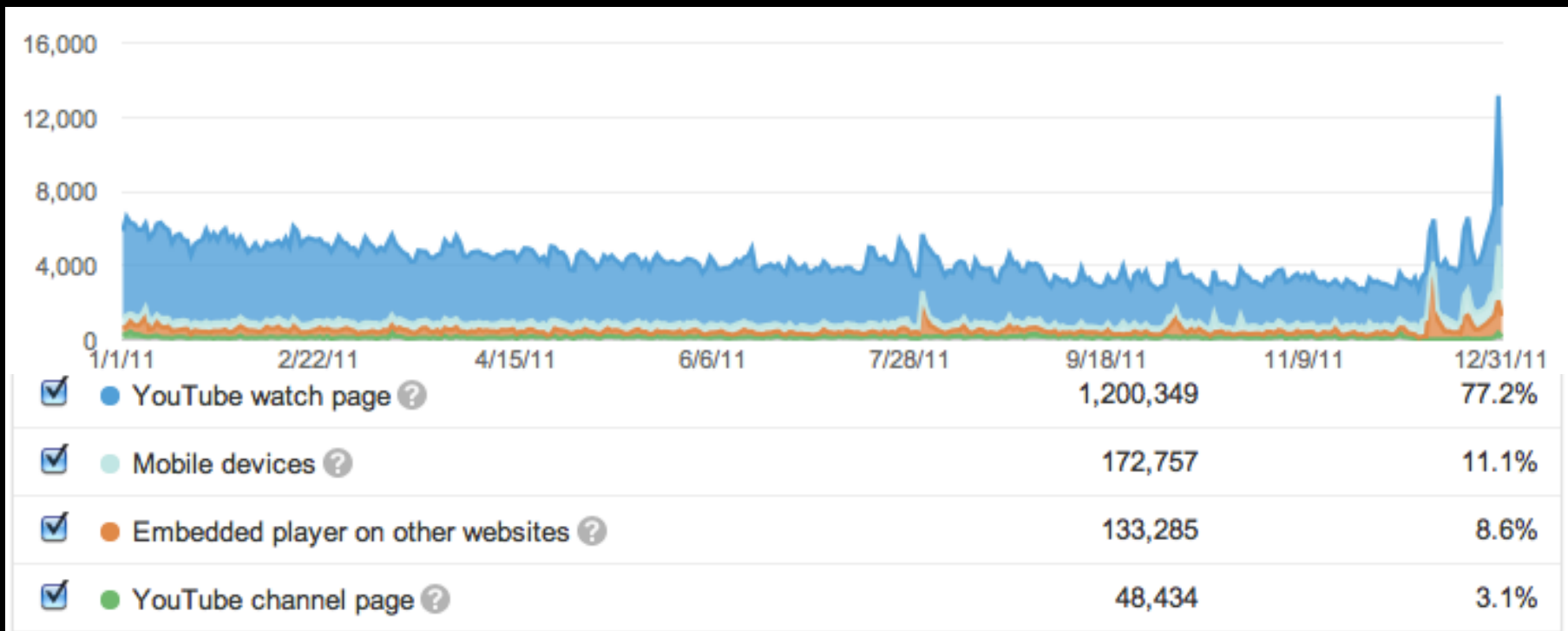


Relative



How are people watching?

- YouTube watch page
- Mobile - Sound-bite culture



What did I just hear?

- Don't use your channel as a repository for videos.
- Views are an obvious analytic to track but can be deceiving.
- Use relative retention to track how your video compares to all videos.
- Don't get stuck on mobile.



0:00 / 1:11

⏪ 🔊 0:00 / 1:11 ⏩ ⚙️ 🔌 📺 🖥️ 📱

This block contains the video player's control interface. On the left, there is a play button icon followed by a speaker icon and the text "0:00 / 1:11". On the right, there is a settings gear icon, a mute icon, a full screen icon, a desktop view icon, and a mobile view icon.