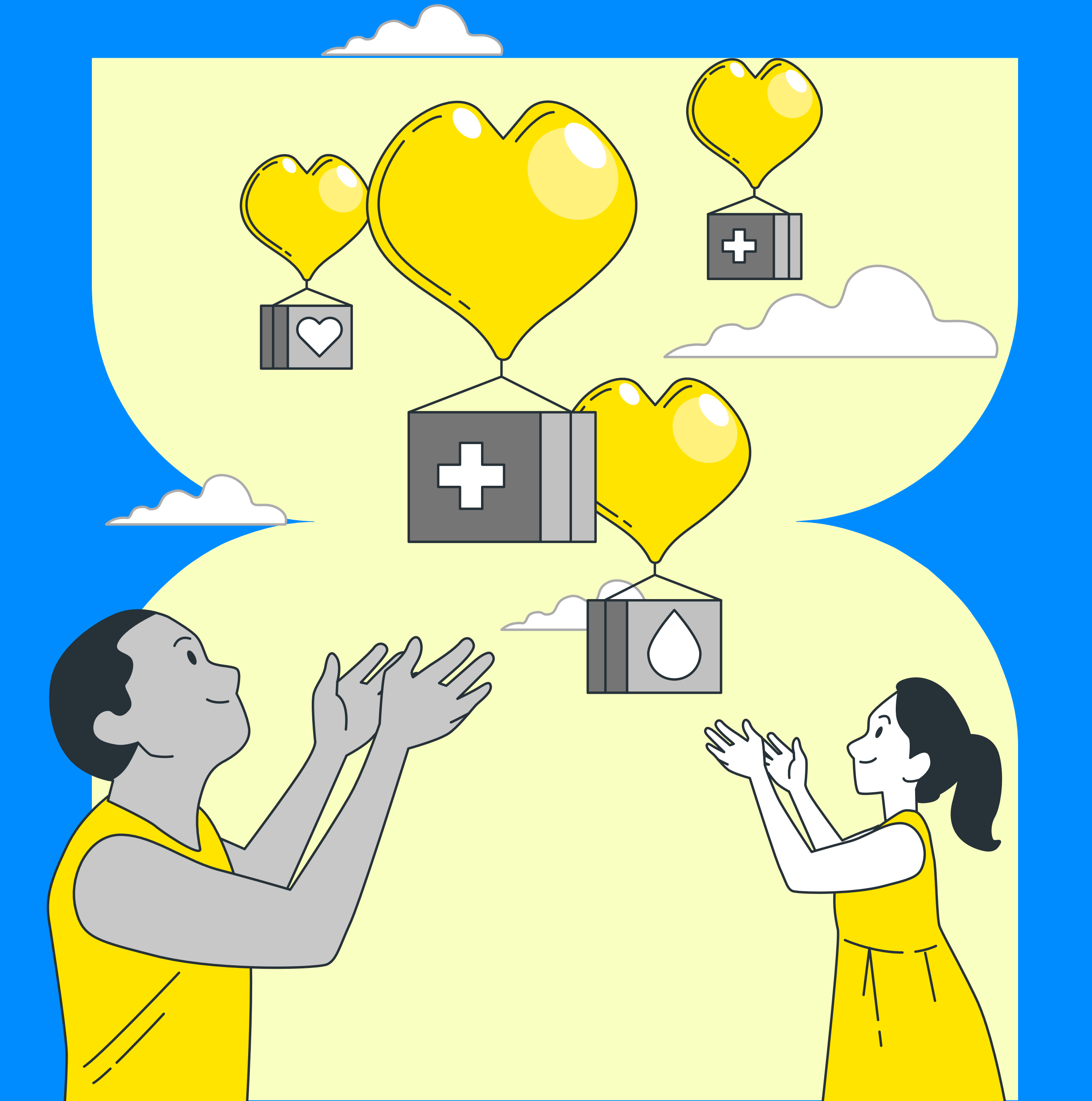


CASE STUDY

# How Strategic Backlog Optimization Revived a Healthcare Brand's YouTube Channel



# Introduction

When an established healthcare brand (name withheld due to NDA) saw its YouTube channel growth stall at around 10–20K views per video, they knew it was time for a strategic overhaul. Over the course of a one-year engagement—where results became visible from the second month onward

**We transformed their stagnant channel into a thriving hub, achieving tens of thousands of new views on both fresh and previously “dead” content.**



## Client Overview

### Industry

Healthcare (specific brand under NDA)

### Mission

Provide evidence-based wellness and healthcare products to a global audience

### Key Differentiator

Known for expert-led advice and a wide catalog of evergreen educational videos

## Pre-Campaign Snapshot

### Average Views per Video

10K–20K

### Engagement & Growth

Stagnant

### Channel Status

Legacy videos (backlog) mostly under-optimized and getting <100 views per month

**Despite a robust product lineup and expert-level content, the client's YouTube channel was failing to engage new viewers or monetize effectively**



# The Main Challenge

- ❗ **Flat Growth**  
Videos struggled to exceed 20K views, limiting brand reach
- ❗ **Underutilized Backlog**  
Older evergreen videos had potential but were buried with poor optimization
- ❗ **Revenue Stagnation**  
Low channel engagement led to minimal AdSense earnings and limited product leads

Flat Growth

# Primary Goal

Dramatically lift monthly views, reignite older videos, and boost the channel's overall revenue and brand exposure.

## Service Duration

Initially 6 months, extended to over a year due to ongoing success





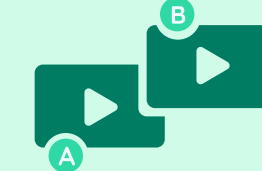
## Full YouTube Channel Management

- Title & thumbnail creation and optimization
- Video editing for clarity and engagement
- Active monitoring and real-time adjustments



## Comprehensive SEO & Backlog Revitalization

- Re-optimized high-potential evergreen videos (metadata, thumbnails, end screens, info cards).
- Developed interlinking strategies (playlists, suggested videos) to drive traffic from new to older content.



## A/B Testing & Strategic Packaging

- Ran continuous experiments on thumbnail styles to find the best click-through rates
- Tweaked video hooks and structure to retain viewers and encourage binge-watching



## Playlist & End Screen Optimization

- Developed cohesive playlists around trending health topics to increase session time
- Added relevant end screens and info cards, linking older content to new hits

## Execution Process

### Backlog Audit & Re-Optimization

- Discovered a large catalog of evergreen health videos with valuable information but lackluster packaging
- Systematically refreshed each video's thumbnail and title, adding clear problem-solving headlines and approachable visuals

### Interlinking Strategy

- Connected high-traffic new uploads to relevant older content, nudging viewers to watch multiple videos in one session
- Playlists were reorganized around specific healthcare topics, boosting average views per viewer from 1.2 to ~3.0

### Monitoring & A/B Testing

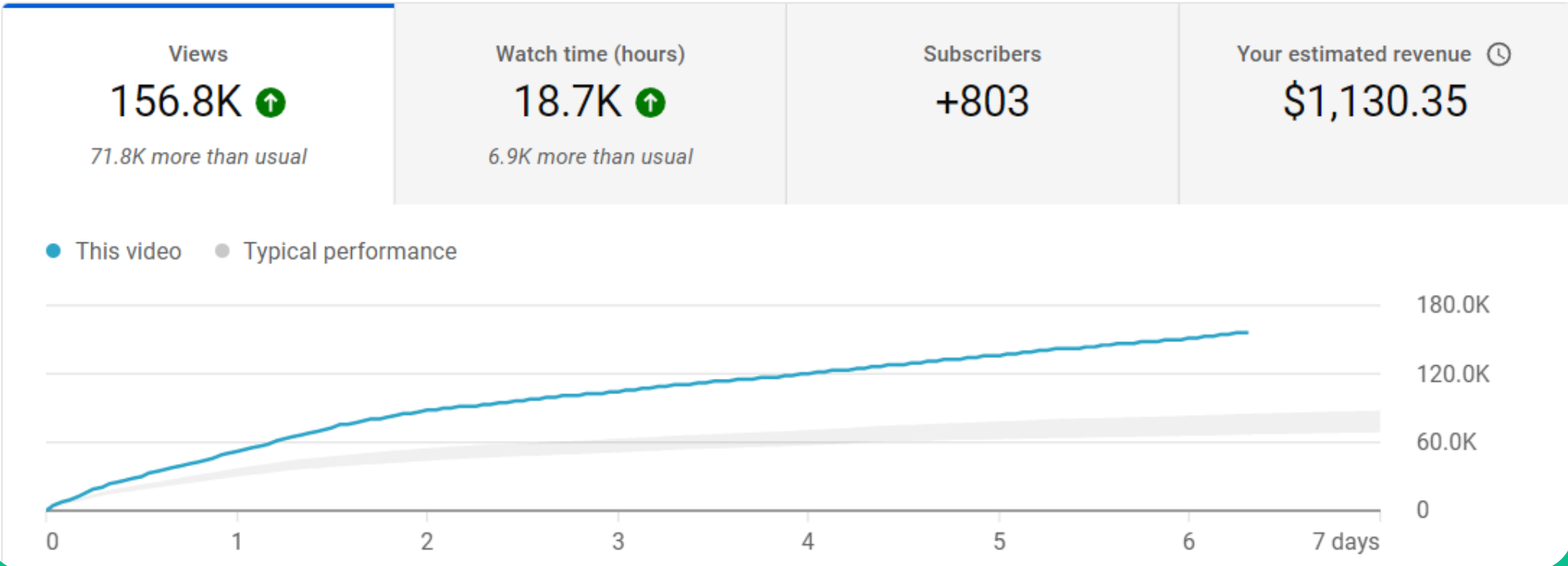
- Evaluated performance daily to spot sudden dips or peaks
- Rotated thumbnails and updated video hooks to keep content fresh

### Audience Retention & Monetization

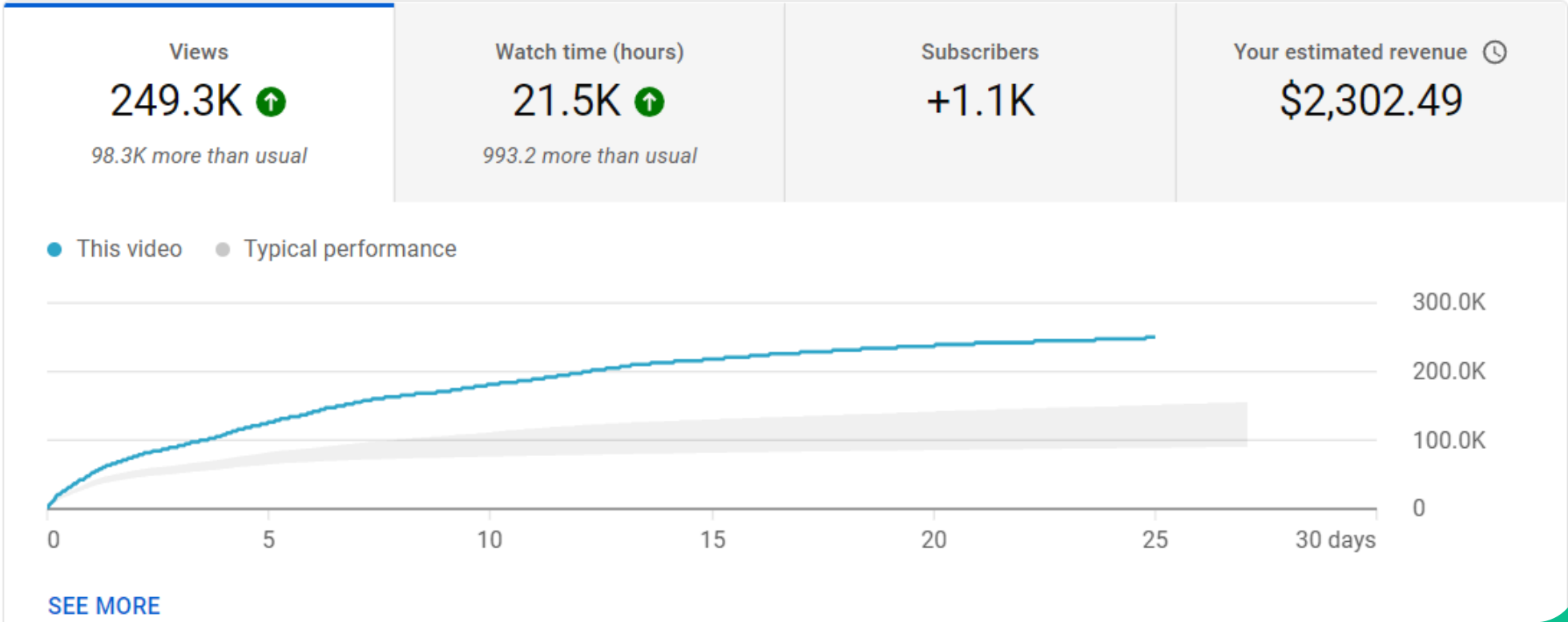
- Streamlined video intros to reduce early drop-offs
- Encouraged viewer trust and higher watch times, which ultimately led to increased ad revenue and product interest



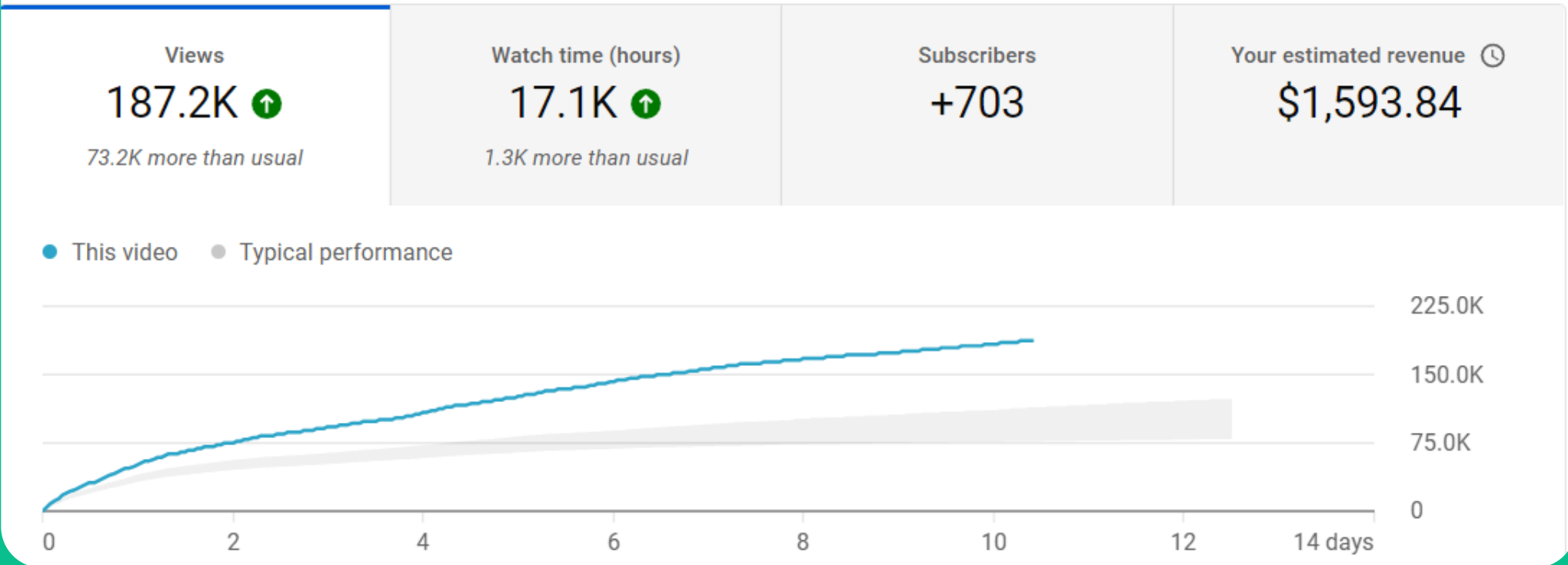
Great news! Compared to your other videos, views for this video are up 85%.



Nice! This video is appealing to a wider audience, contributing to 65% more views than usual.



Nice! This video is appealing to a wider audience, contributing to 64% more views than usual.



Previous Average Views per Video

10K–20K

New Average Views per Video

70K–80K (with many breaking 100K+)

Prior to optimization, most videos struggled to surpass 20K views

These numbers represent a drastic jump in both reach and monetization

# Key Wins & Unexpected Outcomes





## Exponential Channel Growth

Revived “dead” videos soared to hundreds of thousands of views, proving the long-tail potential of evergreen healthcare topics



## Higher Average Views per Viewer

Jumped from 1.2 videos per session to nearly 3, indicating that viewers were binge-watching playlists



## Monetization Surge

With extended watch times and more viewer conversions, AdSense revenue and potential product leads increased significantly



## Brand & Lead Generation Lift

Although not formally tracked, the client reported a notable uptick in inquiries for their supplements and wellness products—likely influenced by the channel’s newfound visibility

# 10–20K → 100K

By identifying underutilized evergreen videos and systematically re-optimizing them—while simultaneously crafting new, high-performing content—this healthcare brand’s YouTube channel experienced a remarkable turnaround.

From average views of 10–20K to regularly surpassing 100K, the channel quickly became a key revenue driver and brand-building platform

# Lessons & Next Steps

- 1 **Never Underestimate Backlog Content:** Even “dead” videos can explode with the right SEO, packaging, and strategic interlinking
- 2 **Optimize for Binge-Watching:** Curating playlists around popular subtopics encourages viewers to keep watching
- 3 **Iterate Quickly & Consistently:** A/B testing thumbnails and hooks should be an ongoing process, not a one-time event

## About Born21 Media

Given the success of this program, the client continued working with us long-term to optimize even more of their video content. As new product lines and marketing campaigns roll out, we’re on standby to replicate—and amplify—these proven tactics.

# Conclusion

By identifying underutilized evergreen videos and systematically re-optimizing them—while simultaneously crafting new, high-performing content—this healthcare brand's YouTube channel experienced a remarkable turnaround

**10—20K → 100K**

the channel quickly became a key revenue driver and brand-building platform



**BORN TWENTY ONE**