YouTube Campaign Designer Dashboard

This Product Enables Marketers To Identify The Top Performing Youtube Channels To Collaborate With For Brand Marketing

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Stages

Outline of Situation

User

Marketer trying to run successful marketing campaigns with top UK Youtube Content Creators

Challenges

Struggled to find the right useful info for her needs:
- On the internet
- From 3rd party providers
- From the BI reporting Team

I need a new way…

Solution

Wishes she could have a simple dashboard that displays the top UK youtubers by:
- Subscribers
- Video Uploads
- Views

Product Requirements Document

Objective

Enable marketers to discover top performing Youtube Content Creators in the UK to leverage targeted marketing collaborations throughout 2024.

Problem Statement

- VP of Marketing is struggling to identify the top Youtube Channels in the UK to run marketing campaigns with
- They search online but do not make any progress due to a slew of insights they are unable to interpret
- They have tried to use 3rd party agencies but they are very costly and do not provide worthy results
- Business Intelligence team do not have the time and resources to help internally

Stakeholders

Target Audience

- Primary - VP of Marketing
- Secondary - Brand Marketing Team (Youtube Campaign Managers)

Alliance and Executive Stakeholders

- Business Analytics Team
- Senior Product Leaders (Lateral Ecosystem)
- Director of Product
- Director of Marketing

Build Teams Involved

- UI
- UX
- Engineering

Use Cases

1. Identify top performing Youtube Content Creators by Channel to Collab on Campaign

   ### User Story

   As the VP of Marketing
   I want to identify the top performing Youtube Content Creators in the UK based on Subscriber count, videos uploaded and views accumulated
   So that I can decide which channels to collaborate on marketing campaigns with

Acceptance Criteria

Interface Should:
- List the top Youtube channels by subscribers, videos, and views
- Display key metrics (Channel Name, Subscriber count, Videos, Views, Engagement Ratios)
- User friendly and simple filtering/sorting
- Utilize most recent data

2. Analyze the potential for marketing campaigns with identified Channels

User Story

As the VP of Marketing
I want to analyze potential for successful campaigns with the top Channels I identify
So that I can maximize the ROI of my campaigns

Acceptance Criteria

Solution Should:
- Recommend channels best suited for different campaign types (Product Placement, Sponsored Video Series, Influence Marketing)
- Consider Reach, Engagement, and Potential Revenue based on estimated conversion rates
- Clearly explain recommendations with data-driven justification

Success Criteria

VP of Marketing is now able to:
- Easily identify top performing channels based on the key metrics above
- Assess the potential for successful campaign implementation based on reach, engagement, and potential revenue
- Make informed decisions on the ideal collaborations to advance with based on recommendations

With the resultant objective of ROI boost in products and brand overall

Information Needed

VP of Marketing needs the top Youtube channels in the UK region, and the key metrics to use for this identification are:
- Subscriber Count
- Videos Uploaded
- Views
- Average Views
- Subscriber Engagement Ratio
- Views Per Subscriber

Data Needed

The dataset to produce the above information should include:
- Channel Name (String)
- Total Subscribers (Integer)
- Total Number of Videos Uploaded (Integer)
- Total Views (Integer)

Inspecting only the top 100 channels for simplicity

Data Quality Checks

Guardrails in place to confirm the dataset contains the data required without issues:
- Row Count Check
- Column Count Check
- Data Type Check
- Duplicate Check

Additional Requirements

- Document the solutions and include data sources, transformation processes and walk through on analysis conclusions
- Make Source code and Docs available on Repo
- Ensure solution is replicable and maintainable to support future updates