

Model Performance Metrics

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PROJECT NAME	YOUTUBE AD CAMPAIGN

Evaluating the Model performance of a YouTube ad campaign:

1. View Count: The total number of times your ad has been viewed. This metric gives you an idea of the reach of your ad campaign.
2. Click-Through Rate (CTR): The percentage of viewers who clicked on your ad after seeing it. A higher CTR indicates that your ad is engaging and relevant to the audience.
3. Conversion Rate: The percentage of viewers who took the desired action after clicking on the ad. This action could be signing up, making a purchase, or any other goal you've set for the campaign.
4. Cost Per Click (CPC): The average cost for each click on your ad. This metric is essential for understanding the efficiency of your ad spend.
5. Cost Per Conversion: The average cost for each desired action taken as a result of the ad. This metric helps you evaluate the cost-effectiveness of your campaign in terms of meeting your goals.
6. View-Through Rate (VTR): The percentage of viewers who didn't click on the ad but saw it and later took the desired action. This is particularly relevant for video campaigns and brand awareness.

7. **Average View Duration:** The average time viewers spent watching your video ad. This can help you understand how engaging your content is.
8. **Impression Share:** The percentage of times your ad was shown compared to the total number of times it could have been shown. A high impression share indicates that your ad is being well-distributed.
9. **Ad Position:** The placement of your ad on the YouTube page, such as in-stream (before, during, or after a video) or in-display (as a suggested video). Different ad positions may have different performance characteristics.
10. **Engagement Metrics:** Consider metrics like likes, comments, shares, and social actions related to your ad. These can indicate how well your ad is resonating with the audience.
11. **Audience Demographics:** Analyze the demographics and interests of the viewers to ensure your ad is reaching your target audience.
12. **Ad Skip Rate:** For skippable video ads, track the percentage of viewers who skip your ad. A lower skip rate indicates better engagement.
13. **Return on Ad Spend (ROAS):** This metric calculates the revenue generated for every dollar spent on advertising. It's especially important for e-commerce and direct response campaigns.
14. **Quality Score:** YouTube may provide a quality score that rates the expected performance of your ad based on relevance, expected click-through rate, and landing page experience.
15. **Video Completion Rate (VCR):** For video ads, measure the percentage of viewers who watched the entire video. This can help gauge the effectiveness of your storytelling.

16. Brand Lift Metrics: YouTube offers tools to measure brand awareness, consideration, and other brand-related metrics to assess the impact of your ad on brand perception.