

Youtube Analytics Case Study

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Resonation & Loyalty

Current Performance Snapshot

Total views increased 1.5% between the 2021 and the 2022 seasons.

Impressions showed an increase of 26.1%
Net Subscribers gained +16.3%

With an increase in impressions, we are able to draw in more unique viewers to grow the amount of individuals watching our content.

Views
^^^
1.5%

Impressions
+26%

13 Videos Seasonally

Jan - April

SHORTS

Sneak Peeks for the upcoming season!

Behind the Scenes

Youtube Algorithm

Notifications 150% Increase Views
Direct or Unknown Key for Traffic ✓

Suggested Videos ∨ **10% Views**
SEO Optimization required

Considerations: This analysis was done without access to individual video analysis and the information was taken within the seasonal timeline without the knowledge of outside of season analysis. Missing information regarding demographics views & Subscriptions through each impression measure.

Traffic Source Engagement

Browse Features: -

88.5% Increase in Impressions,
27.1% Views Increase

🔍 **Youtube Search; - 18.3 % Increase Views**

Average Views Per Viewer: Increased by +8.49%,
showing that viewers are consuming more content per visit.

Continuous Videos == More Engagement
Exponential Increase in Viewership and also Traffic