

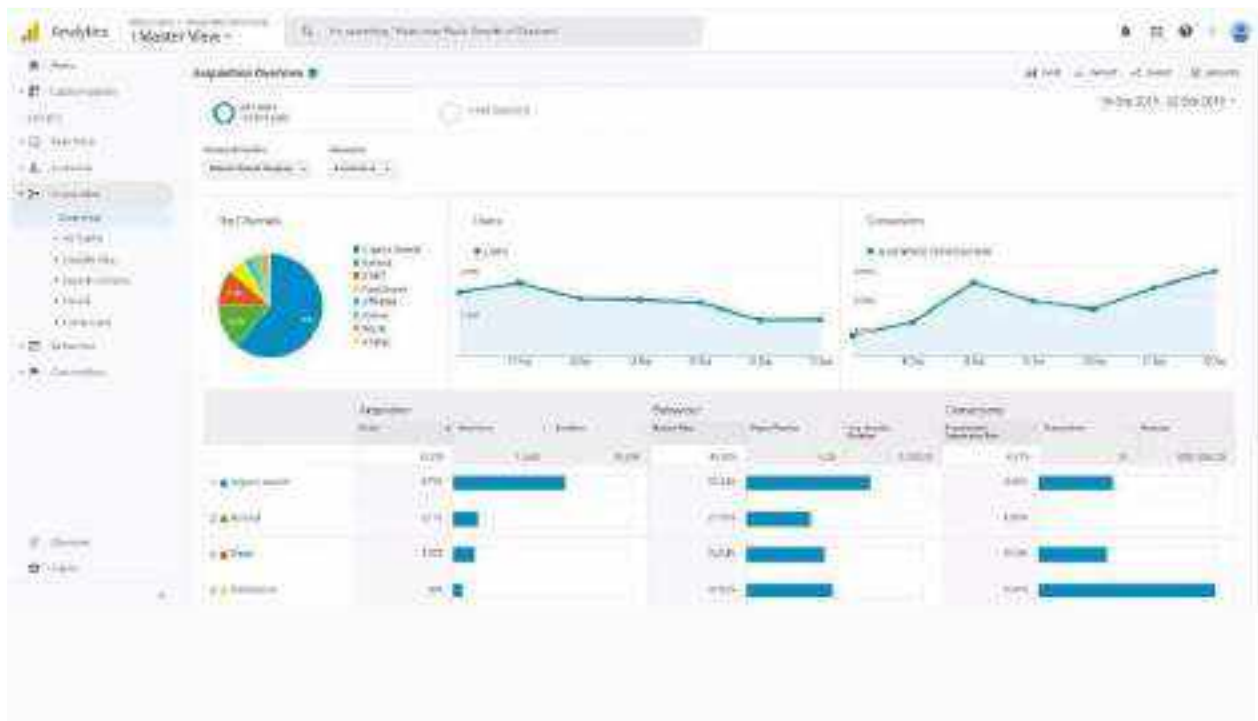
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## 1 Google Business Analytics

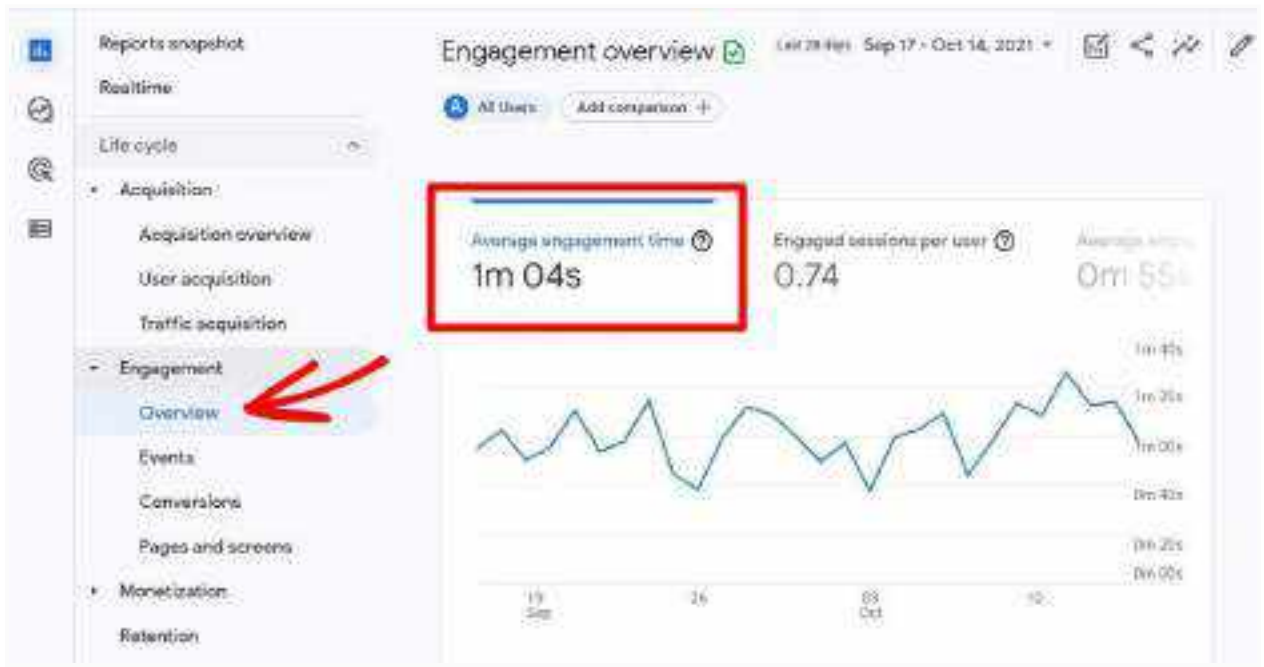
Google Analytics is a tool that collects, analyzes and sorts data from a business' website. With this information, companies can make deliberate and beneficial choices about advertising, marketing, web design, content creation and more. With Google Analytics, a vast array of features makes it simple to understand how your current (or prospective) clients are interacting with your site, with things like:

- Predictive capabilities
- Insights about changes in data or new trends
- Real-time reports: engagement, acquisition, etc.
- ROI tracking across all channels
- Google Ad integration

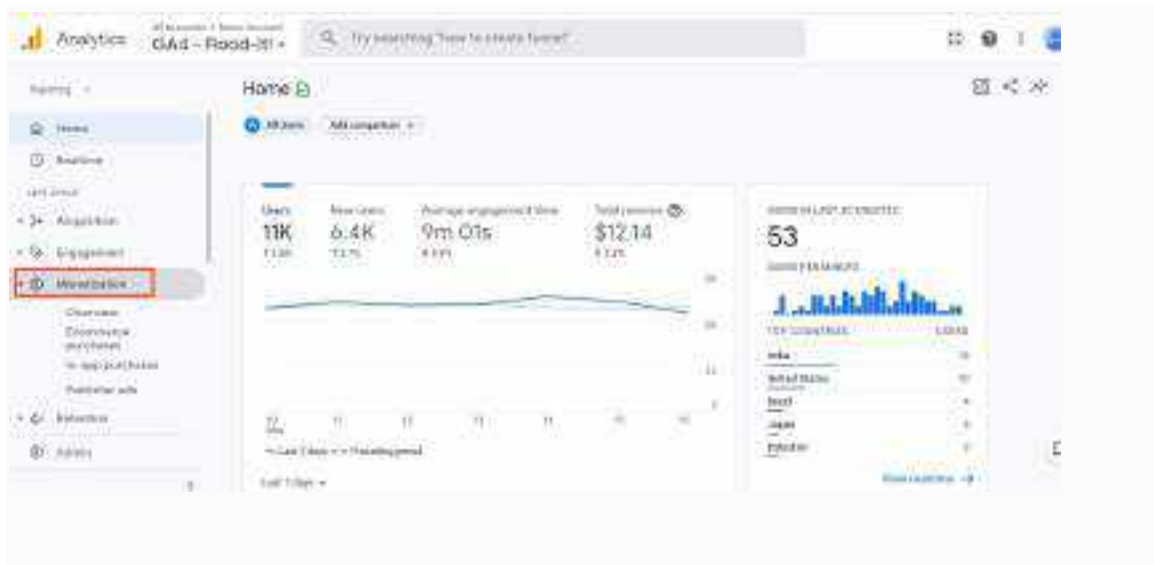
1. **Acquisition :** The Acquisition section tells you where your visitors originated from, such as search engines, social networks or website referrals. This is a key section when determining which online marketing tactics are bringing the most visitors to your website.



2. **Engagement :** The engagement rate is a metric that measures the percentage of your visitors who interacted with a piece of content, like clicking on it. Engagement rates increase when your visitors engage well with your content. If you're looking to measure your user experience on your website, engagement rate is a powerful metric.



3. **Monetization :** The monetization report is one of the most useful features Google Analytics 4 has to offer. Here you can see details about e-commerce, subscription, and ad revenue. This report lets you quickly see how much money you're generating, and you can track each revenue source with ease.



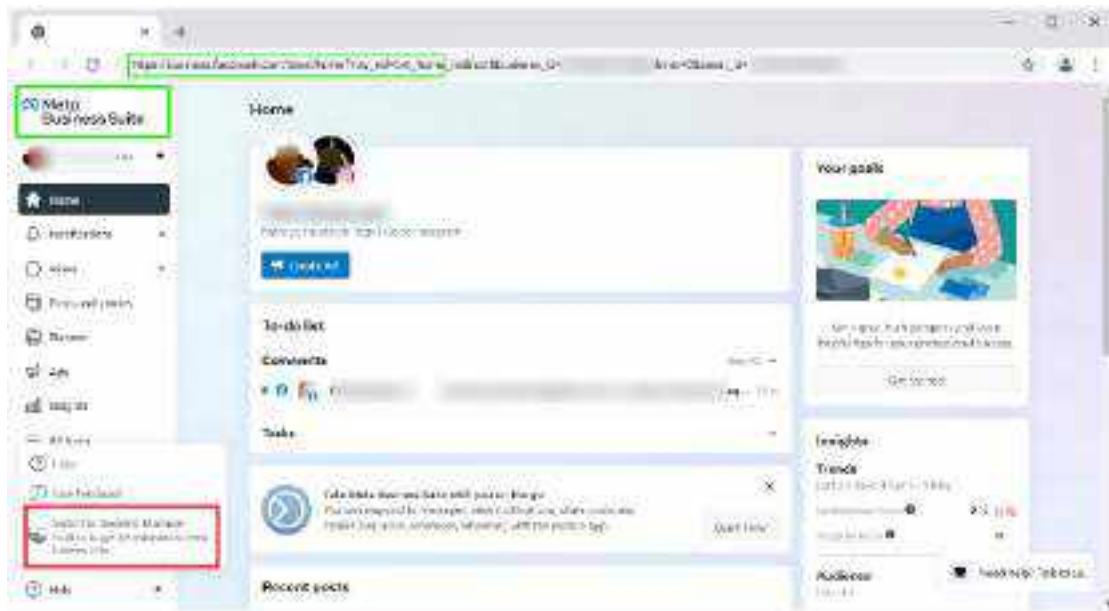
## 2. Facebook Business Analytics

Meta Business Suite lets small businesses and creators manage all of their connected accounts across Facebook and Instagram in one place. It offers a variety of tools that makes it easier to manage your online presence for free. Meta Business Suite can help you reach more people and stay up to date while you manage your online presence in one place.

- View your business at a glance: From your home screen, you can see an overview of your Facebook Page and Instagram account. You'll see updates, recent posts and ads, and insights. You can also create a post or promote your business from here.
- View activity: You'll see new notifications for your Facebook Page and Instagram account.
- Use Inbox: You can read new messages and comments from your Facebook Page, Messenger and Instagram accounts. You can also create automated responses to help save time when responding to questions people commonly ask.
- Create posts and stories: You can publish or schedule new posts and stories for your Facebook Page and Instagram account.
- Access Commerce Manager: If your Meta business account has a commerce account, you'll be able to access it from Meta Business Suite desktop. You can also create a new commerce account for your business if you don't have one.
- Create ads: You can create new ads and place them on Facebook and Instagram, boost your posts and promote your Page.
- View insights: You can see details about your business's performance, such as trends, activity on the content that you share and more information about your audience.
- Access tools for creators: If you're a creator, you can access tools such as the ability to go live, create more shareable content and manage your paid partnerships.
- Access more tools: On Meta Business Suite desktop, you'll find other Facebook tools and settings that you might use to manage your business presence in the

More tools section. This includes other tools, such as Ads Manager, Business settings and Page settings. You can also go to your Facebook Page from here and edit your menu bar to prioritise your favourite creator tools.

- **Manage branded content permissions:** You can add and manage account-level creator permissions for organic branded content and branded content ads.



## 2.2 Facebook Page analytics :

- **Reach:** This includes people who saw content posted on your Page as well as people who saw content posted about your Page by other social users.
- **Visits:** The number of times people visited your Facebook Page.
- **New likes:** The number of new people who liked your Facebook Page.
- **Follower growth rate:** How quickly your Page is gaining or losing followers.
- **Virality rate:** The percentage of times content from your Page was displayed as a result of reactions, comments, and shares (available in Hootsuite Analytics).

### 3. YouTube Analytics Data

To manage & keep track of such large volumes of videos and creator channels, YouTube records a lot of information/data about how viewers interact with the channel, and its videos by keeping track of metrics such as shares, likes, subscribers, playlists, etc.

Using YouTube Dashboard for YouTube Analytics Data

To use the YouTube Dashboard to analyse YouTube Analytics Data, go to the official website of YouTube Studio and log in with the Google account associated with your creator channel.

It divides the YouTube Analytics Data across three different sections:

- Views: It shows the total number of channel & videos-based views.
- Watch Time: It represents the watch time of your channel.
- Subscribers: It shows the total number of subscribers across all your channels.



YouTube Analytics real-time activities metric not only for the most recent videos but also for the entire channel bouquet.

Some other important metrics that you can track are:

- **Average View Duration:** It represents the average number of minutes a particular video was playing for a specific date range.
- **Impressions:** It represents the number of times thumbnails associated with your channel were shown to YouTube viewers.
- **Impressions CTR:** How often viewers watched a video after seeing a thumbnail associated with your channel

These are some of the metrics that you can track using the YouTube Analytics Data.

### Understanding the Viewership Funnel

YouTube Analytics viewership funnel, helps creators draw crucial insights about the process of viewership, right from the very start of serving impressions from views to watch time.



By leveraging the viewership funnel, you can improve upon your watch time and click-through rate, resulting in YouTube suggesting your video to more viewers.

## 3.2 YouTube Monetization

YouTube monetization is defined as your ability to derive income from your videos. If you're interested in qualifying for YouTube's monetization program, you need, at minimum, 1,000 subscribers to your channel and 4,000 watch hours over the past 12 months.



### Grow with YouTube

As a YouTube partner, you'll be eligible to earn money from your videos, get creator support, and more. [Learn more](#)

To get into the YouTube Partner Program, you need to meet the criteria listed below. After you submit the application, your channel will get reviewed by YouTube against our [YouTube monetization policies](#).

	1,150 subscribers 1,000 required		2,344 public watch hours 4,000 required (0)
	2-Step Verification <a href="#">Turn on now</a>		0 active Community Guidelines strikes Ineligible if you have active strikes (0)

 We'll send you an email when you're eligible to apply