

# Silvertone Analytics Course YouTube Ad Analysis

## September 10 - September 16, 2021

Impressions

34,749

Views

2,399

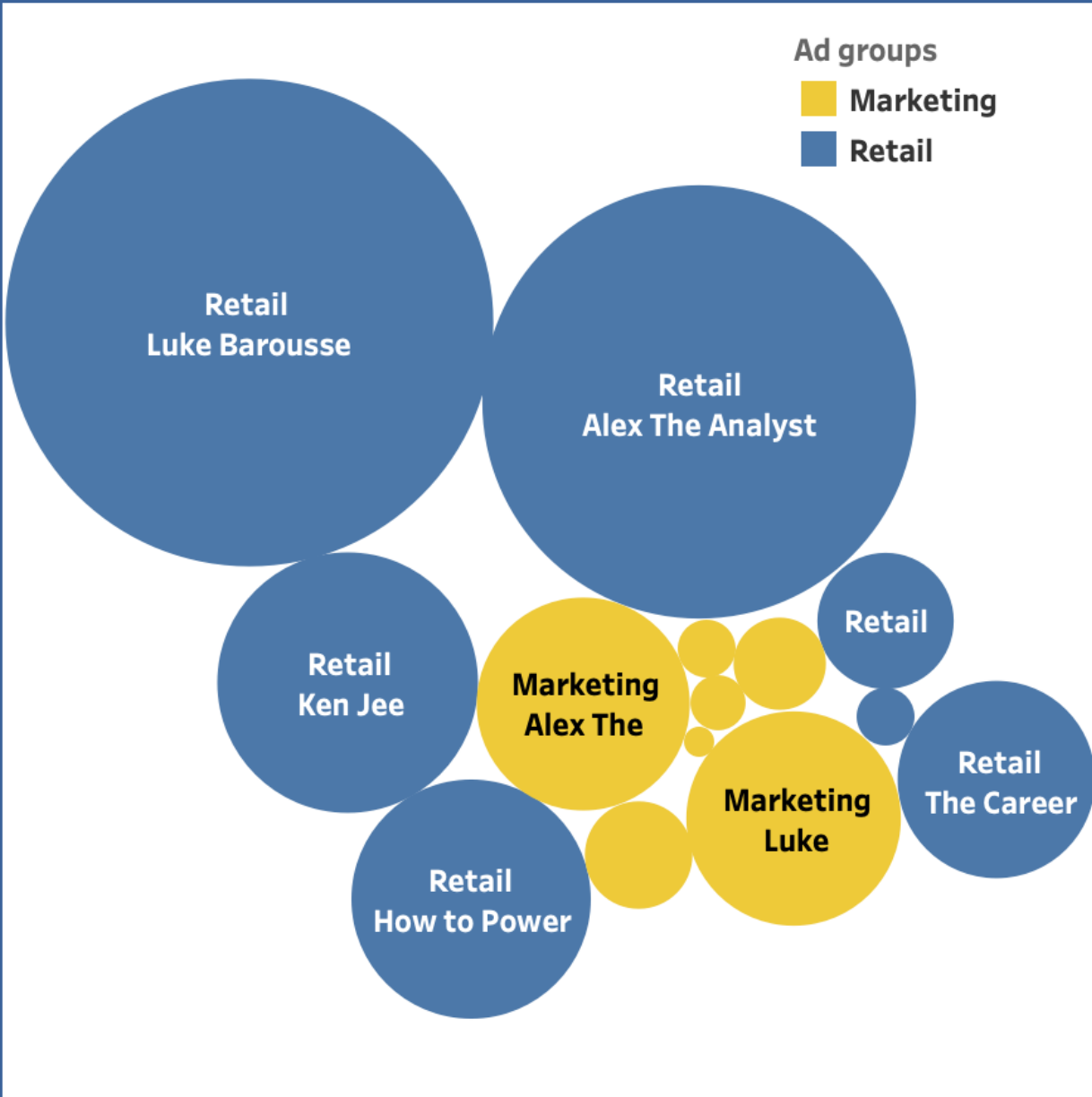
Clicks

350

Cost

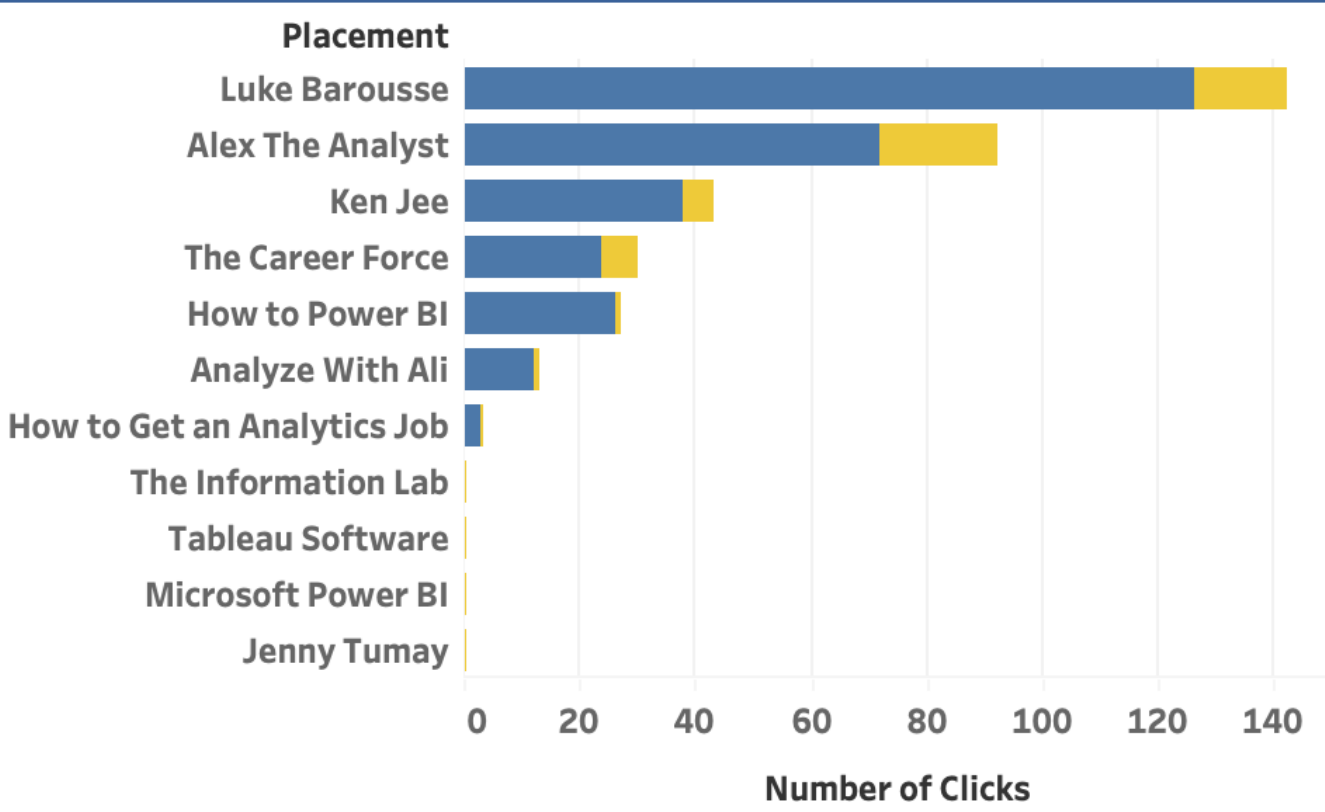
\$364.60

### YouTube Ad Views



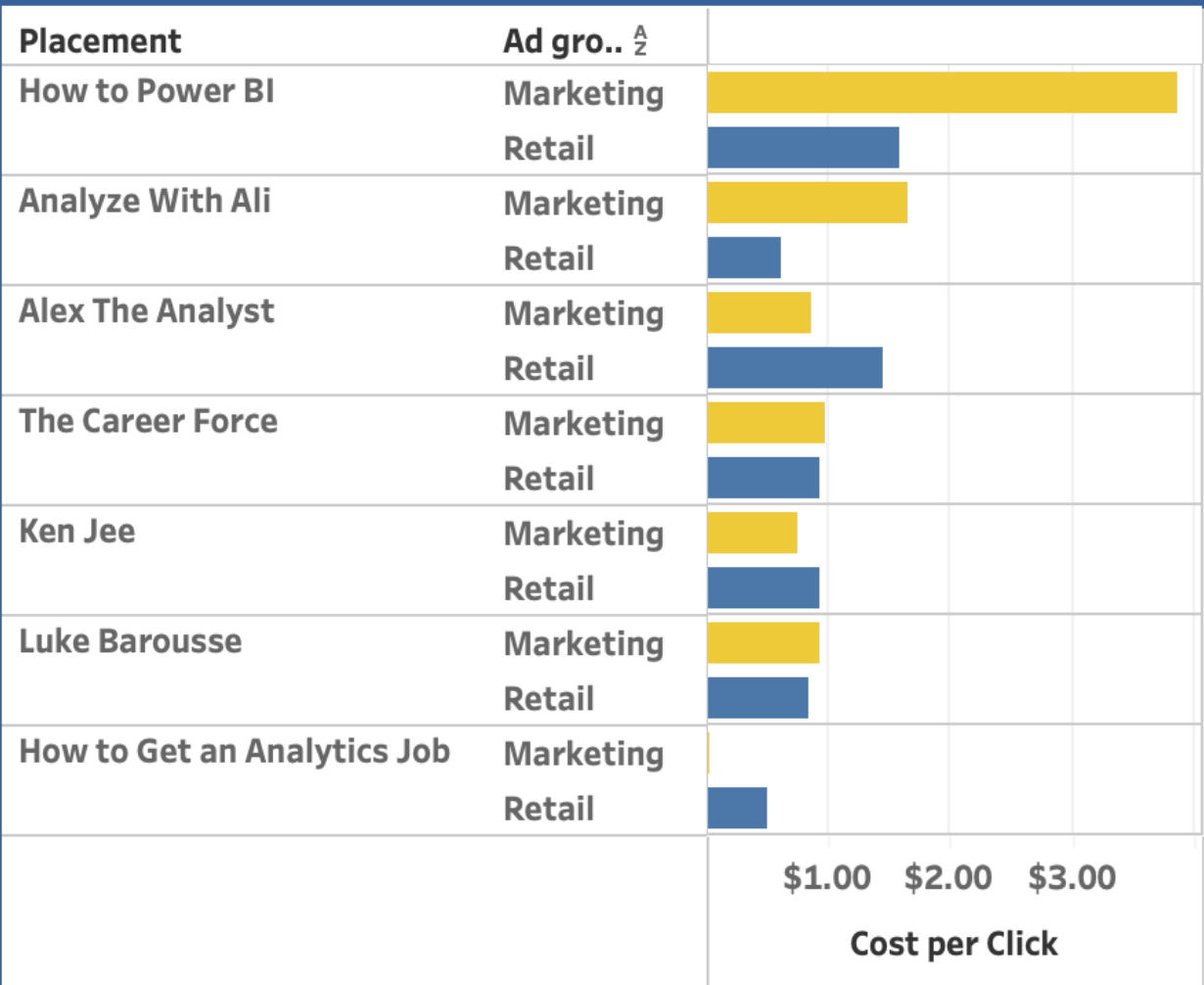
-The Retail ad group had over 6X the amount of views compared to the Marketing ad group.  
-67% of ad clicks came from the Luke Barousse and Alex the Analyst placements alone.

### Number of Ad Clicks



The average cost per click by placement for the Marketing ad group was 53 cents more than the Retail ad group.

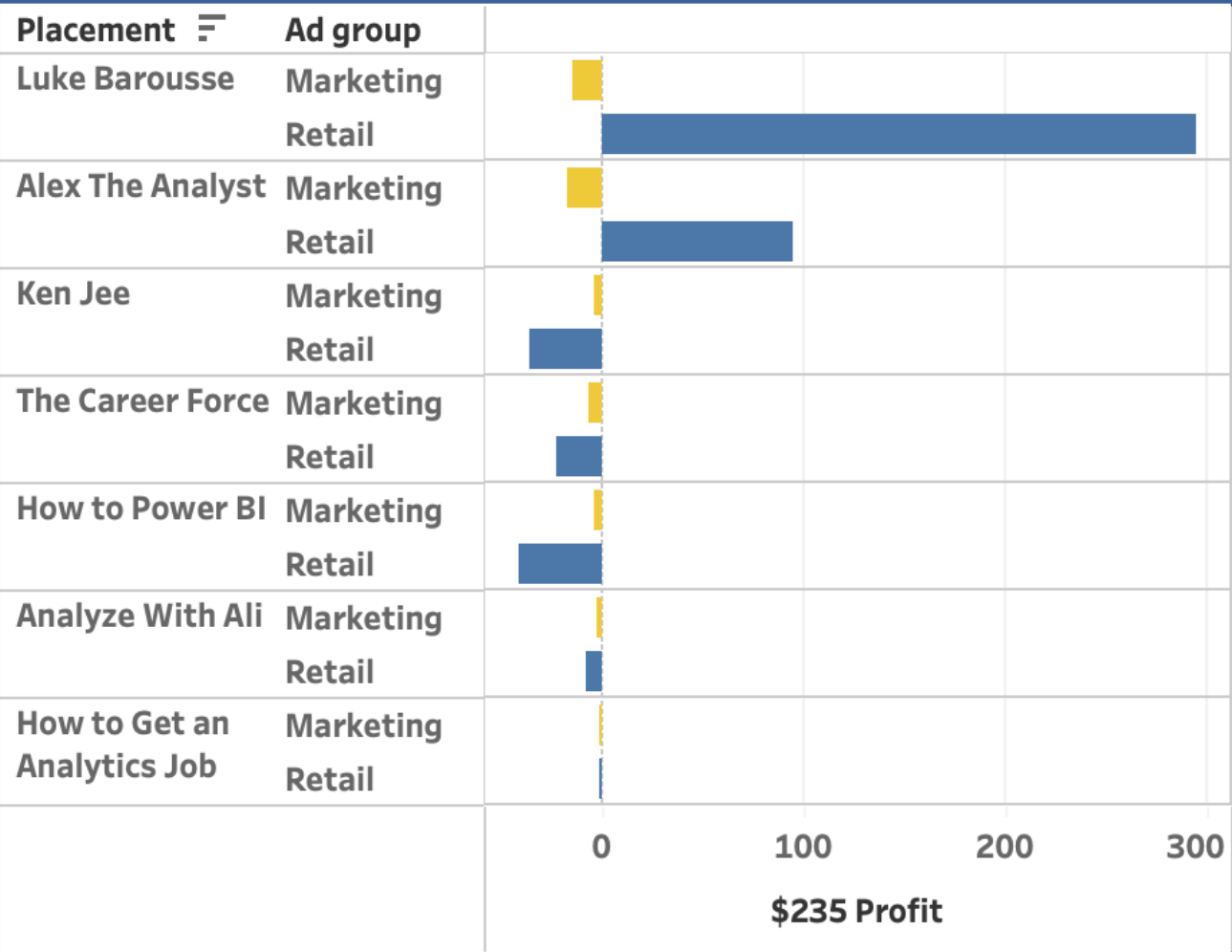
### Cost per Click



Ad groups  
Marketing  
Retail

### Potential Profit Model

(assuming one course sale for every 50 clicks, with each course selling for \$200)



The Retail ad groups for the Luke Barousse and Alex the Analyst ad placements are the most likely to turn a profit, assuming a 2% conversion rate.