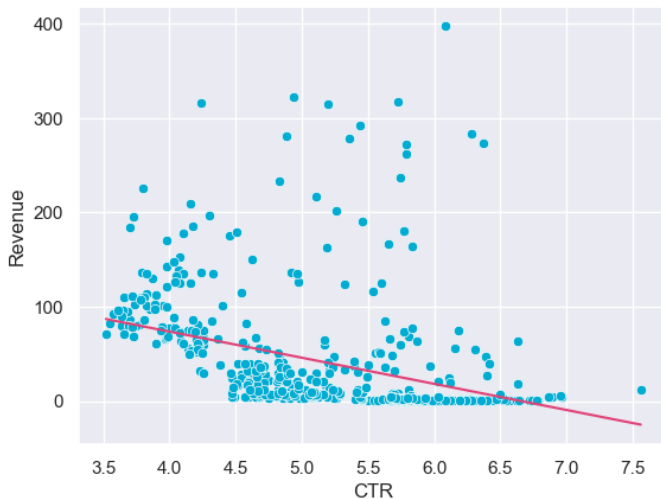




CTR, AVP Impact on Revenue

Prepared by Nicholas Jernigan

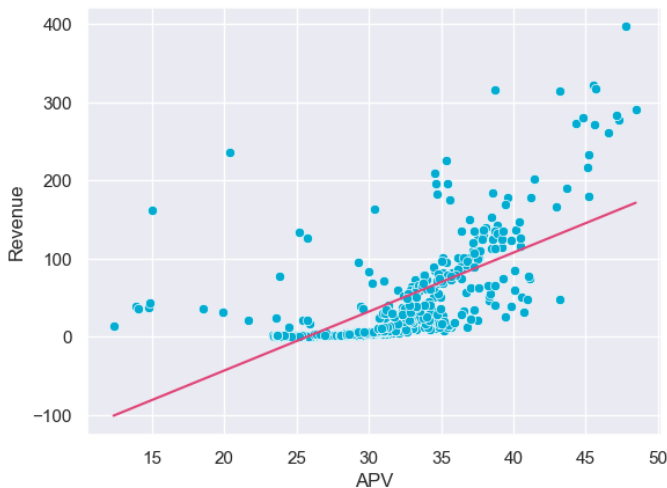
CTR Correlation with Revenue



Takeaways

- CTR independent of other variables does NOT positively correlate with revenue
- APV independent of other variables does positively correlate with revenue
- HOWEVER, both variables impact is clearly understood only when looked at with other key success variables

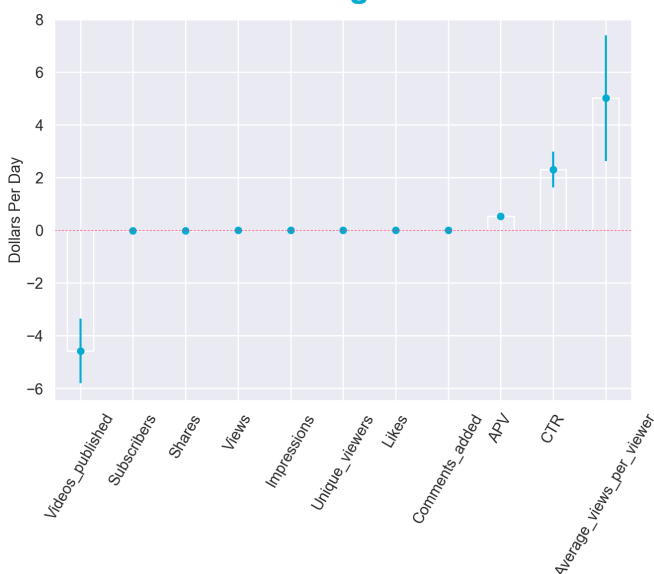
APV Correlation with Revenue



Full Picture

- Without considering other variables CTR will appear to negatively impact or have no impact on revenue while APV will seem to have a major positive impact
- When considering all variables, APV and CTR do have significant impacts on revenue, but only in conjunction with other variables
- In this case, returning viewers is an important variable

Variable Significance



Conclusion

- Without engaged viewers, high CTR will not improve your revenue
- APV is important, but particularly when paired with other variables like CTR
- YouTubers need to consider APV and CTR as metrics for success alongside other critical metrics such as in this case, returning viewers