**Analytics**

Step:1 \_ Go to YouTube analytics

Step 2 \_Find out the traffic source of your video.

Step 3\_ Figure out how people find you on YouTube.

Step 4\_ Find out which other channels your audience watches. So that we run our ad on top of those channels to bring their audience.

Step 5\_ Find out the time your audience is active most. So that we can run our ad at that time.

Step 6\_ Figure out the videos that are growing your audience.

Step 7\_ Figure out the geography of your audience coming from.

Step 8\_Figure out how many people turned on the notification.

Step 9\_Figure out the gender most likely to watch your videos.

Step 10\_Figure out the age range of your main audience.

Step 11\_ Go out on an advanced mode to download all data.