

# Your YouTube Ads report



**Report date:** from 01/01/2017 to 31/12/2017  
**Compared to:** from 01/01/2016 to 31/12/2016

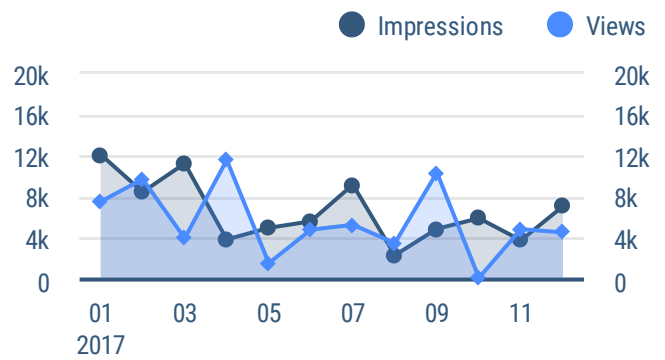
**Duration:** 365 days

## Video impressions and views

	<b>Impressions</b>	10,851	259.54%
	<b>Views</b>	1,234	27.09%

Account: Whatagraph.com

## Video impressions and views



Account: Whatagraph.com

## Video views

The number of times your video ads were viewed

**303**  
Views

-97.32%  
 << 11,287

Account: Whatagraph.com

## Average cost per video view

The average amount you pay each time someone views your ad. The average CPV is defined by total cost of all ad views

**€2,244**  
Cost per view

-13.33%  
 << €2,589

Account: Whatagraph.com

## Video view rate

The number of views your TrueView video ad receives divided by its number of impressions, including thumbnail

**62.97%**  
View rate

-7.19%  
 << 67.85%

Account: Whatagraph.com

## Video quartile rates

1.	<b>Video played to 25%</b>	75.74	-92.01%
2.	<b>Video played to 50%</b>	712.53	53.94%
3.	<b>Video played to 100%</b>	1,012.03	21.63%

Account: Whatagraph.com

## Video clicks

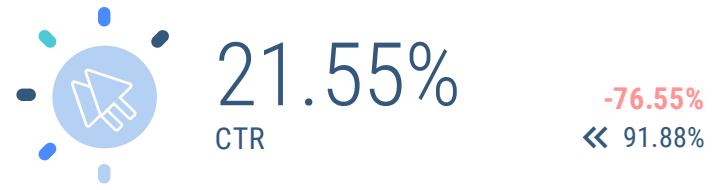
The number of clicks



Account: Whatagraph.com

## Video CTR

The number of clicks your ad receives (Clicks) divided by the number of times your ad is shown (Impressions)



Account: Whatagraph.com

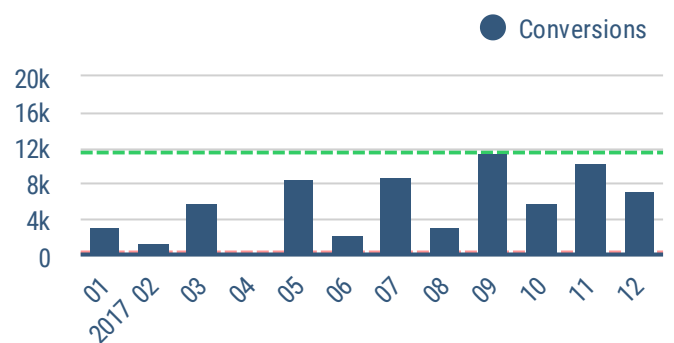
## Video conversions

Best estimate of the total number of conversions that Google Ads drives.



Account: Whatagraph.com

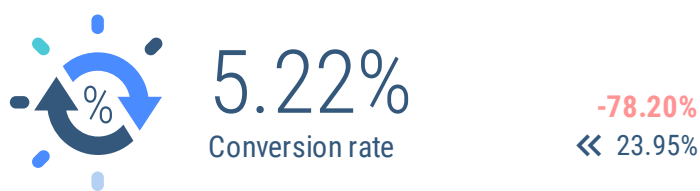
## Video conversions



Account: Whatagraph.com

## Video conversion rate

This is how often a click on your ad resulted in a conversion



Account: Whatagraph.com

## Video conversion value

The total value of all your conversions, including those that are estimated



Account: Whatagraph.com

## Cost per Video conversion

Total cost divided by all conversions



Account: Whatagraph.com

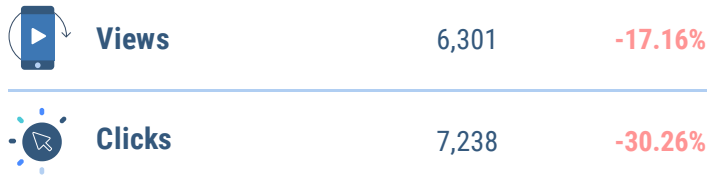
## Total Video cost

The sum of your cost-per-click (CPC) and cost-per-thousand impressions (CPM) costs during this period



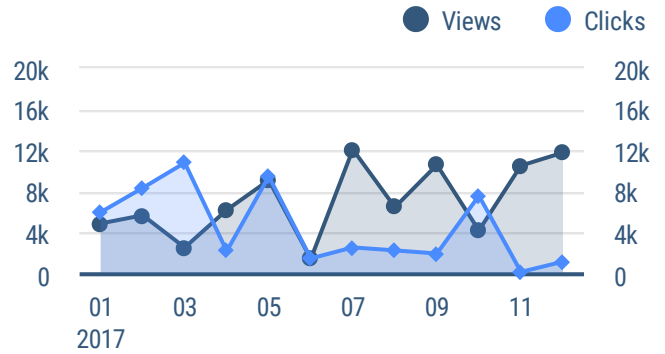
Account: Whatagraph.com

## Video views vs clicks



Account: Whatagraph.com

## Video views vs clicks



Account: Whatagraph.com

## Video engagements

The number of engagements. An engagement occurs when a viewer expands your Lightbox ad



Account: Whatagraph.com

## Video engagement rate

How often people engage with your ad after it's shown to them. This is the number of ad expansions divided by the



Account: Whatagraph.com

## Top Video campaigns

Campaign	Clicks	Impressions	Cost	Conversions	Views	Conv. rate
String A	2,377 57.94%	11,570 ↑	€7,801 -30.13%	323 -97.37%	4,862 288%	46.99% 42.14%
String B	1,711 135%	2,152 ↑	€2,776 ↑	134 -97.58%	396 -59.18%	0.98% 71.93%
String C	1,061 55.57%	655 1389%	€1,698 6975%	28 -99.33%	175 -76.42%	0.84% 236%
String D	123 -42.52%	214 1845%	€82 273%	13 -99.13%	73 -82.15%	0.99% 37.5%
String E	111 -39.34%	108 980%	€67 644%	5 -99.39%	48 586%	1% 170%
String F	69 -41.53%	40 300%	€58 544%	5 -94.79%	15 200%	0.34% -20.93%
String G	45 -52.63%	8 33.33%	€6	5 -68.75%	8 60%	0.62% -32.61%
String H	42 -4.55%	7 16.67%	€6	5 -66.67%	5	0.28% 833%
String I	35 59.09%	5 -16.67%	€6 20%	5 -28.57%	5	0.24% -73.63%
String J	33 200%	5 -16.67%	€6 20%	5 -28.57%	5	0.07% -83.72%
String K	26 136%	5 -16.67%	€6 20%	5 -16.67%	5	0.95% 280%
String L	24 300%	5 -16.67%	€5	5 -16.67%	5	0.48% -14.29%

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