

Q2 2025 **YOUTUBE** BENCHMARK REPORT

Using Strike Social Data, Analyzing Trends, Costs, and Engagement Across YouTube's Key Formats.

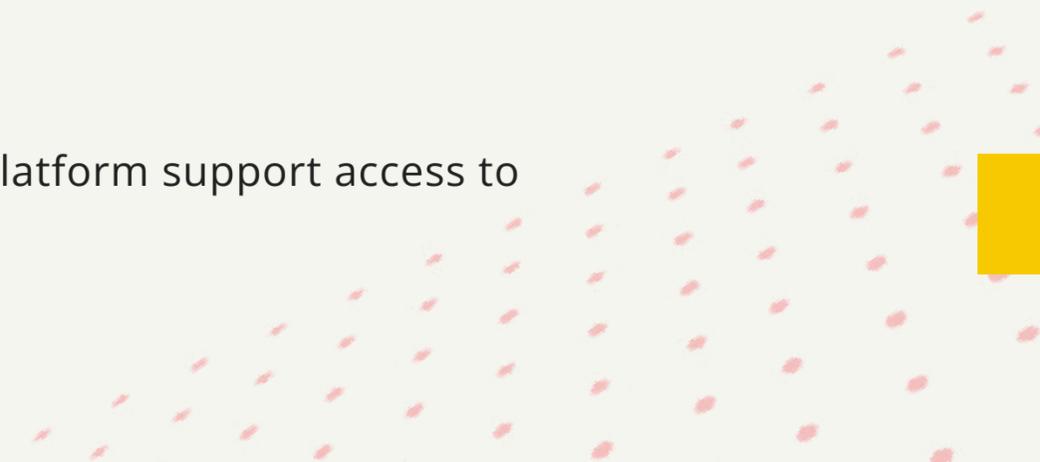


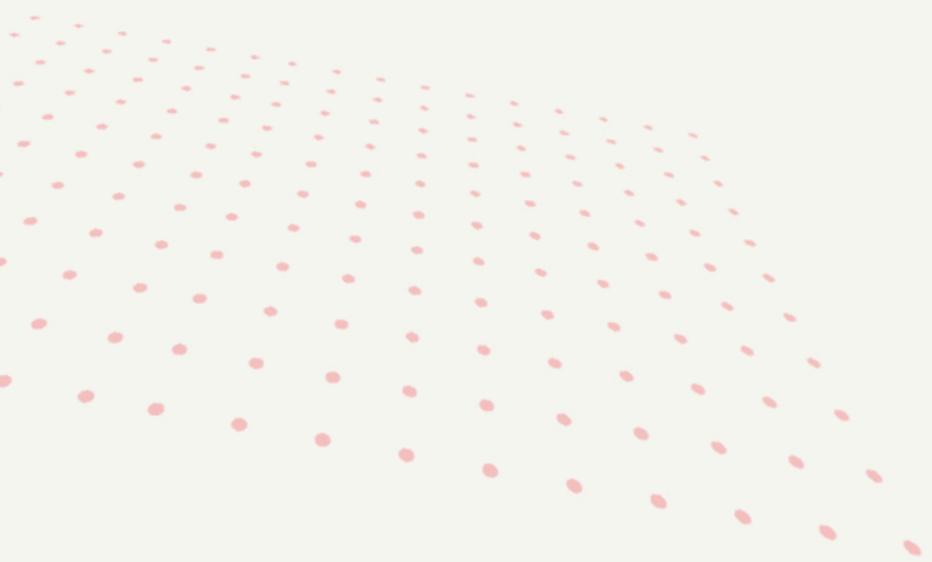


About Us

Strike Social powers global top brands and agencies with data-driven paid social advertising solutions, delivering smarter media buying across YouTube, Facebook, Instagram, TikTok, and more.

We combine 150+ media experts globally, proprietary technology, real-time optimization, and platform support access to maximize campaign performance at every funnel stage.





Our Methodology

This report uses aggregated performance data from YouTube campaigns managed by Strike Social across different verticals and objectives, along with platform insights from Google Ads and external benchmarks. The data set reflects campaigns optimized for brand awareness, video engagement, traffic campaign, and direct response goals in North America, primarily the U.S with audience group of 18 and above.

Strike Social benchmark report reflects a year-over-year (YoY) comparative analysis between Q2 2024 and Q2 2025, measuring changes across CPM, CPV, CTR, View Rate, and Video Completion Rate metrics. Metrics were calculated using weighted averages to account for differences in campaign sizes.

As the YouTube ad platform evolves with newer formats (e.g., Shorts, and Demand Gen), future quarter comparisons may require adjusting metric baselines accordingly.

Strike Social Q2 2025 Cost Comparison Overview

Each campaign objectives have been compared to last year's outcome

Bumper Ads

Q2 2025 CPM Change

7%

Lower CPM

Video View (VVC)

Q2 2025 CPV Change

64%

Lower CPV

Demand Gen

Q2 2025 *CPC Change

4%

CPC increase

*Jan - Mar 2025, Demand Gen Ads transitioned from Video Action Campaign

Non-Skippables

Q2 2025 CPM Change

30%

Lower CPM

Skippables

Q2 2025 CPV Change

6%

Lower CPV

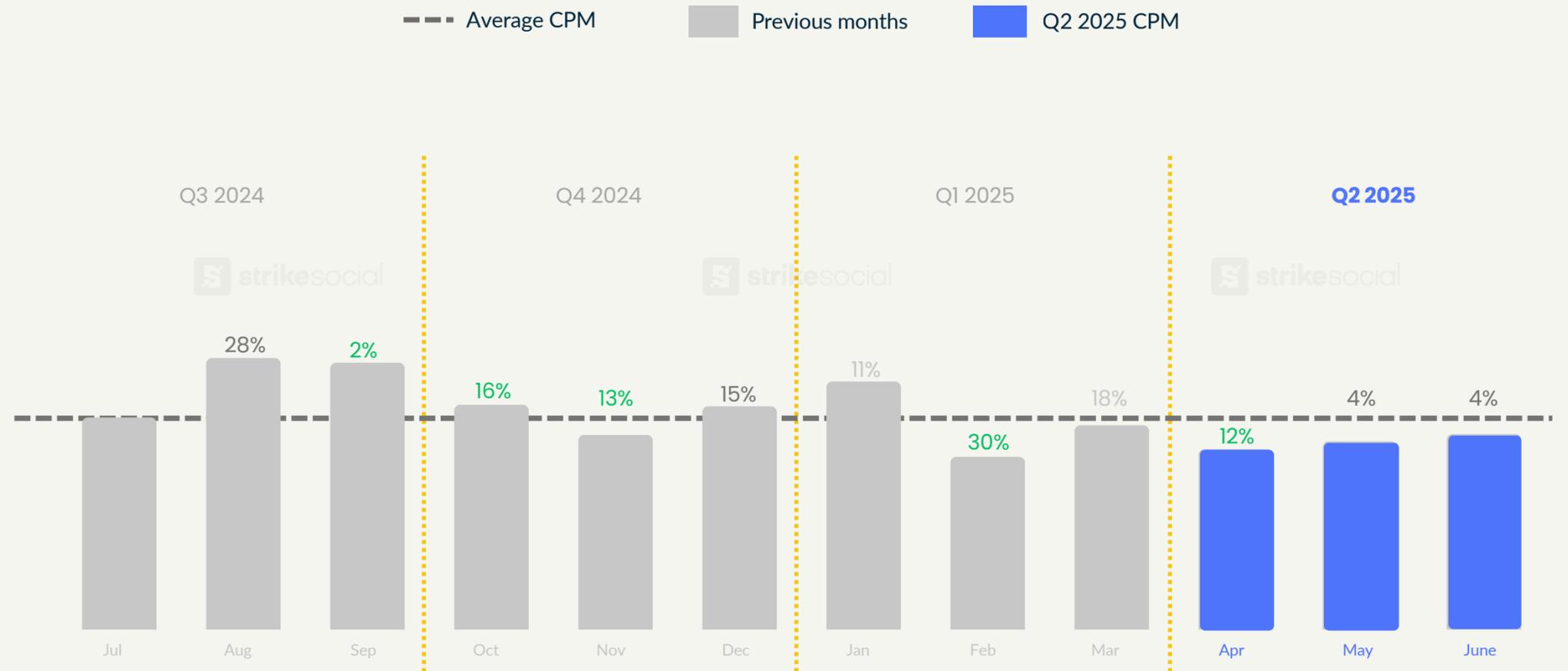
Bumper Ads

Q2-2025 bumper CPM moved by 10% QoQ efficiency, while comparing it to Q2 2024 resulted in a 7% lower CPM. Inside the quarter, CPM dipped in April, -12% vs. March, and climbed +8% from April to June, indicating shifting auction pressure and a gradual return to premium delivery.

Shorts continued its surge, concentrating attention on phones. By mid-June, YouTube confirmed that Shorts now averages 200B+ daily views, a mobile-first format that expanded phone time. As audiences spent more minutes in Shorts, mobile in-stream ad opportunities and 6-second bumper runs remained abundant, improving ad costs. Since bumper ads run across all devices, they capture both growth on mobile and larger screens in the living room.

Month-over-Month YouTube CPM Trends

2024 - 2025 US Campaigns Leveraging on Impressions using Bumper Ads



Source: Strike Social, Campaign Lab

Video View Campaign

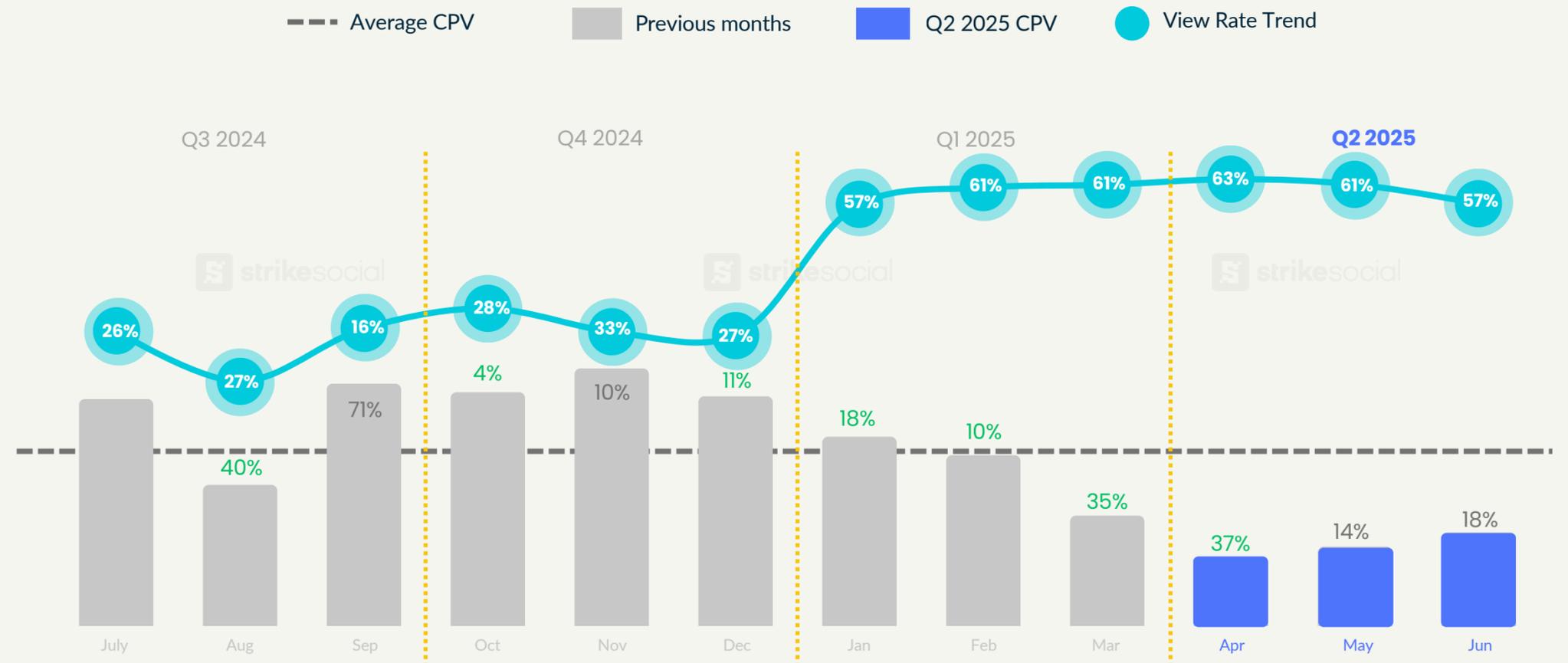
Views became more efficient at scale. In Q2 2025, VVC CPV improved 47% QoQ and 64% vs. Q2 2024, while view rate held roughly in line with Q1. The intra-quarter pattern shows an April efficiency step-down followed by CPV firming and softening VR into June.

Shorts' view metrics changed on Mar 31. Shorts began counting a view on start or replay (no minimum watch time). Ad views in VVC still require ~10s watched (or to end if <10s), but the policy boosted creator output and Shorts consumption, expanding vertical, mobile inventory, and helping drive the April CPV.

VVC's inclusive view rules favor more cost-efficient surfaces. VVC delivers across skippable in-stream, in-feed, and Shorts. In in-feed, an autoplay that reaches ~10s counts as a view, lifting view volume at lower CPVs and supporting elevated View Rates.

Month-over-Month YouTube CPV and View Rate Trends

2024 - 2025 US Campaigns Leveraging on Views using Video View Campaign



Source: Strike Social, Campaign Lab

Video Action Campaign / Demand Gen

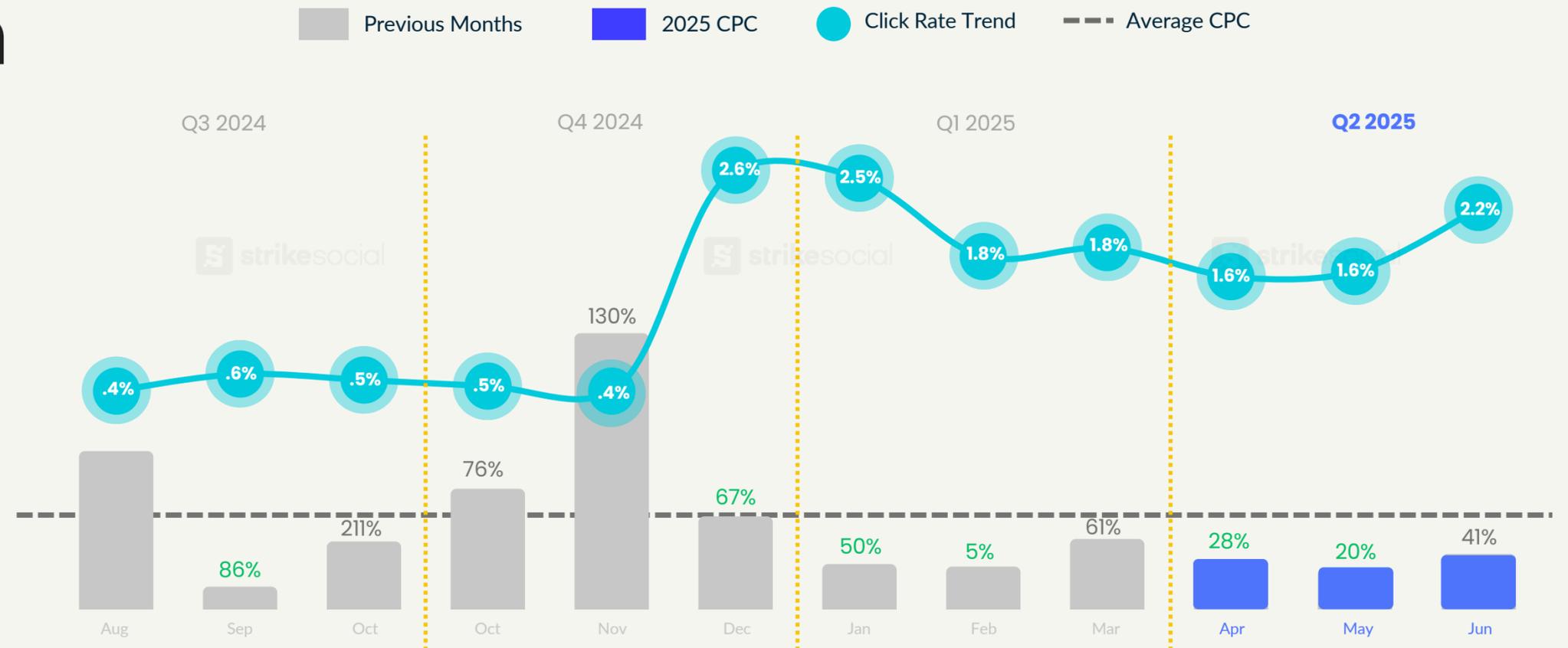
In Q2 2025, Demand Gen CPC improved by 8% QoQ vs. Q1 with 1.80% CTR. Within the quarter, May posted the lowest CPC after April's surge, while June delivered the highest CTR (2.24%) as learning settled and surface curation tightened.

Late Q1 Demand Gen update: channel controls direct campaign delivery. The team observed that campaigns that narrowed to YouTube-only or Shorts-only saw bigger CTR swings and CPC volatility. Campaigns that allow Demand Gen to optimize across surfaces typically deliver more inexpensive clicks but with less consistent CTR.

That expanded low-cost supply and helped Q2 CPCs stabilize, and CTR recovered in June. As more media buyers become familiar with Demand Gen, we may see more improvements in costs and engagement.

Month-over-Month YouTube CPC and CTR Trends

2024 - 2025 US Campaigns Leveraging on Clicks using Video Action Campaign and Demand Gen



Source: Strike Social, Campaign Lab

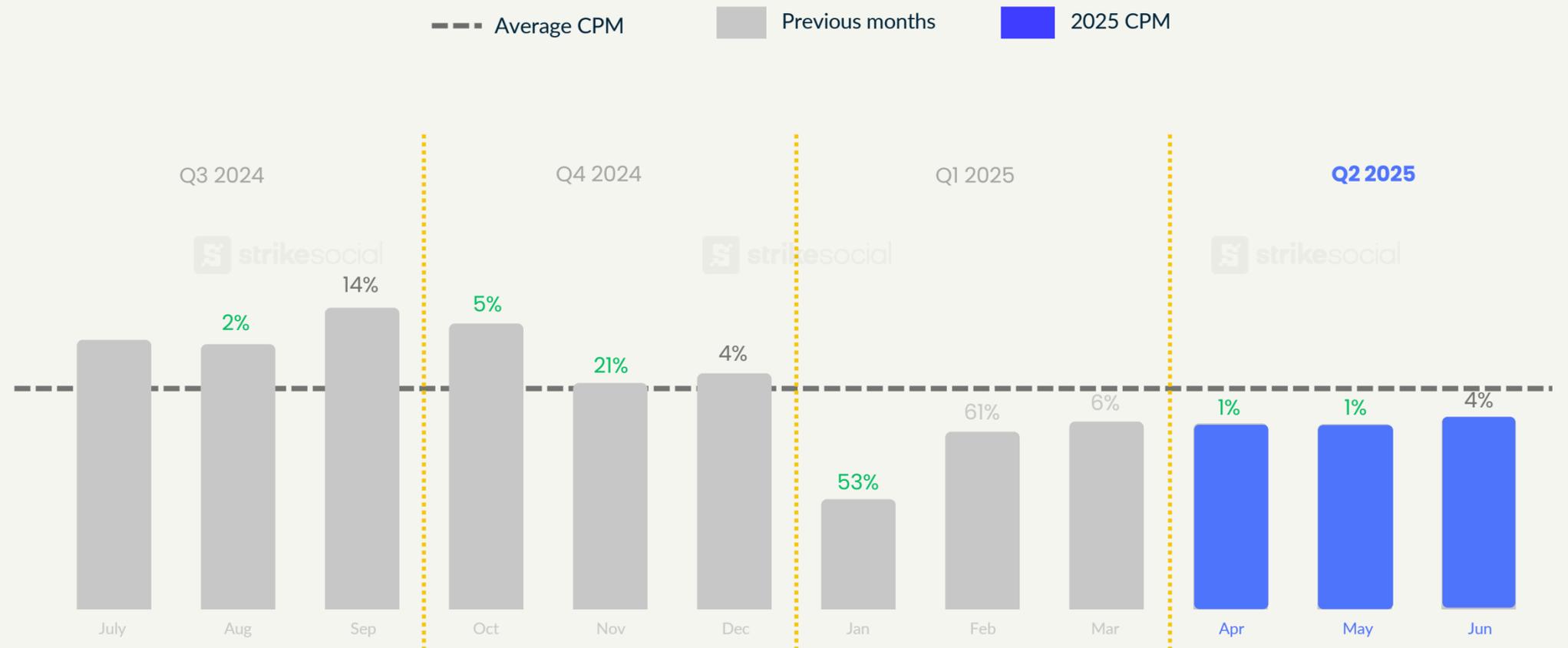
Non-Skippable

Non-skippable Q2 2025 CPM was about 30% lower YoY but rose 19% quarter over quarter as early-year softness faded. Across the quarter, the curve stayed tight, roughly a -2% to +5% band from April through June, before edging up at the finish.

30s non-skippables widened access to premium pods. In June, limited testing brought 30s non-skippables into standard auctions (beyond reservation), opening more CTV-like ad pods that typically clear at higher tCPMs. With 30s now alongside 15s non-skippables and 6s bumpers, teams can align storytelling to device context and attention state.

To sustain outcomes with video length mixes, create distinct segments per length and set separate tCPM goals. Reserve 30s for premium, high-attention CTV moments; use 15s as the efficient reach, and deploy 6s bumpers to manage incremental frequency and maintain relevancy.

Month-over-Month YouTube CPM
2024 - 2025 US Campaigns Leveraging on Impressions using Instream Non-Skippable



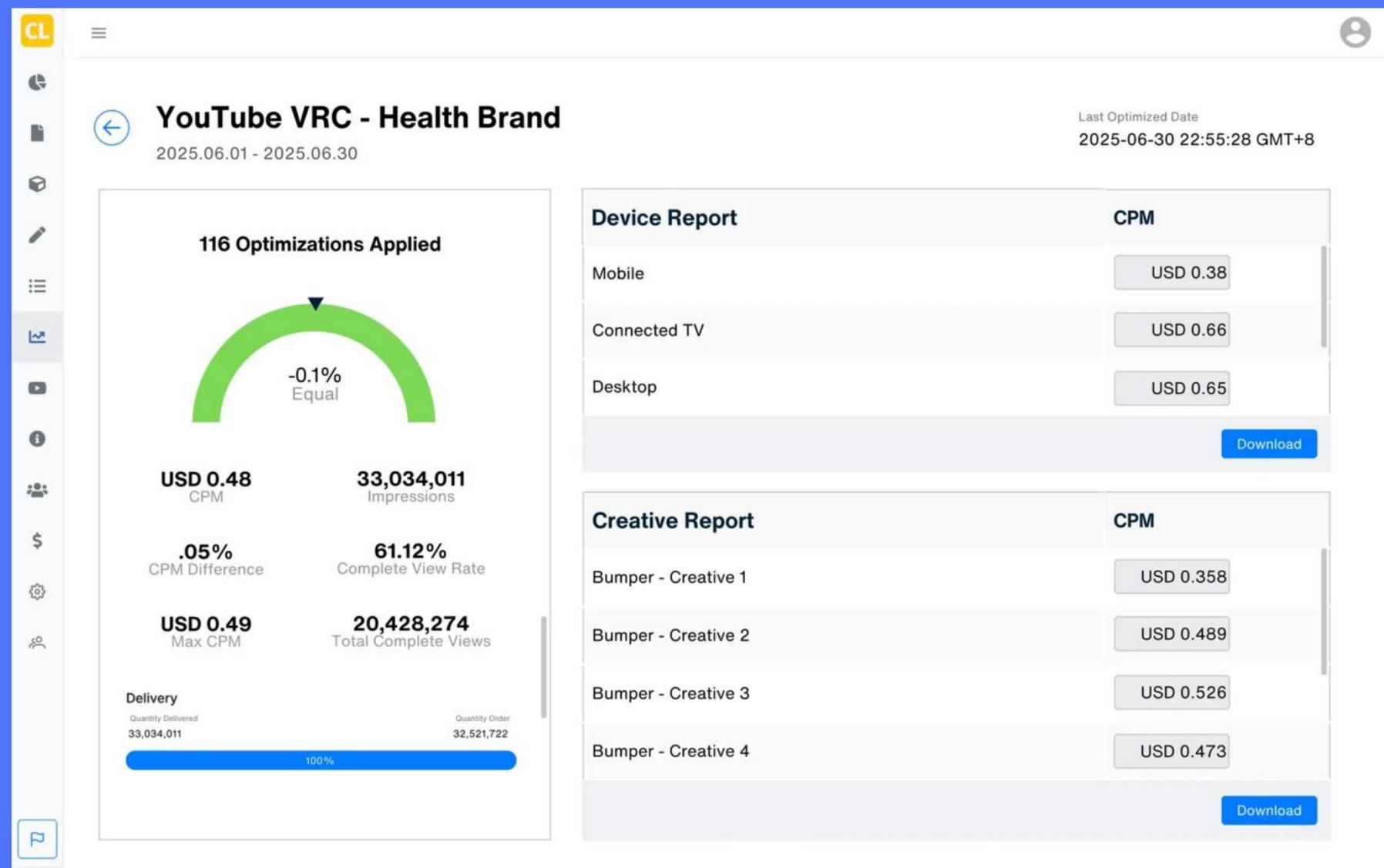
Source: Strike Social, Campaign Lab

Video Reach Campaign Case Study

A national digestive care brand aimed to increase awareness and strengthen recall. To achieve this, Strike Social implemented YouTube Video Reach Campaigns, using a multi-format strategy that included dynamic creative swaps and targeted audiences across various interests, including Food & Lifestyle, Gaming, Entertainment, and Health.

The campaign also placed a special focus on high-intent e-commerce shoppers. As a result, the campaign generated over 33 million impressions, reaching 17 million unique users with a 68% view-through rate. Notably, 64% of the impressions were seen by high-intent shoppers. These results demonstrate that effective reach can lead to high-quality exposure on a large scale.

[View YouTube VRC Case Study](#)



Skippable Ads

In Q2 2025, skippable CPV campaigns showed a 12% increase in cost efficiency YoY, achieving a view rate of 74.0%. While the cost of skippable campaigns rose by 7% QoQ, data shows a significant improvement in view rate, increasing from 56% in Q1. Despite a relatively stable CPV, April recorded the lowest view costs, which were 3% lower than the CPV in Q2 2025.

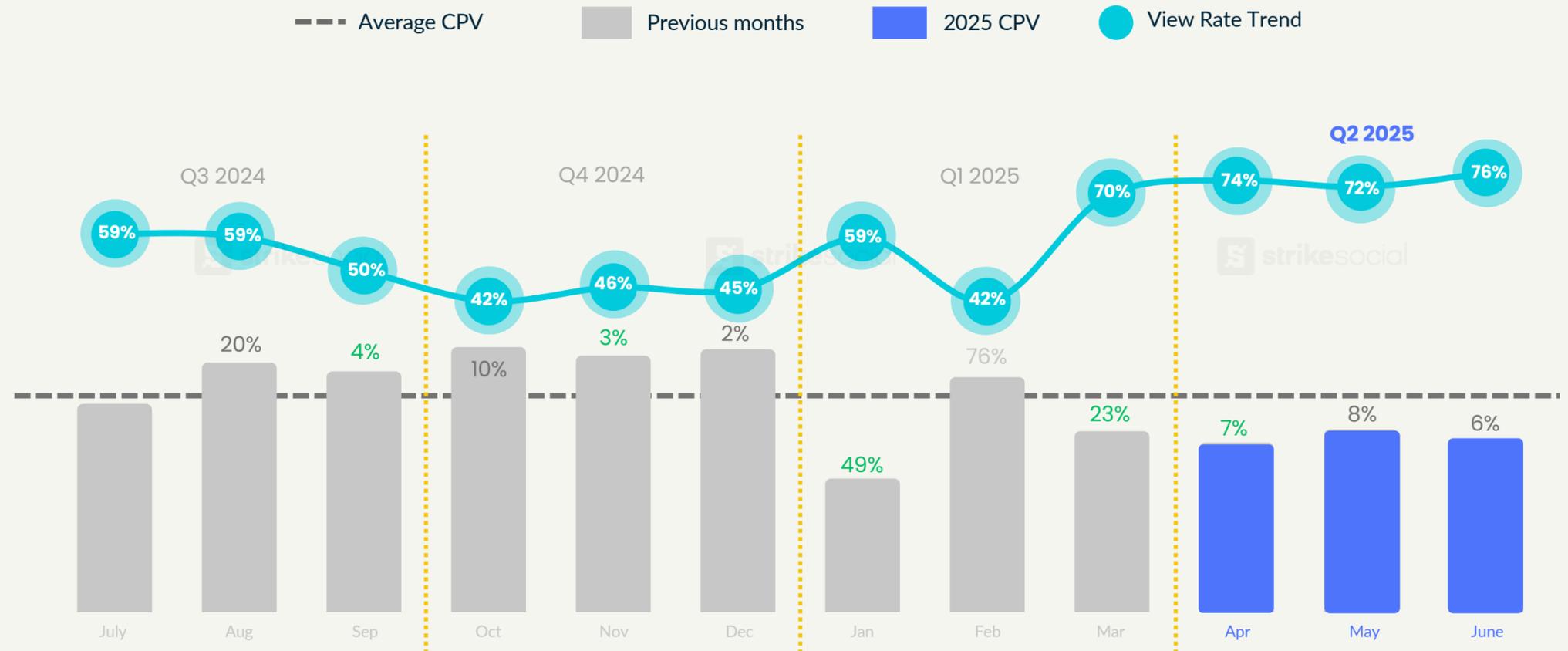
Recent news about YouTube on CTVs indicates that exposure in living rooms remains high, leading to increased View Rates. According to Nielsen's Gauge, YouTube accounted for US TV usage: April 12.4%, May 12.5%, and June 12.8%.

The streaming trend points to a strong CTV supply for the second quarter. Skippable ads shown on TV screens generally command a higher CPV due to their enhanced quality and higher view rates, as well as a greater percentage of the content being watched.

To maximize viewer retention, it's effective to front-load branding within the first 2 seconds, build a narrative shift around 5 seconds, and incorporate visual resets at about 10 and 20 seconds. This strategy increases the percentage of viewers who continue watching past the skip point.

Month-over-Month YouTube CPV and View Rate Trends

2024 - 2025 US Campaigns Leveraging on Views using Instream Non-Skippable Ads



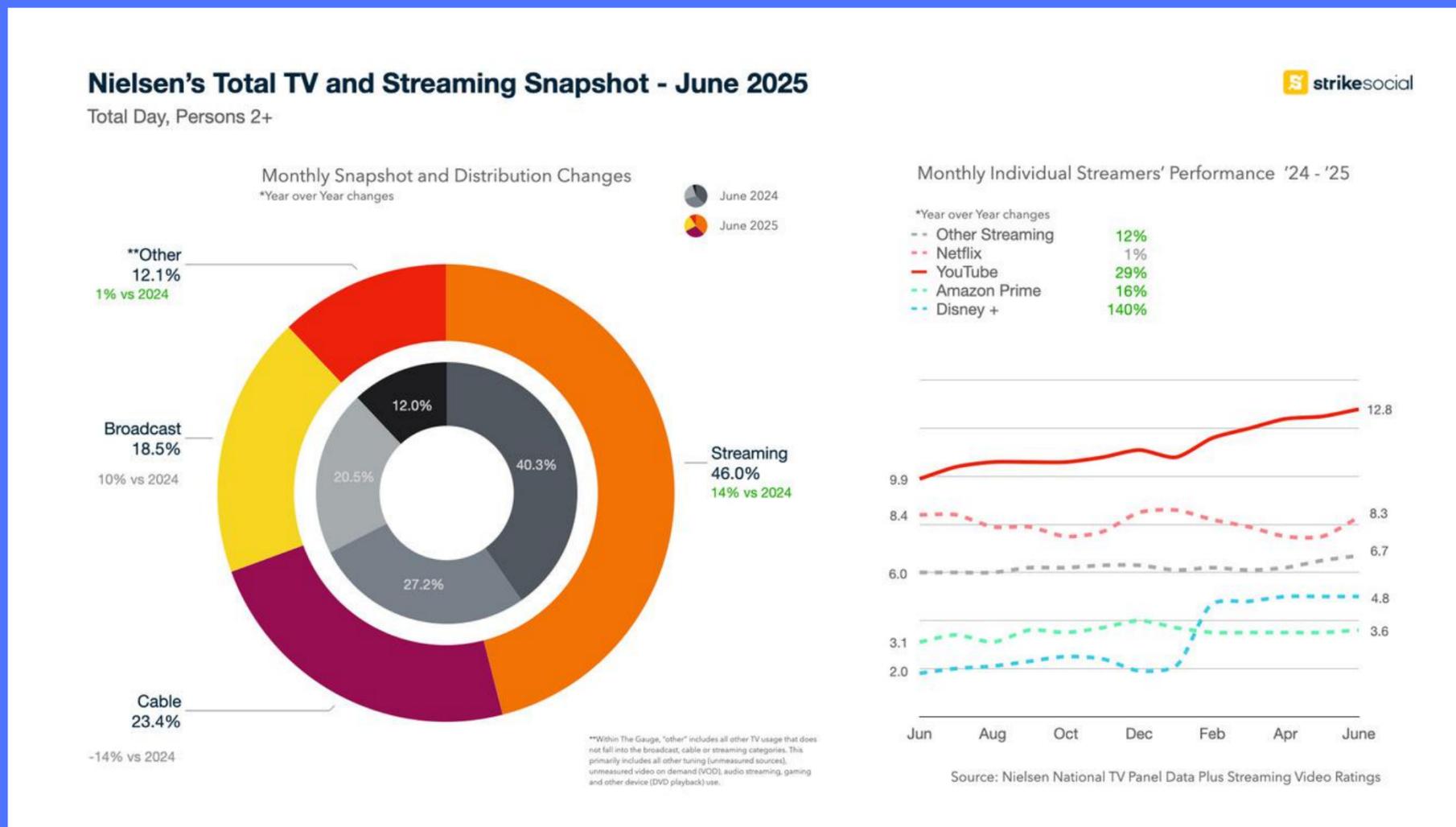
Source: Strike Social, Campaign Lab

Connected TV & YouTube Growth

Streaming reached record highs in Q2, with a share of 44.3% in April, 44.8% in May, and 46% of total TV time. During this quarter, streaming surpassed the combined share of both broadcast and cable television. Notably, YouTube led all media distributors on TV, capturing 12.4% of total TV usage in April, 12.5% in May, and closing the quarter at 12.8%.

While the growth of connected TV (CTV) shows no signs of slowing down, viewer behavior in living rooms has intensified, particularly with an increase in live viewing. YouTube reported that over 30% of daily logged-in viewers watched live content in Q2 2025, highlighting a trend towards real-time consumption in the living room.

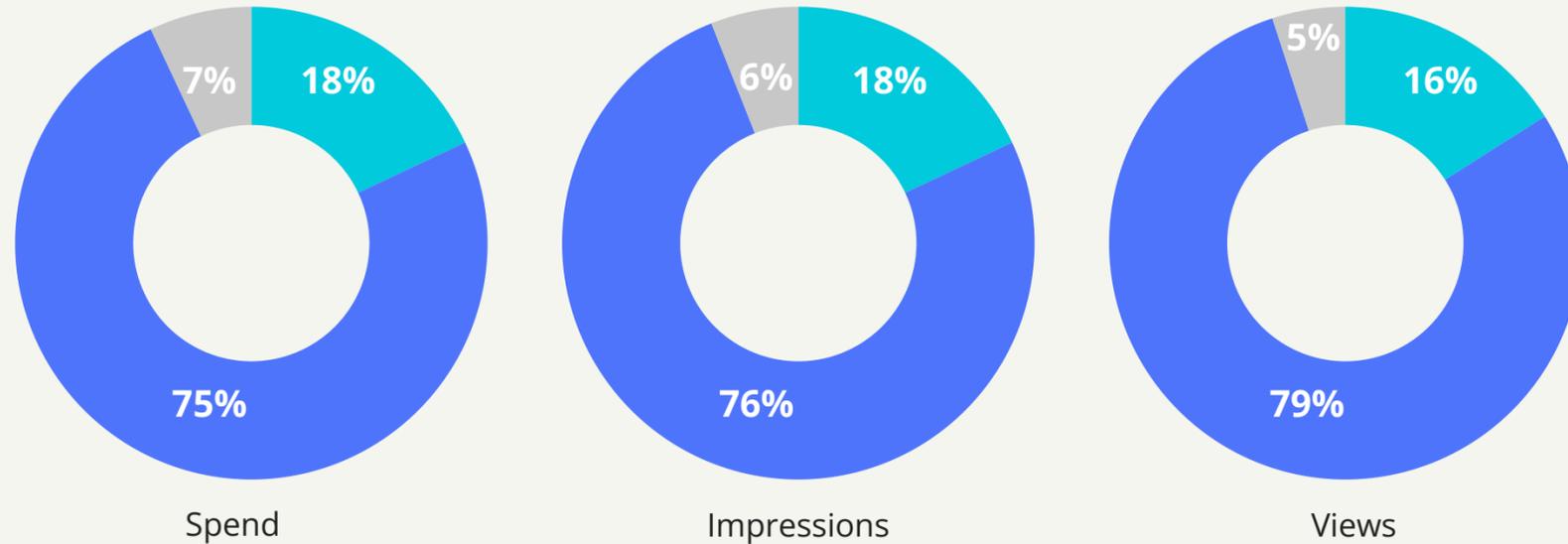
For advertisements aimed at viewers on the living room co-viewing screen, it is advisable to focus primarily on awareness or consideration campaigns. Despite the use of QR codes or other methods to capture clicks from CTV viewing, transitioning from the CTV screen to mobile devices is still not seamless. With an increase in high-quality inventory available on CTV, media buyers should consider opting into exclusive CTV inventories to increase the chances of their ads appearing alongside popular streaming channels or programs.



[View CTV Campaign in Action](#)

Distribution by device

Connected TV Mobiles Desktop and Tablets



Mobile and Connected TV

Using Instream Skippable Data, leveraging on more views, US-based accounts with campaign flight January 1, 2025 - June 310 2025.

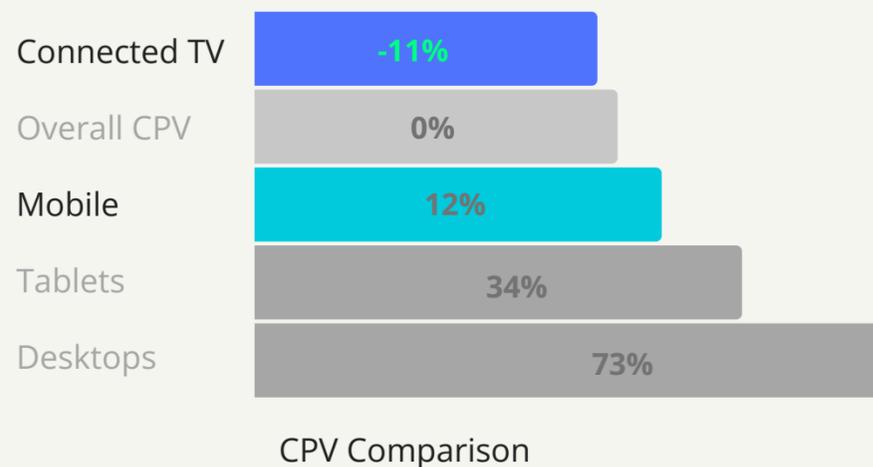
CTV leads both scale and quality. In Q2, 74.7% of spend and 75.8% of impressions went to the living-room screen, confirming CTV as the primary YouTube device. Despite absorbing the most significant budgets, CTV cleared at a CPV 5.6% below the overall average while delivering a view rate +3.2 points higher. That mix of reach and efficiency made CTV the delivery engine, accounting for 79.1% of all views.

Mobile represents the second-largest device share, capturing 17.9% of spending and 18.3% of impressions. However, its cost per view (CPV) is 12% higher than the average, and its view rate falls 9.6 points below the average. This data suggests that mobile platforms can provide quick and broad reach, but they are also more likely to experience early skips, affecting overall engagement.

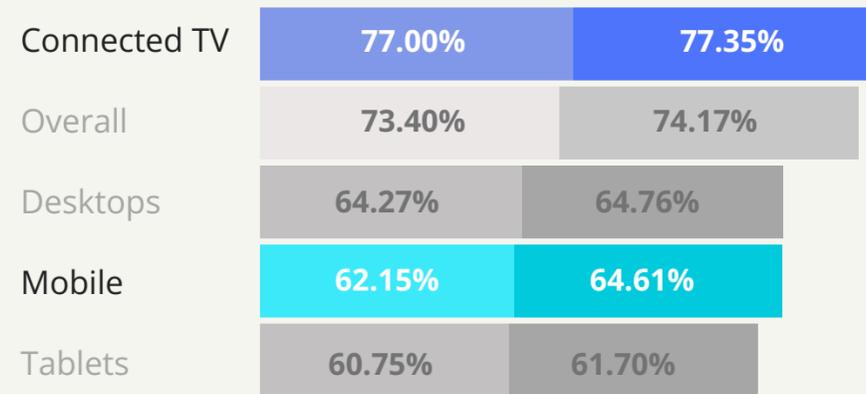
For video length, 16–30 seconds is the performance center. This range attracted 56.8% of spend and 61.7% of impressions, produced a CPV 10.7% under the average, and posted a +2.3-point view-rate advantage. Even though 16–30s represents only 52% of all video assets, it generated 63.6% of total views. Advertisers can view this ad length as the best balance of storytelling room and viewing efficiency.

Performance by device

Connected TV Mobiles Desktop and Tablets



CPV Comparison



Video Completion Comparison and View Rate



Executive Takeaway

Q3: Lock CTV, Tune Demand Gen

Q3 2025 Demand will be steeper than Q2 as platform and seasonal forces collide. It has been several months since Google initiated the auto-upgrade of Video Action Campaigns to Demand Gen, along with the increased utilization of Performance Max (PMax). This change has pushed many accounts into new learning cycles and led to the re-mixing of placements across platforms like YouTube, Discover, and Gmail.

As a result, we can expect volatility in costs and performance metrics, especially in cases where channel or placement controls were not explicitly established.

What you can do (Q3 playbook):

- Stabilize Demand Gen post-upgrade. Audit channel controls per ad group (YouTube vs. Shorts vs. Discover vs. Gmail), split by surface family, and set goals to optimize (cost or outcomes) to avoid cheapest-surface drift.
- Keep CTV in the mix, but expect a bit higher CPM for quality. CTV hold a TV-like ads to boost for brand awareness and pair with mobile/desktop extensions to generate clicks during holiday season.
- Creative discipline around the 5-second skip. For skippables, win the 30-second view: message or visual hook within the first 3 seconds to retain attention, visual resets around 10/20s; keep 16-30s as your default length, using 6s bumpers for incremental frequency.

Bottom line: Q3 favors teams who lock in CTV reach deliberately, steer Demand Gen in YouTube or YouTube shorts inventories, and enforce skip-proof creative.

Turn Savings into Value for Agencies and Clients

Campaign pacing

Prevent overspending or underspending with Strike Social's intelligent pacing technology, ensuring optimal budget allocation and maximum ad performance.

Audience planning

Utilizing more than 13 years of machine learning, Campaign Lab, Strike Social's proprietary tool, determines the ideal audience size and cost for precise targeting.

Why teams choose to work with Strike Social

- \$1B+ managed | 13+ yrs ML | Global 24/7 experts
- Campaign Lab: audience planning, API-led bid moves, intelligent pacing, unified reporting
- Error-proofing: continuous monitoring with rapid optimizations

What our team delivers to our client

- Lower CPM/CPV/CPC and stronger CTR/VTR
- Predictive pacing and fewer delivery surprises
- Clear, cross-platform reporting that your team can act on



API-led bid optimization

Our 24/7 team uses our proprietary adtech to eliminate errors, continuously optimizing results across all paid social channels.

Continuous 2-Hour Campaign Monitoring

We execute several bid changes daily to achieve the lowest possible auction costs.

Reporting tools

Strike Social's customized reporting provides a unified view of ad performance across all social platforms, enabling smarter decision-making and optimization.

[Let's Talk YouTube Ads](#)

Strike Social is a global provider of data-driven advertising solutions, specializing in the automated optimization of campaigns across YouTube, Facebook, Instagram, TikTok, LinkedIn, Twitter, Snapchat, and other paid social media platforms.

Operating across Asia, Europe, and the Americas, Strike Social offers brands continuous 24/7 campaign management supported by proprietary technology and strategic expertise.

For ongoing insights and performance updates, connect with Strike Social on LinkedIn, Spotify, or subscribe to our newsletter



Strike Social is proud to announce that we have been recognized as a 2025 Google Premier Partner, placing us among the top 3% of Google advertising partners worldwide.

