



2024 YouTube Benchmark

TrueView Instream Skippable Campaigns



Hello! From 150+ of us



ABOUT STRIKE SOCIAL

- Inc. 500 17th fastest growing company
- 1,000+ brands / 240 agencies served
- Over 30 technology professionals
- Global 7 continents



What we do

Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.





our methodology

For this report, we only analyzed thousands of YouTube InStream Skippable campaigns that leveraged the Views objective. Our sample size consisted of almost 40+ million views across various industries. We used Strike Social's proprietary AI tool to optimize campaign performance and identify key metrics, including CPV, view, and video rate trends.

The data set includes device performances, desktops, tablets, mobiles, and connected TVs. The timeframe for our analysis was from April to June 2024. Campaigns used are from US brands and clients and leverage views. The data collected and analyzed were anonymized and aggregated to ensure confidentiality and privacy.

Digitalize living room viewing experience

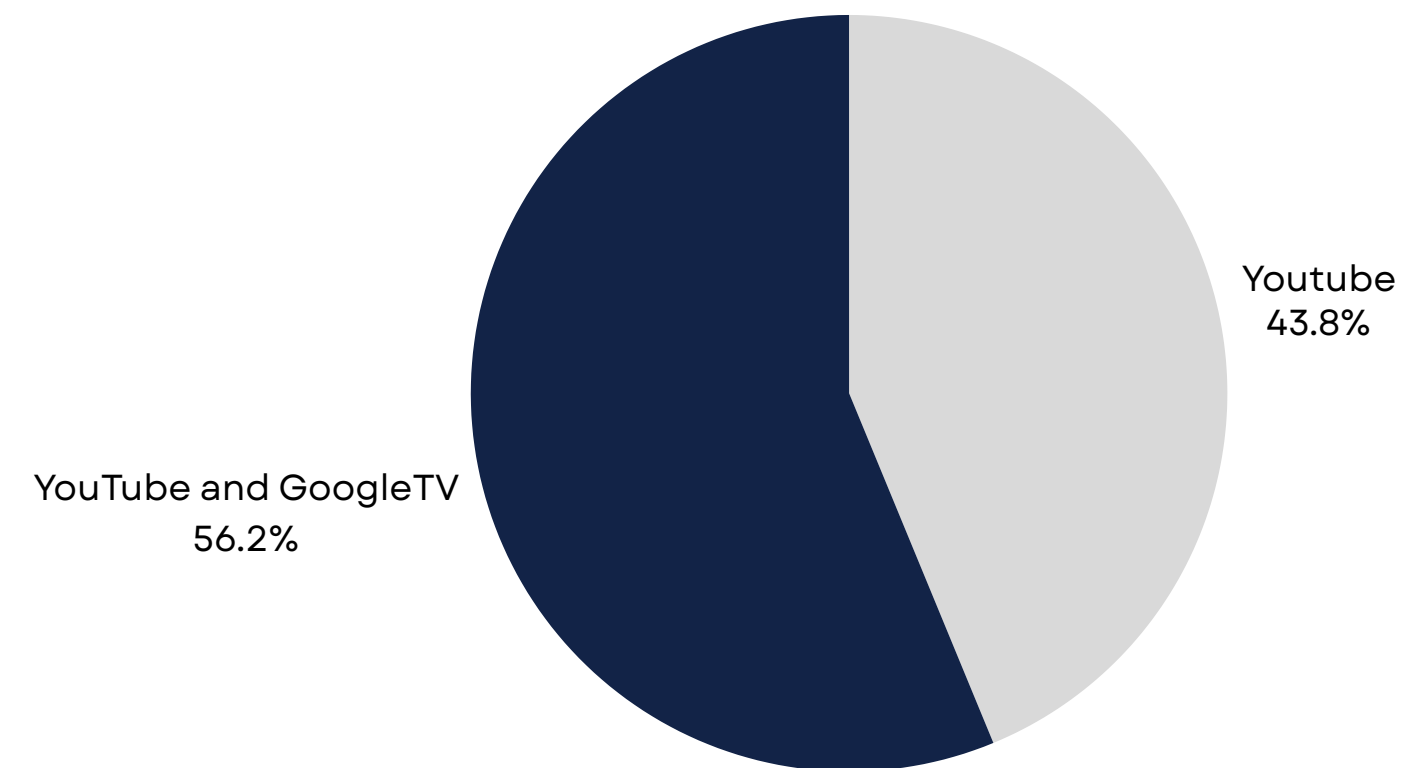
The goal of digitalizing the living room viewing experience, including digital ads, is continuously advancing. Enhancing traditional TV's influence, YouTube has integrated sophisticated targeting capabilities within Google and YouTube TV so media buyers can confidently ensure their ads reach living rooms and provide an elevated ad experience.

In addition to targeting options, advertisers can now utilize interactive and shoppable ads. Leveraging these features, Connected TV ads can effectively drive lower-funnel conversion campaigns.

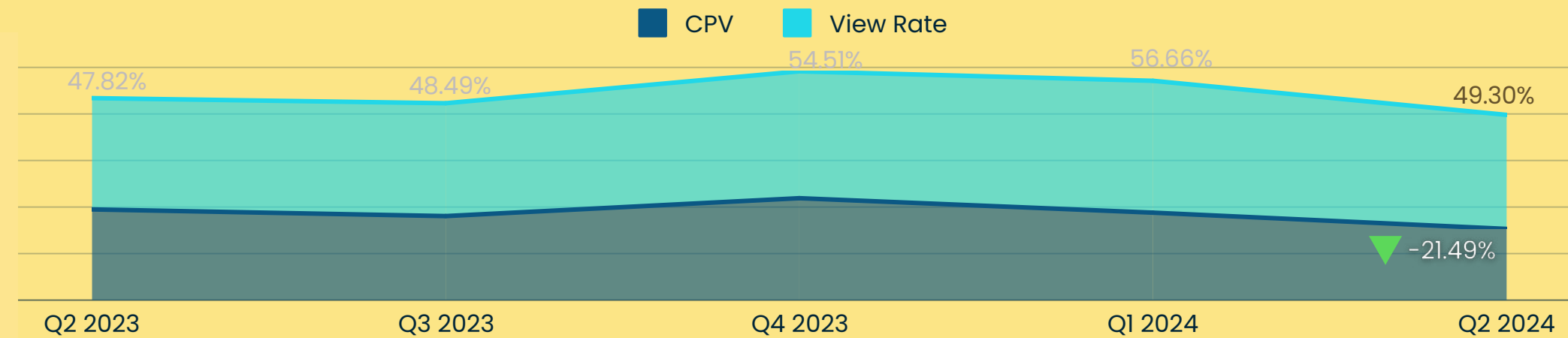


Impressions Distribution by Placements

US Insurance Brand , Q2 2024 Campaign



Overview of Q2 2024 Trend



When analyzing Q1 2024 compared to Q2 2024, we observed an 18.62% decrease in Cost Per View (CPV), indicating enhanced ad efficiency and potentially more effective targeting strategies deployed during the Mother's Day celebration and the beginning of the US summer.

From Q2 2023 to Q2 2024, there was an additional 21.54% reduction in CPV. This reduction can be linked to real-time optimization, meticulous campaign tracking, and robust consumer expenditure in the first half of 2024, which aligns with Deloitte's United States Economic Forecast showing an 11.2% year-over-year increase in Amazon Prime Day sales.

However, the view rate decreased by 13.00%, dropping from 56.66% in Q1 2024 to 49.30% in Q2 2024. This shift may reflect the seasonal variations in viewers' behavior towards video ads.

51%

Short Term

Campaign flight: **1 - 7 days**

Short term campaigns can quickly capture audience attention and are ideal for time-sensitive promotions, product launches, or events.

9%

Medium Term

Campaign flight: **8 - 30 days**

Medium term campaigns provide enough time to test and optimize ad creatives and targeting without the prolonged commitment of long-term campaigns.

Campaign Flight

Similar to last quarter's data, advertisers aim for immediate, high-impact view engagements or prefer sustained long-term brand-building efforts.

40%

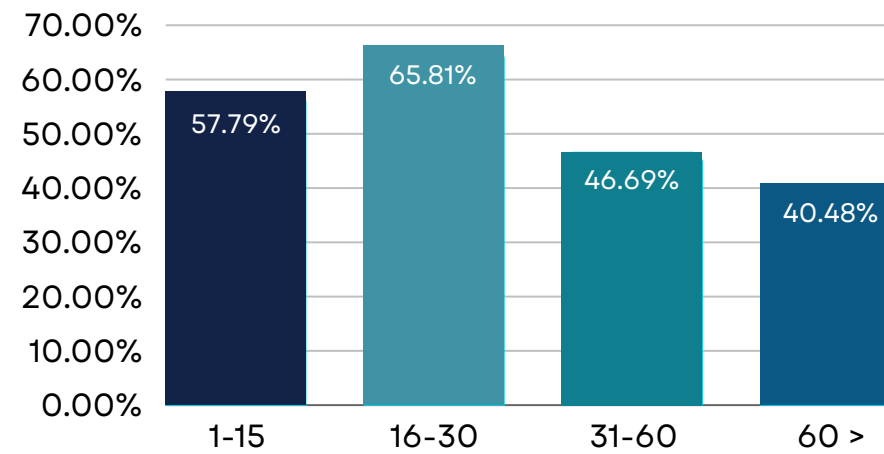
Long Term

Campaign flight: **31 days and beyond**

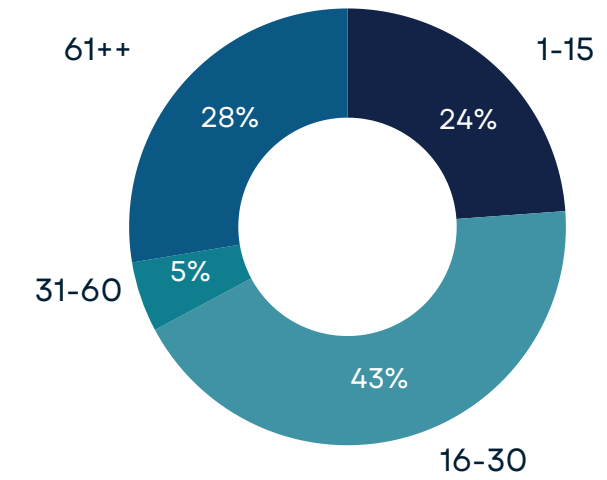
Long-term campaigns provide ample opportunity for iterative improvements based on performance data, leading to more refined ad strategies.

Ad Length

View Rate Trend by Ad Length



Ad Length Spend Segmentation



1-15

Cost-Efficiency

Our data indicates a minimum of 5% greater efficiency than the overall CPV. Impactful messaging effectively captures attention, leading to improved efficiency.

16-30

Consistent Engagement

Mid-length video ads show an impressive *retention rate of 75% compared to others. With higher stickiness viewership, advertisers should expect to pay more than average.

*Number of Completed Views / 25% Video Views

31-60

Engagement Depth

Long videos are expected to suit niche markets or more complex messages best. Despite having a lower view rate, the ad groups have a *retention rate of 61%.

61++

Extended Storytelling

In Q2, Strike's data showed a reasonably practical use of longer video ads, resulting in a 10% lower CPV. This displays the importance of highly engaging ads to retain viewer interest.

Creatives

What is the ideal number of creative counts for achieving a balance of low cost and high ad retention?

Our analysis found that running 4-5 video ads per campaign yields the highest retention rate. However, this approach also results in higher costs.

On the other hand, for Q2 2024, we observed that using a single creative per campaign strikes a better balance between cost and ad retention rate.

70%

campaigns
single videos

25%

campaigns
have 2-3
videos

5%

campaigns
have 4-5
videos

53%

View Rate

45%

View Rate

70%

View Rate

1,100+

Average
Video Budget

3,500+

Average
Video Budget

8,500+

Average
Video Budget

Single

1

Multiple videos

2-3

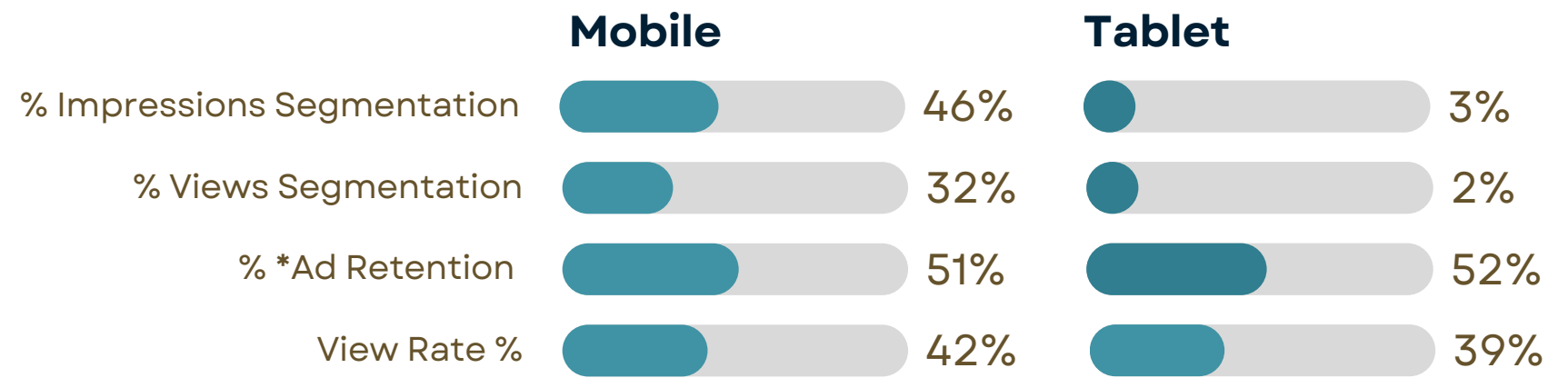
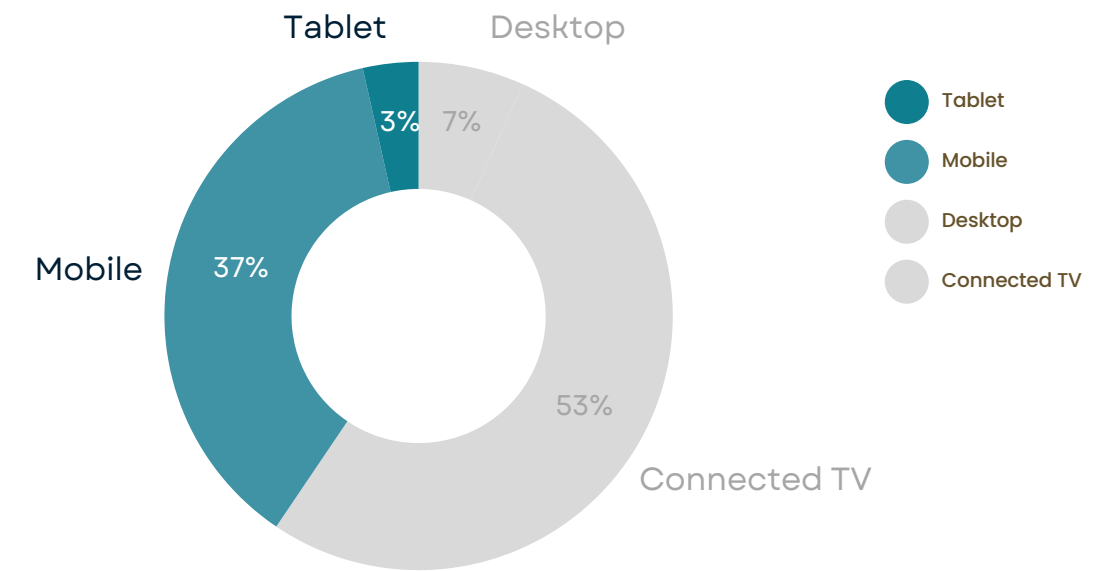
Moderate
Creative Mix

4-5

Hand Held Devices

Our 2024 Q2 data indicates that mobile devices achieved a view rate of 42%, while tablets attained a view rate of 39%. Despite the widespread use of mobile devices and tablets, the impact of compelling video creatives in reducing ad distractions remains a key concern to ensure sustained engagement for handheld device users.

Cost Distribution by Device



*Complete View / View at 25%



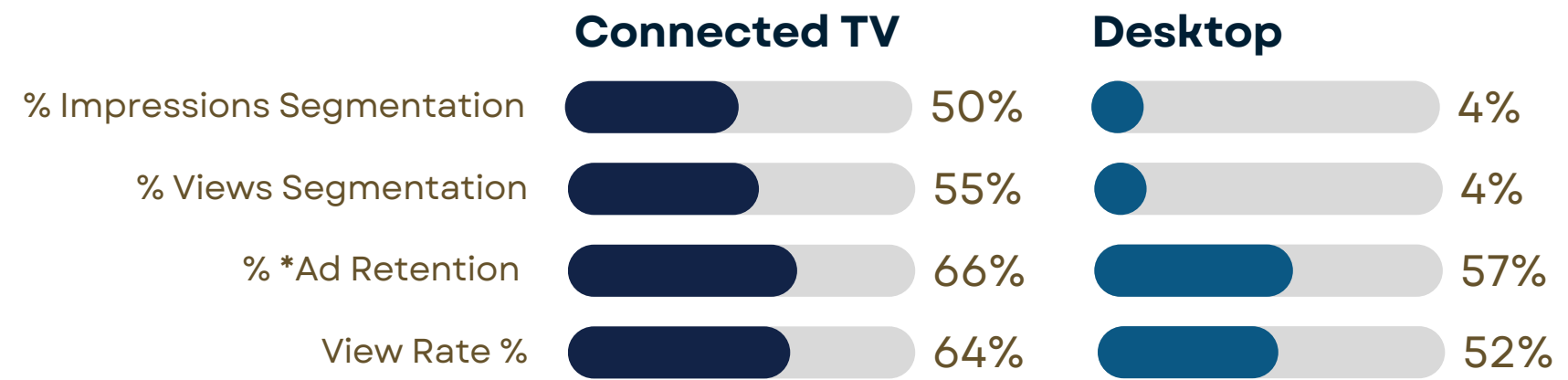
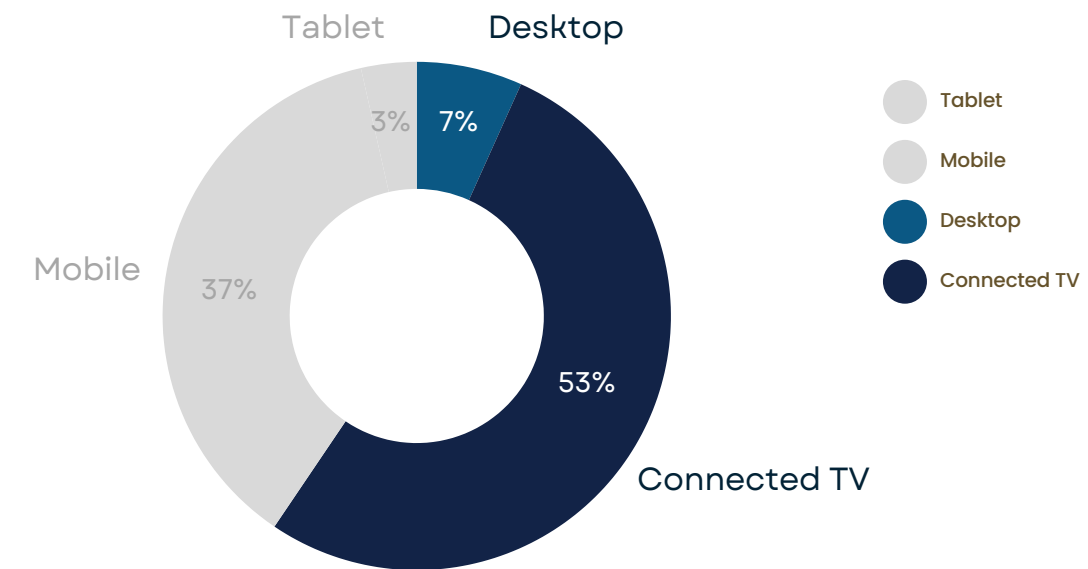
ADDITIONAL MOBILE DATA INSIGHTS

Cost-per-view (CPV) for mobile devices has shown resilience in Q2, leading to a 3% reduction in overall costs. When comparing this quarter's CPV to Q1, our data indicates an efficiency improvement of nearly 38%.

Bigger Screens

In Q2, Connected TVs (CTVs) displayed the highest ad retention rate, at 66%, compared to other devices. Larger screens, CTVs, and desktops led the list in view rate, with 60% and 52%, respectively. Viewing behavior in desktops and CTV indicates that having a controlled viewing environment is more conducive to watching longer video ads.

Cost Distribution by Device



*Complete View / View at 25%



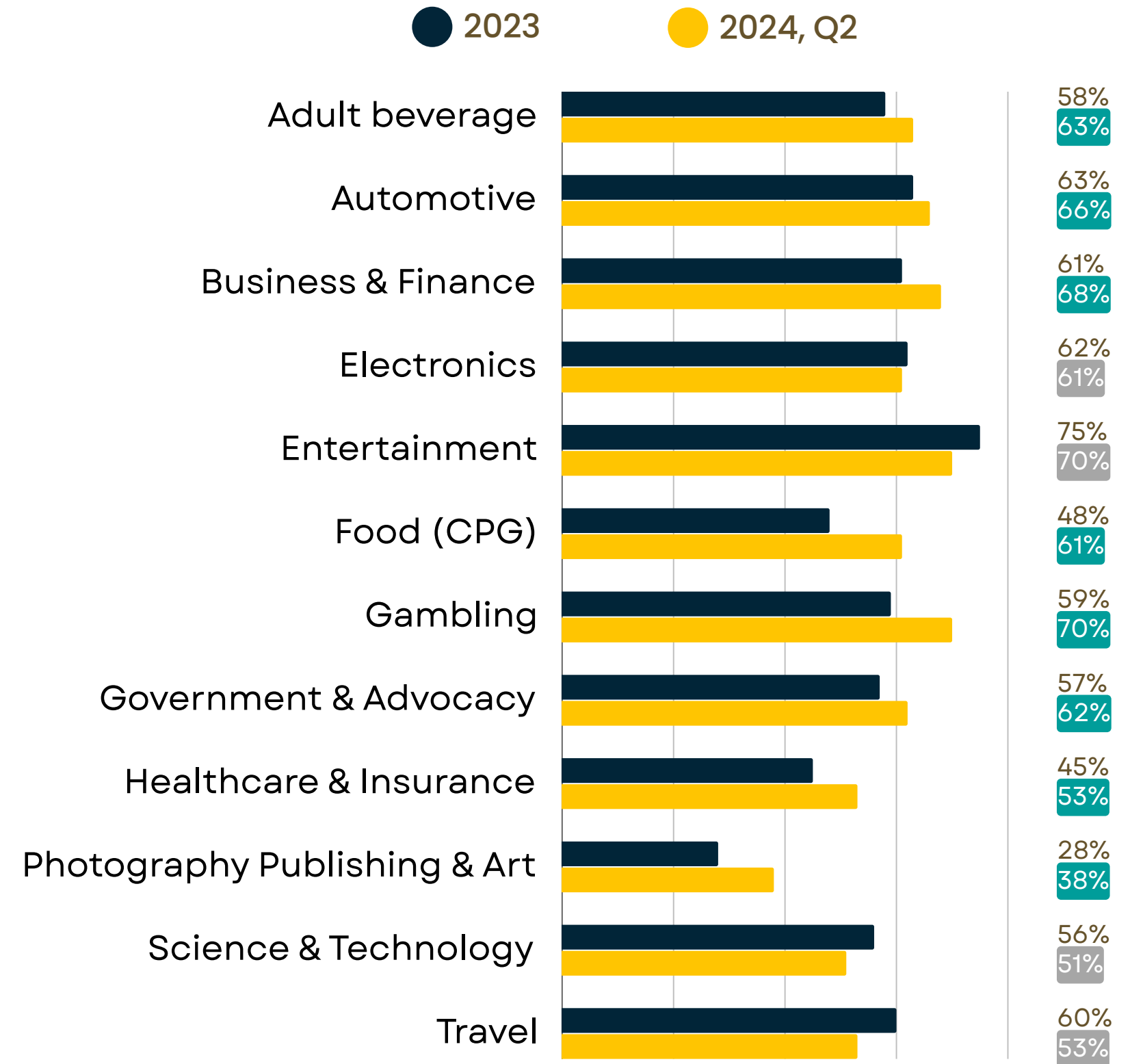
ADDITIONAL CTV DATA INSIGHTS

Connected TV CPV remained the most cost-efficient device this second quarter. This quarter's overall cost was 5% lower and 20% improved compared to last quarter. CTV investment gives advertisers the right balance of low cost and high ad retention.

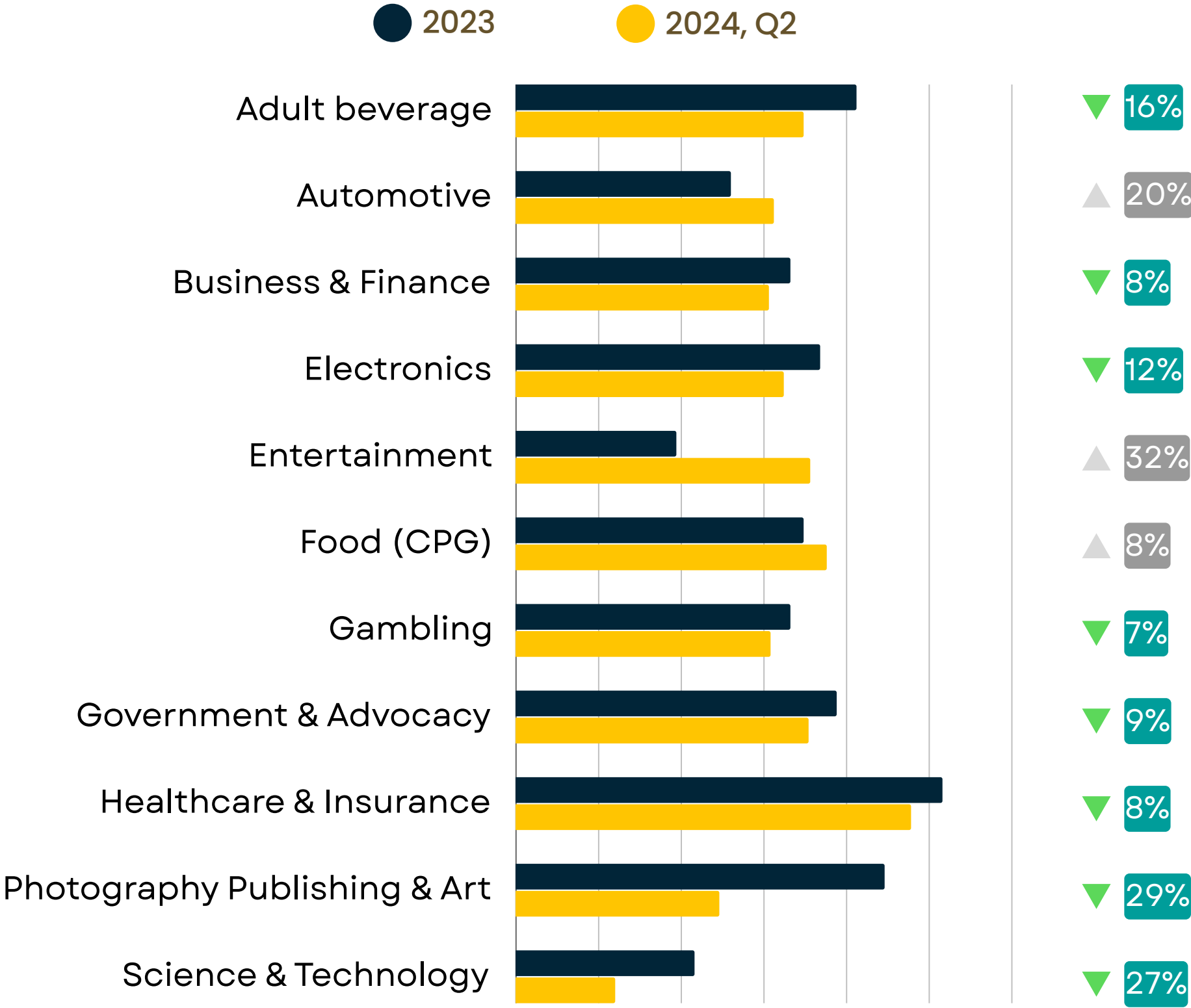


When comparing the Q2 2024 view rate to the previous year, we observed significant changes in the performance of our Business and Finance, Food (CPG), and Healthcare and Insurance campaigns. These improvements can be attributed to refined targeting and ad personalization, shifts in consumer behavior affecting product or service preferences, audience engagement with video ads, and amplified content distribution to living rooms, resulting in co-viewing.

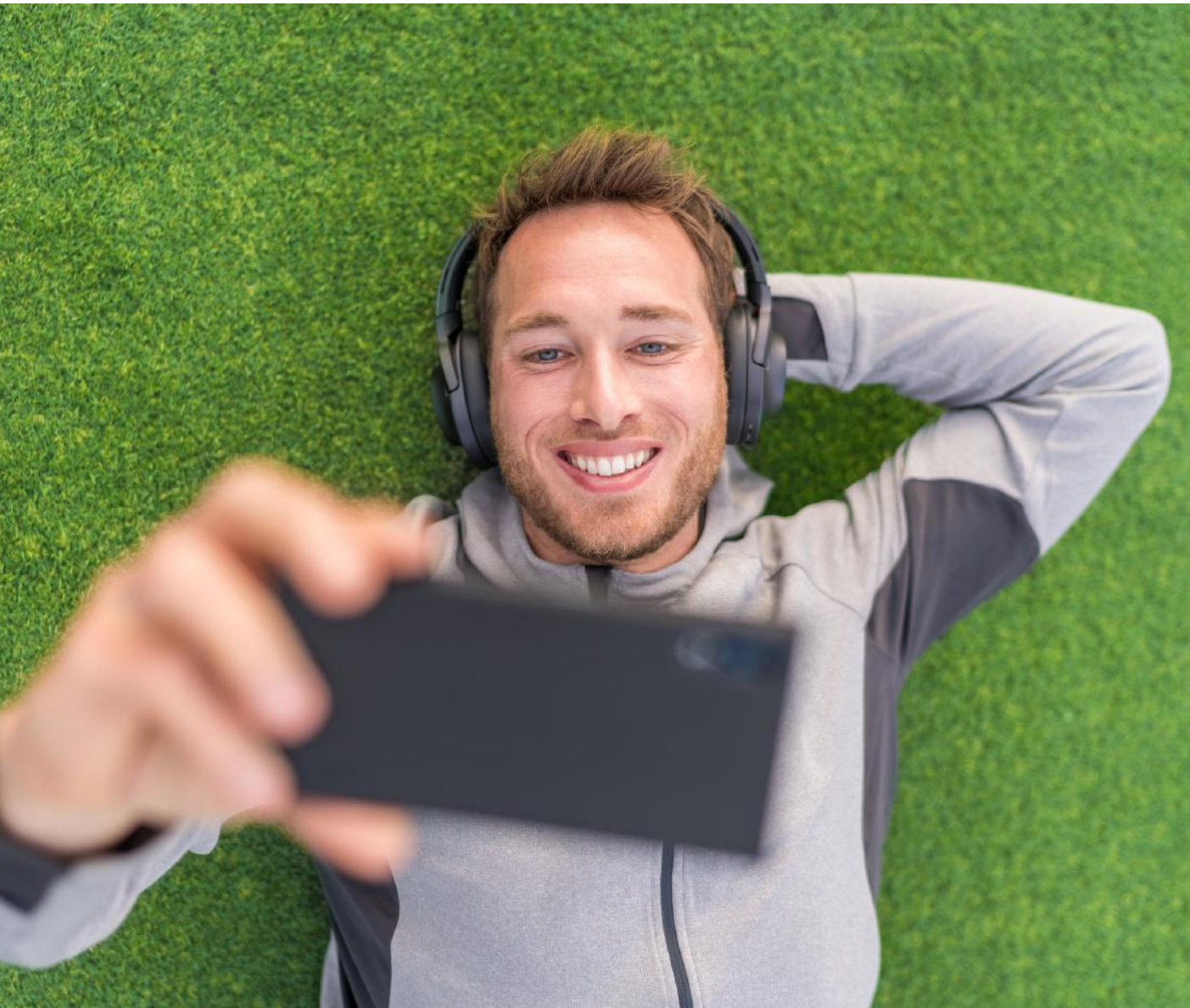
View Rate by Industry



Q2 2024 Changes in CPV



The beverage, electronics, business, and finance sectors have all experienced a decrease in CPV this quarter compared to their overall 2023 CPV. This improvement can be attributed to several factors, including the growth of the premiumization market in the beverage industry, digital transformation driven by the integration of AI-centric features, and the implementation of hyper-personalized advertising experiences for electronic consumers.



Q2 Updates that you might have missed

Apr

- [How brands can get the most out of YouTube Shorts ads](#)
- [Display & Video 360 updates from Google NewFront](#)

May

- [At Brandcast 2024: There's only one YouTube](#)
- [Google Marketing Live 2024: Your roundup of announcements](#)
- [Google adds opt-in for Video Enhancements for ads](#)

Jun

- [Meet the Google TV network](#)
- [Google Ad Manager updates give publishers more creative controls](#)
- [Google's Display & Video 360 API gets two new updates](#)
- [Google streamlining YouTube, Display ad content controls](#)

Conclusion

Strike Social's Q2 2024 YouTube advertising across various verticals and devices has shown marked improvements, especially in cost efficiency. Strike Social's Q2 CPV resulted in 27% cost efficiency and an identical ad retention rate of 61%. The data indicates that the team has continued to achieve a balanced cost efficiency and viewing engagement performance this year. With the advancement of the team's proprietary tool in media planning creation, pacing, and optimization, the team can continue to look for efficiency even in the busiest auction, during election campaigns, and during the holiday advertising rush.

When analyzing device performance, advertisers should prioritize exploring opportunities in the Connected TV (CTV) space. This is particularly relevant considering that both YouTube TV and Google TV ads can be accessed through YouTube auctions. Marketers can take advantage of CTV's prevalence on devices, especially for campaigns aimed at raising awareness strategically. Because of its immersive and uninterrupted viewing experience, CTV is poised to take over the TV ad experience from traditional television, offering more precise audience targeting capabilities.



Strike Social is a global advertising company that leverages automation and data-driven solutions to optimize advertising campaigns across various social media platforms, including YouTube, Instagram, Facebook, TikTok, LinkedIn, Twitter, Snapchat, and other paid social platforms.

With offices across Asia, Europe, and the Americas, we provide businesses and brands with the expertise and technology 24/7 needed for successful campaign management and optimization.



Want to lower your
CPV for YouTube
Skippable ads?

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