



2021 YouTube Insight Report

YouTube TrueView
Instream Skippable

Cost per View and View Rate
per industry

strikesocial.com



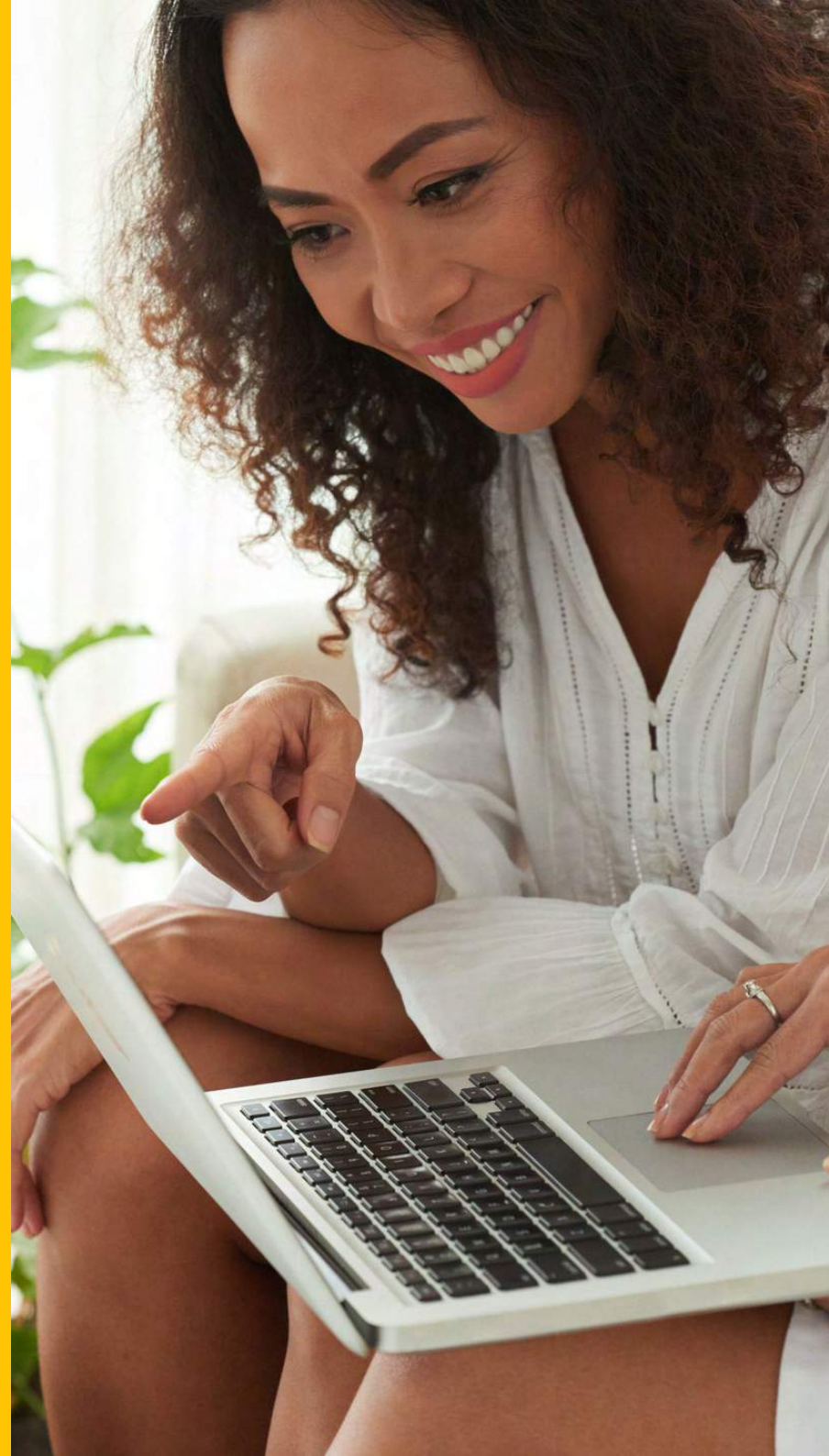
OVERVIEW

If you wonder what's the most visited social platform website in the United States, it's none other than YouTube.com.

According to Semrush.com, as of October 2021, the massive video company has recorded 3.84 billion visits, followed by Facebook with 3.07 billion. YouTube has also led the list in the highest average visit duration with 27:58 minutes. Consumer formed behavior during 2020 had a significant impact on YouTube's success last year.

With the explosion of video viewership, YouTube has opened new opportunities for brands and a more personalized advertising experience for consumers. But coming from a year with low auction competition, how was 2021 YouTube's Cost Per View performed?

With the help of Campaign Lab, our proprietary tool, the numbers reflect on our 2021 YouTube TrueView Insight Report are from our U.S. Campaigns. Our analysis contains observation-based takeaways to guide marketers in maximizing their YouTube Skippable campaigns.



A photograph showing three people wearing light blue surgical face masks. They are gathered around a wooden table. The person in the center, wearing a yellow sweater, is holding a smartphone with a red case. The other two people, one in a light blue sweater and one in a black and white striped shirt, are looking at the phone. In the foreground, there is a blue bowl filled with white rice, topped with sliced kiwi, banana, strawberries, and orange slices. A silver fork and knife are visible on a white napkin on the table.

YouTube TrueView Instream Skippable

Cost per View and View Rate per industry

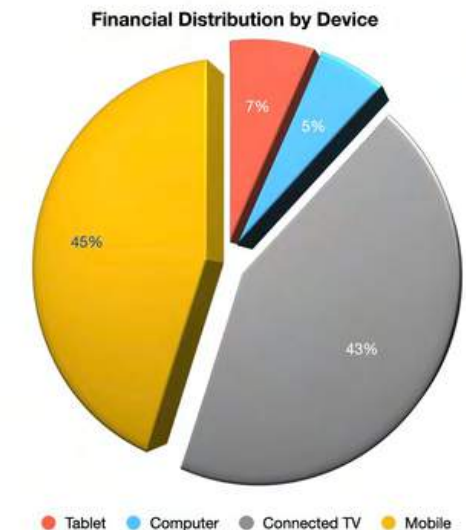
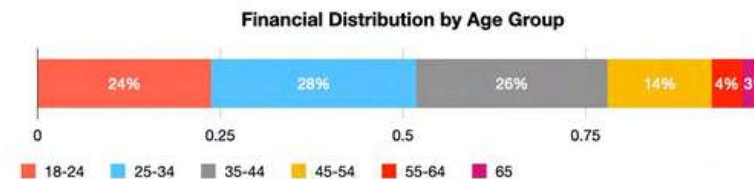
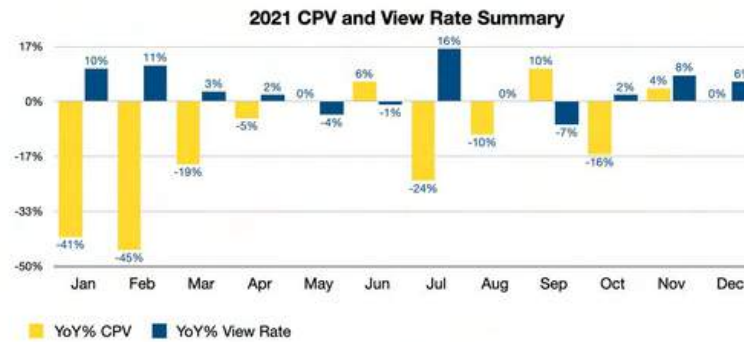
OVERVIEW

With the U.S. economy slowly recovering, different industries are gradually rising from the shackles brought by the pandemic.

Looking at the overall ad spend, Q1 2021 reflected a massive growth compared to the unsettling months of the previous year. Q4 2020 marketers' momentum has continued towards the following year, where we have seen 2021's lean months almost double the holiday season ad spending.

Tackling the viewership by age group, the 65+-year-old demo led the group to the highest YoY% increase in view rate with 16%. At the same time, the 55-64 age demographic saw double-digit growth in view rate with 15%.

Overall CPV Campaigns - YouTube Insights 2021



YouTube True View Instream Skippable Industry Report 2021 - [StrikeSocial.com](https://www.strikesocial.com)

THE RISE OF CO-VIEWING AND CONNECTED TV

Television has always been a good reason for people to gather around, creating connections. Due to more people staying at home, the crisis has rekindled the co-viewing experience.

Watching together initiated a newly formed behavior and led to more screen time for household members. With thousands of available inventories that viewers can access anytime, digital marketers capitalize on data-driven advertising.

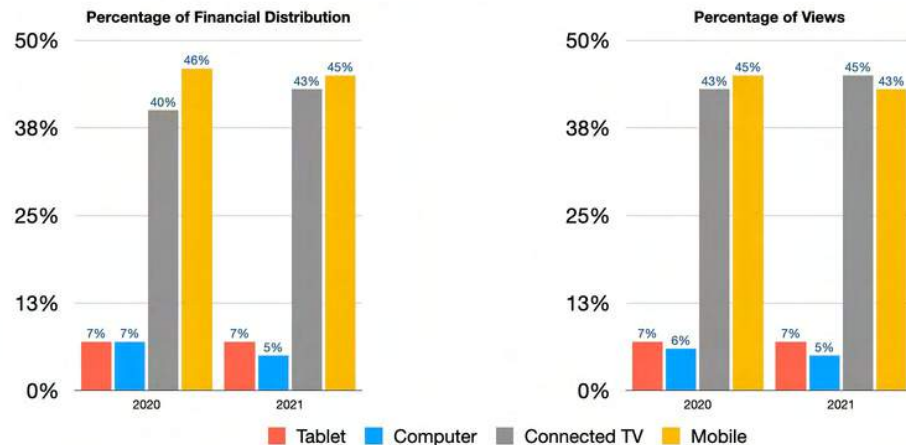
Strike Social data showed that Connected TV share in ad spending allocation by the device improved another 5% YoY, now counting for over 45% of YT views in standard campaigns. Campaigns set up for CTV have improved compared to the previous year. CPV and CPM went down by 20% and 21% accordingly. At the same time, Complete View Rate (CVR) for Connected TV increased and is now on average over 52.5%.

Image Source: Happy photo created by freepik



YOUTUBE CONNECTED TV SUPPLY GET MORE COST EFFICIENT

Comparison of Financial Distribution by Device



YouTube TrueView Instream Skippable Industry Report 2021 - [StrikeSocial.com](https://www.strikesocial.com)

After most brands decided to put their money back in advertising, marketers expected a price hike in ad cost last year. Our data tells a different story. Our tool reported a median CPV and CPM improvement of 22% and 18% across all devices. As a result, the median View Rate rose 4% and Complete View Rate rose 14% from 2020.

Looking back at Strike Social's 2021 data, an overall 40% of YouTube spend for TrueView In-Stream Skippable was on Connected TV. Compared to other devices, CTV tops the list with the highest Complete View Rate at 50.7%. CPV efficiency on CTV devices is shown to be 10% more cost-efficient than mobile, desktop, or tablet.

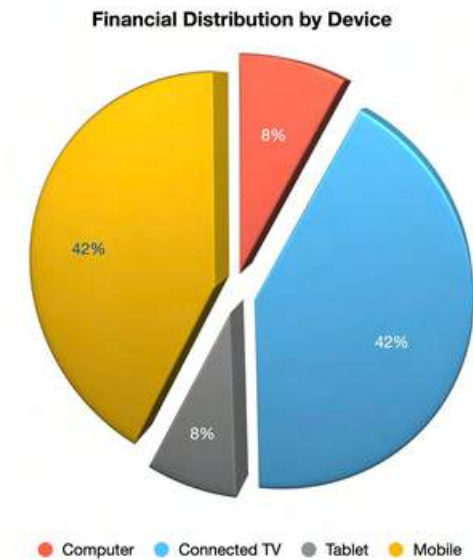
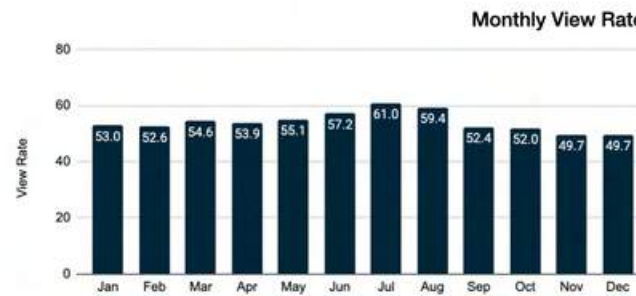
BUSINESS AND FINANCE

2021 Strike Social data for our clients under the Business and Finance vertical reported a minor median CPV increase of 3%, reflecting on the Month on Month performance.

While last year's holiday season has the highest CPV and CPM, almost doubling the Q3's median output. Advertising costs are more stable for our clients running Always-On Video campaigns than seasonal runs despite auction volatility.

Connected TV devices offer an 11% lower CPV compared to other platforms. In contrast, mobile devices have a higher View Rate, 56.7%, with a Complete View Rate of 55.5%

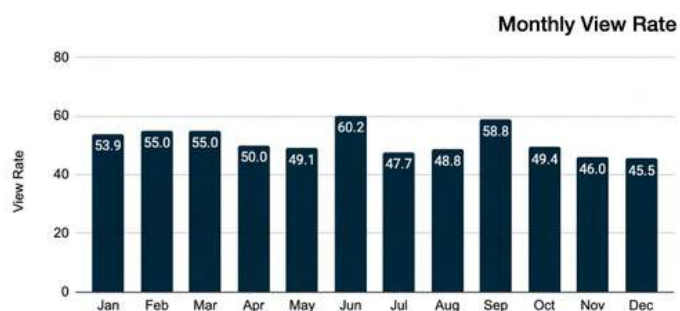
Business and Finance - YouTube Insights 2021



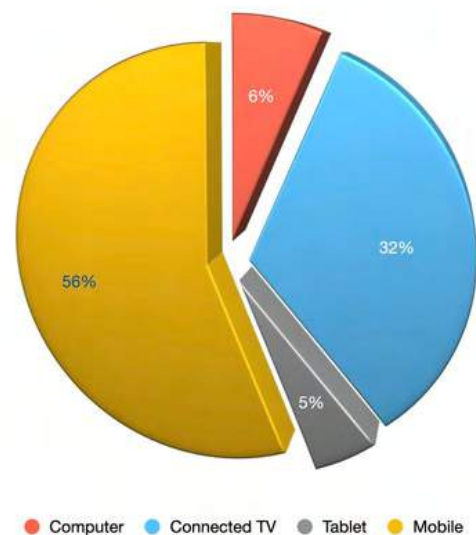
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FASHION INDUSTRY

Fashion Industry - YouTube Insights 2021



Financial Distribution by Device



YouTube TrueView Instream Skippable Industry Report 2021 - [StrikeSocial.com](https://www.strikesocial.com)

One way to measure the consumer's video ad response is through a campaign's Click-Through-Rate.

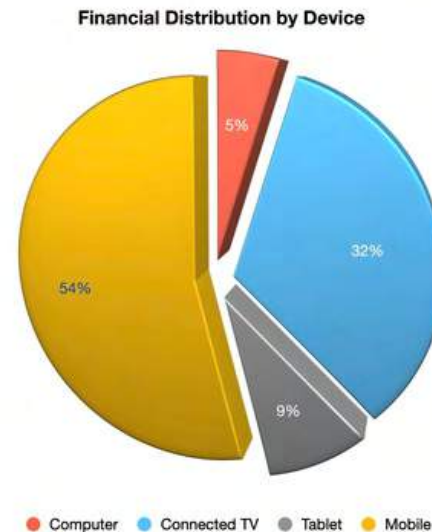
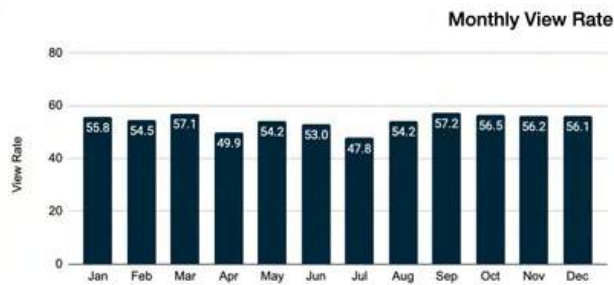
The 2021 Strike Social data for clients under the Fashion industry presented a financial distribution of 56% spent on Mobile devices, resulting in a .52% Click-Through-Rate. However, Desktop devices have a 78% View Rate even with a 6% financial allocation.

Our data also indicates that Connected TVs have 11% lower CPV than Desktop.

With fashion brands' hopes to re-open their doors to the consumers, Ad competition grew during Q3 and Q4, reflecting a quarterly CPV % change spike.

FOOD (CONSUMER PACKAGED GOODS)

Food (Consumer Packaged Goods) - YouTube Insights 2021



YouTube TrueView Instream Skippable Industry Report 2021 - [StrikeSocial.com](https://www.strikesocial.com)

According to an online survey, most U.S. CPG companies have dedicated a substantial budget for marketing and advertising, making the industry one of the top five highest shares of ad expenditures.

As we dive into Strike Social data, almost 46% of ad spending goes to the younger generation, 18 to 24 years old. In both Q4 and Q1, our numbers convey better CPV performance considering the tough holiday season advertising auction.

For the insights by device, the CPM for Connected TVs is 22% lower than Desktop. At the same time, the view rates for both CTV and Tablets are closely identical.

GAMING INDUSTRY

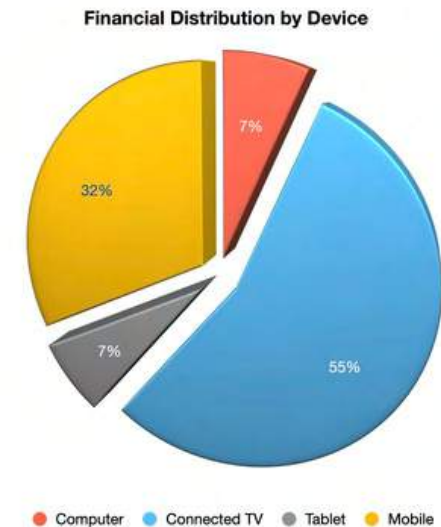
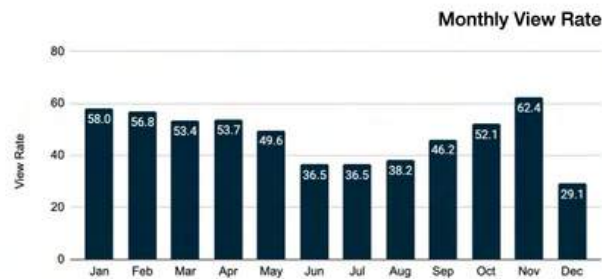
Last year's gaming advertisers' choice of platform has been Mobile devices.

CPV costs across all platforms are identical, but CPM for Mobile devices is 18% higher than Tablet.

Mobile's gaming campaigns received a .25% Click-Through Rate and 57% View Rates.

Similar to 2020 gaming advertising campaign data, Mobile gains the most View Rate but is 14% costlier than Connected TV CPV.

Gaming Industry - YouTube Insights 2021



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PET FOOD, AND SUPPLIES (CONSUMER PACKAGED GOODS)

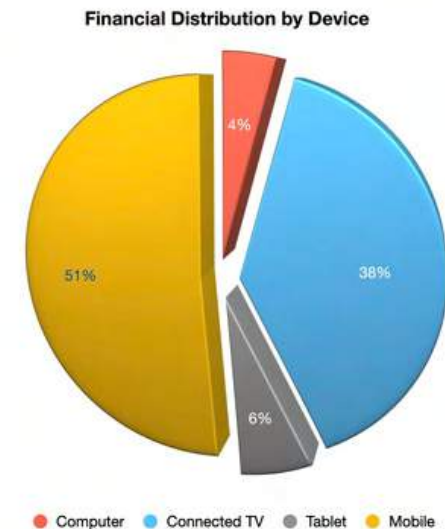
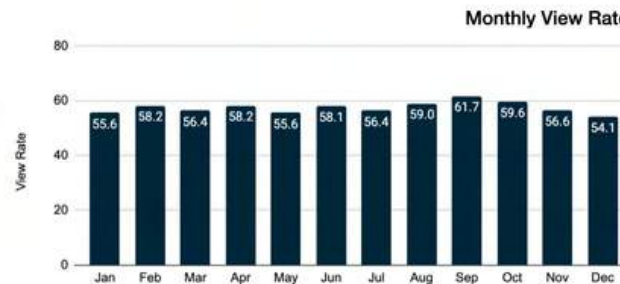
With the U.S. economy slowly recovering, different industries are gradually rising from the shackles brought by the pandemic.

Looking at the overall ad spend of our clients categorized under Pet Food and Supplies, we have seen consistent growth month-on-month and closed Q4 2021 with three times more ad spend than Q1 2021.

Connected TV has been the most cost-efficient of all the devices. Posting a 17.7% lower CPV and 12.6% lower CPM than Desktop.

Overall, median CPV under Pets Food and Supply CPG vertical resulted in a minimal 2.08% than last year.

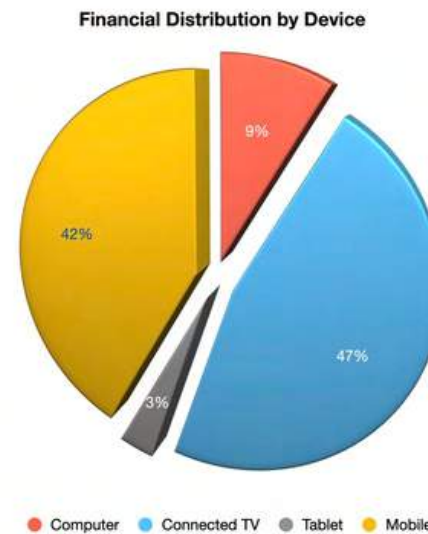
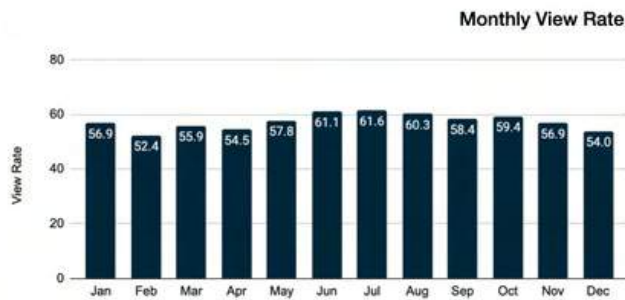
Pets (Consumer Packaged Goods) - YouTube Insights 2021



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QUICK SERVICE RESTAURANT

Quick Service Restaurant Industry - YouTube Insights 2021



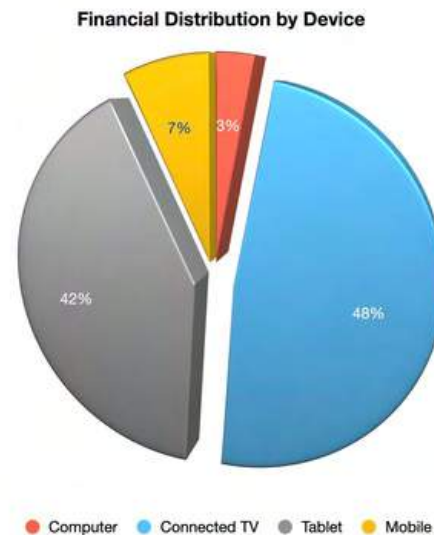
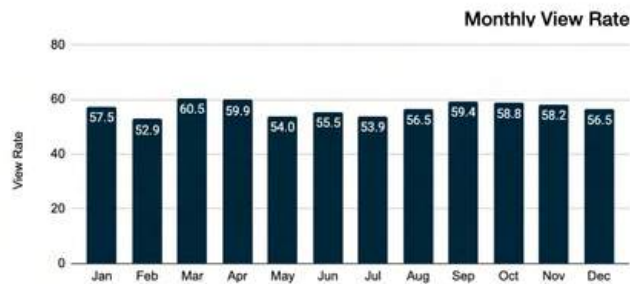
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Most Quick Service Restaurant (QSR) companies have adjusted their operations to maintain their doors open. QSR double down its investments in digital service enhancement like online ordering and social advertising.

CPV median quarterly percent change throughout the year resulted in a minimal 2% increase. For device insights, the Desktop has the lowest CPV rate, 16.67% lower than mobile, and recorded the highest View Rate, 6.2% higher than Mobile devices.

Our Parental Status split data shows that 49.8% allocation ad budget went with Parents' consumers. At the same time, our numbers presented a notable 84.10% Complete View Rate for the audiences with kids.

Travel Industry - YouTube Insights 2021



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The U.S. Travel industry might have been the most impacted among the other verticals. Towards the end of the year, both domestic and international tourism and Travel have been optimistic about recuperating losses during the lockdown.

As most of our clients have paused, pushed back, and pull-out advertising funds last 2020, our 2021 numbers for the Travel vertical have been more consistent. Monthly ad spending percent change resulted in a median increase of 32%.

Connected TV delivered the lowest CPV and CPM compared to Computer, Mobile, and Tablet devices. Connected TV's CPV and CPM posted a 23.8% and 19.24% lower than Computer Devices. The big screen also led the list with a 60% Complete View Rate.

TAKEAWAY

After budget volatility of 2020, most marketers expected a spike in YouTube advertising costs in 2021. More marketing interest in YouTube would seemingly lead to higher prices in the auctions.

However, with a higher View Rate through well-managed ad optimization and granular targeting, most of our campaigns displayed a slight increase.

Unlike other video supplies and especially other CTV options, YouTube costs are inherently stable. Content creators have learned how to keep their audience(s) on YouTube longer. Growth in time spent with YouTube across all devices helped keep the CPVs and CPMs on YouTube consistent and we expect to see the same in 2022.

2021 saw many social advertising challenges across targeting, tracking and proving out ROAS. Marketers priorities to maximize campaign value are in lock step with YouTube's benefits. Whether it be views, clicks or engagements, machine learning becomes valuable in this kind of situation. Strike Social looks into historical campaign success and periodically optimizes to exceed target KPI's in the most cost-efficient way.



ABOUT STRIKE SOCIAL

Strike Social is not your typical social media solution. We provide 24/7 global engagement with your media partners to drive strategic business outcomes.

Our experience is backed by technology and talent. See why hundreds of agencies and brands use our services to drive superior results.

We build cutting-edge technology powered by machine learning and data science to improve advertising performance by 30-70%.

Reach out to our team if you want to learn more, StrikeSocial.com

