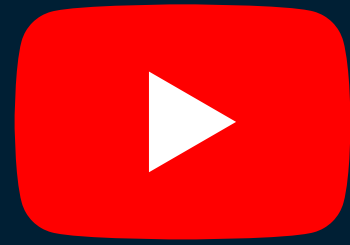


Q 1 2 0 2 3



Q1 2023 YouTube CPV Benchmark

TrueView Campaigns Leverage on Views Objective

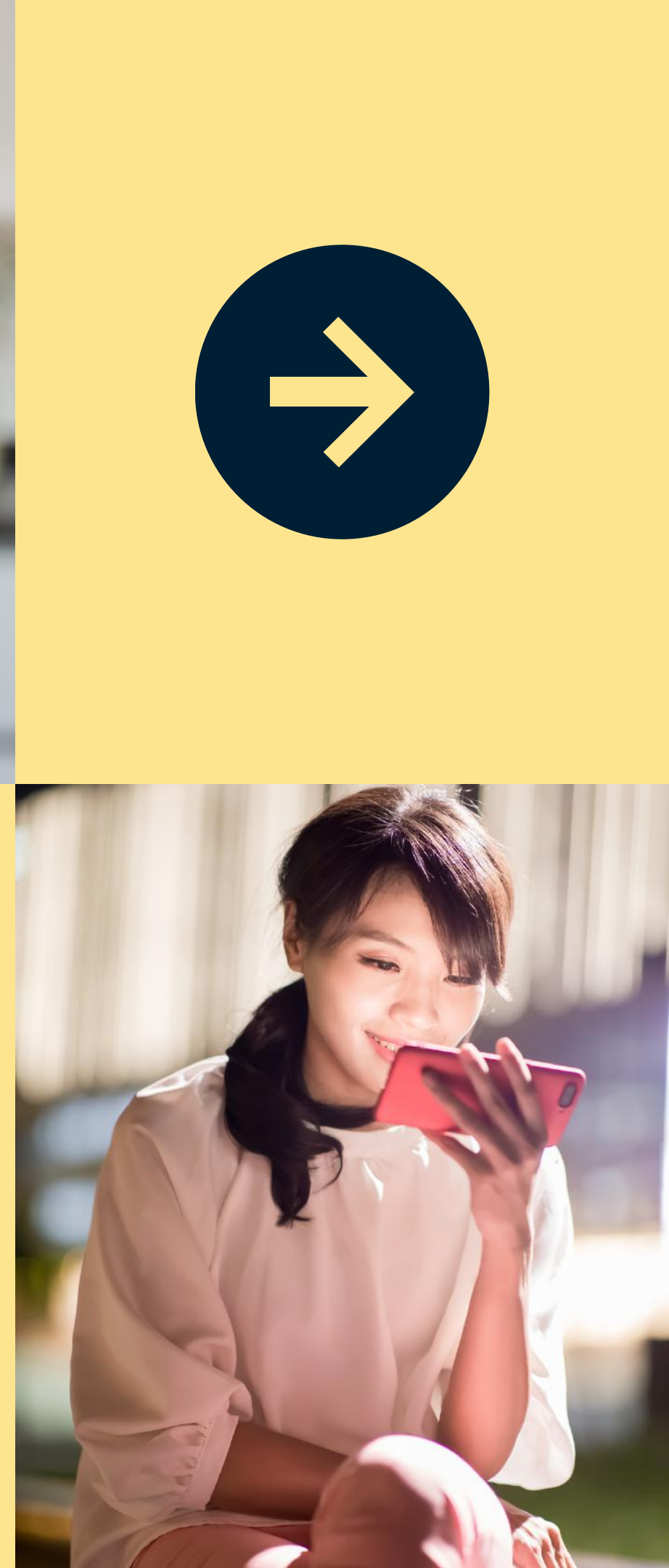


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Despite the rise of various video platforms, YouTube remains the premier choice for advertisers.

This report encompasses industry-specific CPV insights along with quarterly and monthly performance benchmarks. Understanding CPV trends empowers advertisers to optimize campaign outcomes following industry standards.

About Strike Social



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.



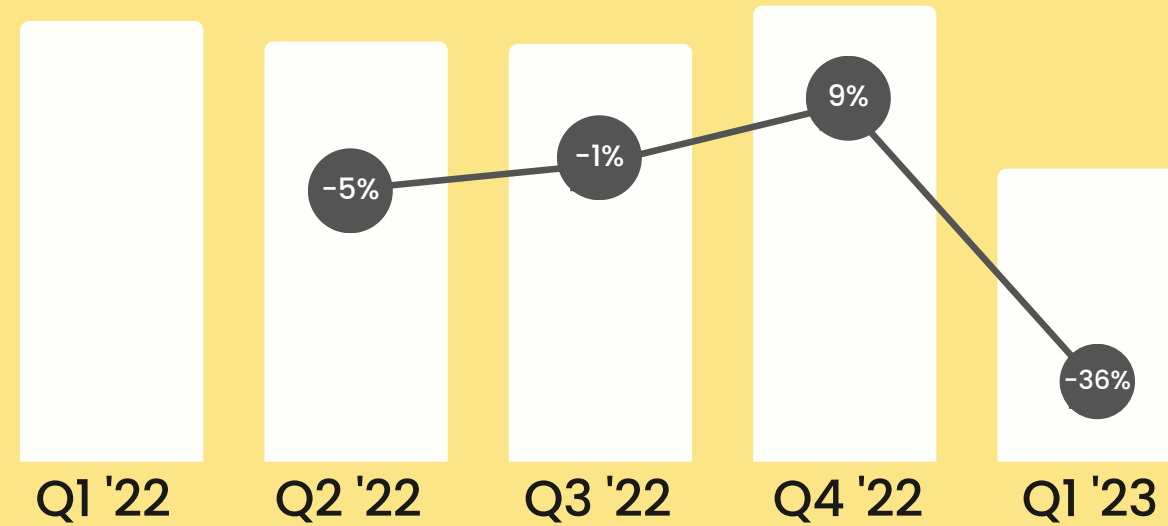


our methodology

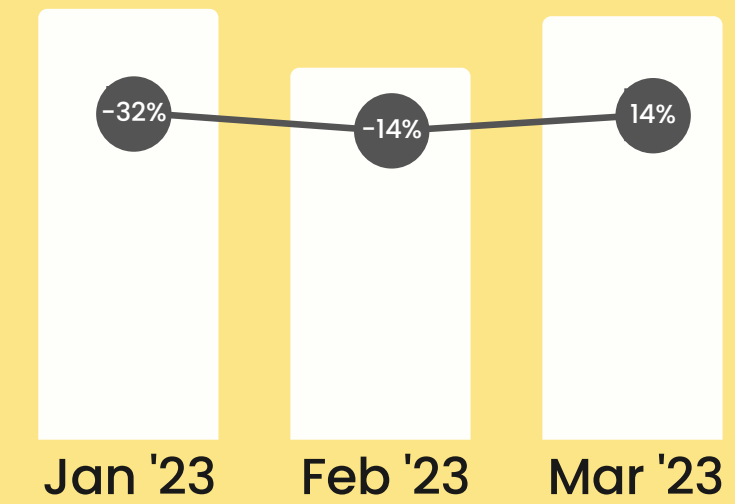
For this report, we only analyzed thousands of YouTube InStream Skippable campaigns that leveraged the Views objective. Our sample size consisted of more than 70 million views across various industries. We used CampaignLab, Strike Social's proprietary AI tool, to optimize campaign performance and identify key metrics, including CPV, view, and video rate trends. The timeframe for our analysis was from Q1 2022 to Q1 2023. The data collected and analyzed were anonymized and aggregated to ensure confidentiality and privacy.

Overview

Quarterly CPV Trend



Monthly CPV Trend



01. Quarterly

Our data presented a 36% reduction in CPV, indicating increased efficiency and reduced media investments following a busy holiday season. Brands could leverage this for their post-season marketing efforts.

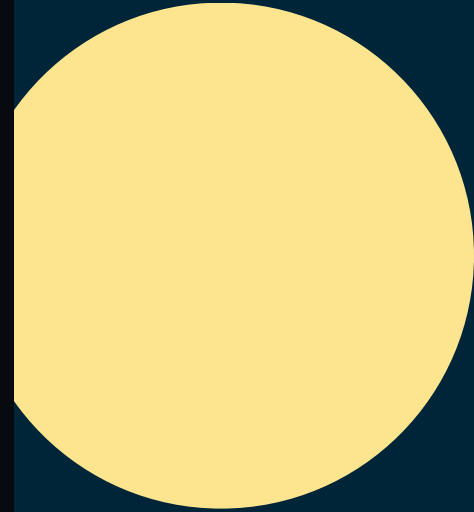
02. Monthly

As 2023 unfolds, February's CPV slightly improved from the previous month's significant decline. March increased the overall CPV by 14% as brands added more media investment in closing the quarter.

03. Overall

Comparing this year's Q1 CPV to Q1 '22, the data shows a cost-efficient 35% improvement. This can be attributed to campaign optimization and the rapid development of different YouTube advertising solutions.

Ad Spend and Views: Q1 '23 Performance Analysis



Our data reflects a trend similar to what industry experts have predicted for a slowdown in ad spending this year.

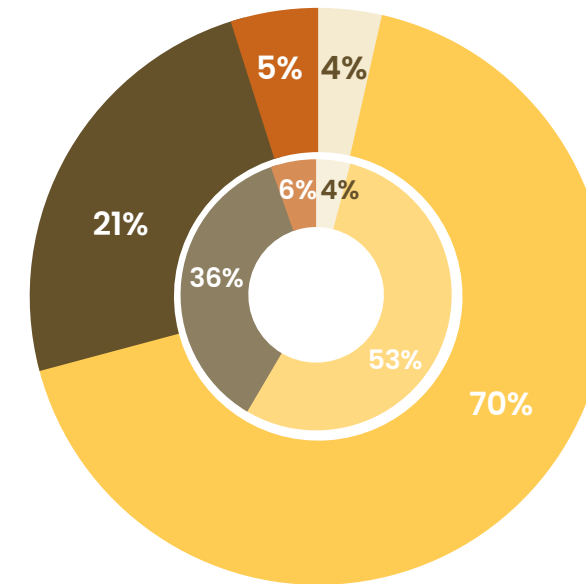
We observed a significant decline in ad spending for brands that ran similar campaigns the previous year. However, views increased, and overall CPV improved by 19% compared to last year, indicating greater efficiency.

While there was a decrease in mobile spend allocations this Q1, our data suggest that handheld devices are showing higher efficiency. This trend could be attributed to the introduction of YouTube shorts as a new ad placement.

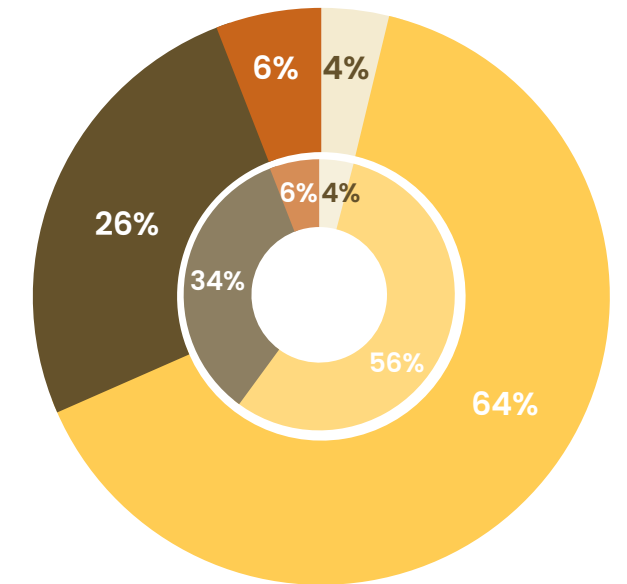
'22-'23 Q1 Distribution of Spend and Views

● Connected TV
 ● Mobile
 ● Tablet
 ● Desktop

Spend

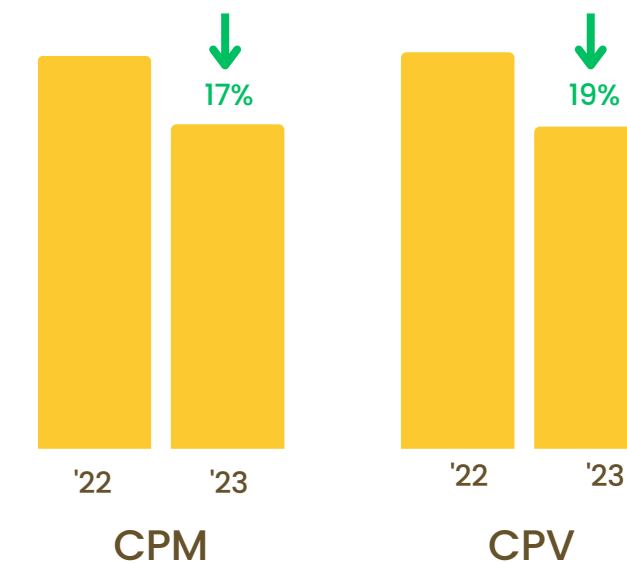


Views



'22-'23 Q1 KPI Comparison

Using YouTube TrueView campaigns leverage to more views



Industry growth trends



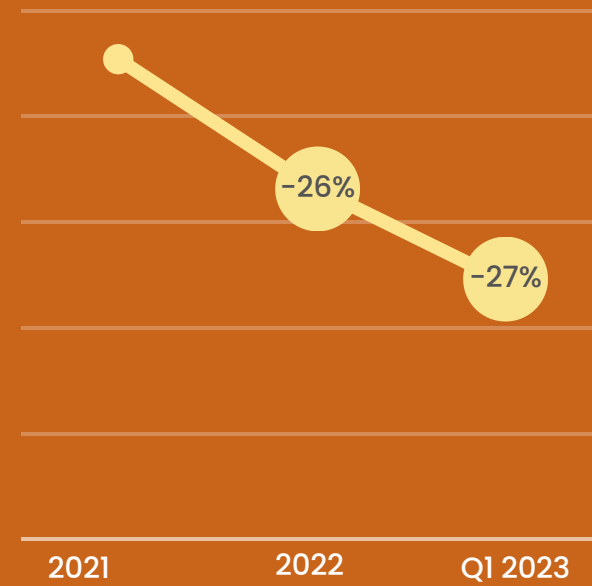
A data-driven YouTube View campaign requires a thorough understanding of CPV insights and industry growth trends. Analyzing industry-specific advertising opportunities begins with identifying CPV industry benchmarks. Our report examines the performance of various industries, including automotive, business and finance, electronics, food (CPG), healthcare and insurance, science and technology, and travel, providing data-centric insights for effective ad spend allocation.



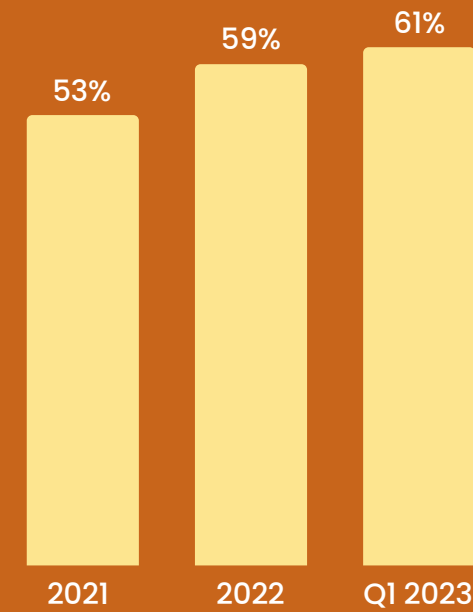


CPV Yearly Trend

% change

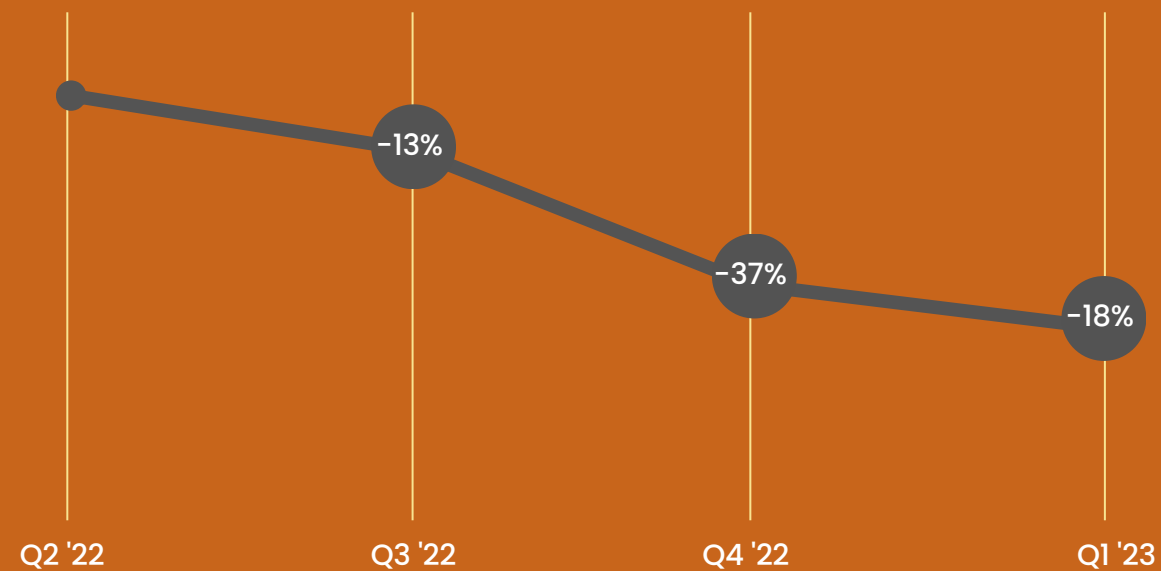


View Rate Trend



'22 – '23 Quarterly CPV Trend

% change



Automotive

This year, the automotive industry continues its digital transformation, offering customers a more convenient and personalized online experience. With virtual dealerships and tailored digital promotions, consumers can easily purchase any vehicle with just a few clicks on their mobile phones. Going to a physical dealership is no longer necessary, as the entire buying process can now be done from the comfort of their homes.

DATA INSIGHTS

Automotive CPV on YouTube steadily decreased by 46% between 2022 and 2023. Yet, automotive ads' view rate has consistently increased, with a 15% increase between 2021 and 2023.



Business & Finance

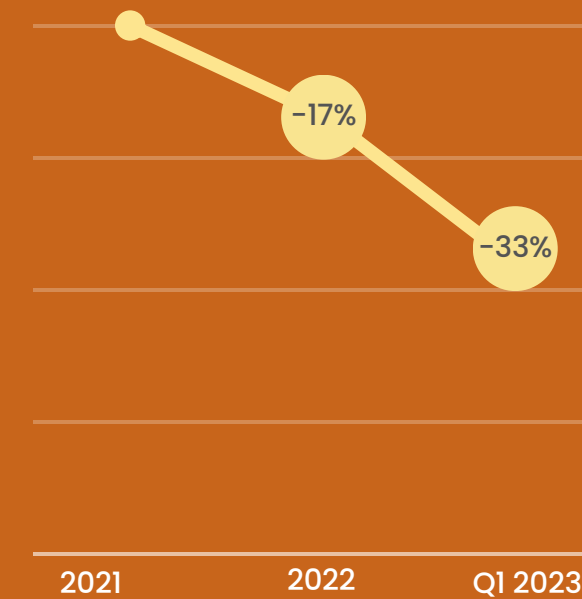
It's no secret that the financial industry has had to weather some economic challenges in recent months. But rather than endure the storm, many financial institutions seize the opportunity to reinvent their products and emerge even stronger coming to the new year. These companies have used the disruptions in the market to think outside the box and explore new opportunities.

DATA INSIGHTS

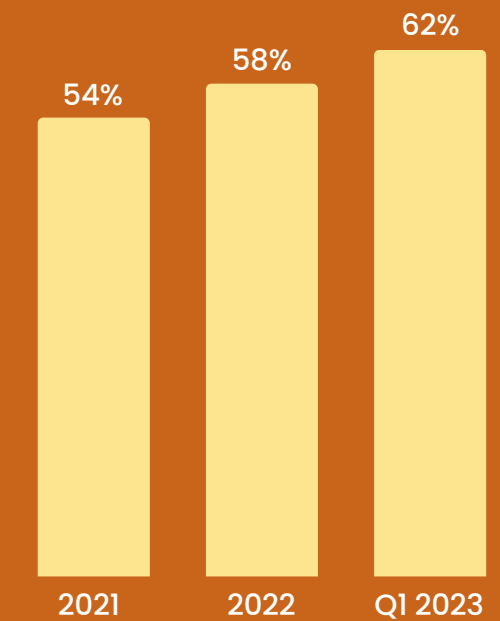
The Business and Finance industry had a 45% reduction in CPV from 2021 to 2023. Q3 2022 spending showed a significant increase, possibly due to Back-to-school and end-of-summer campaigns. While Q1 of each year saw a consistent decline.

CPV Yearly Trend

% change

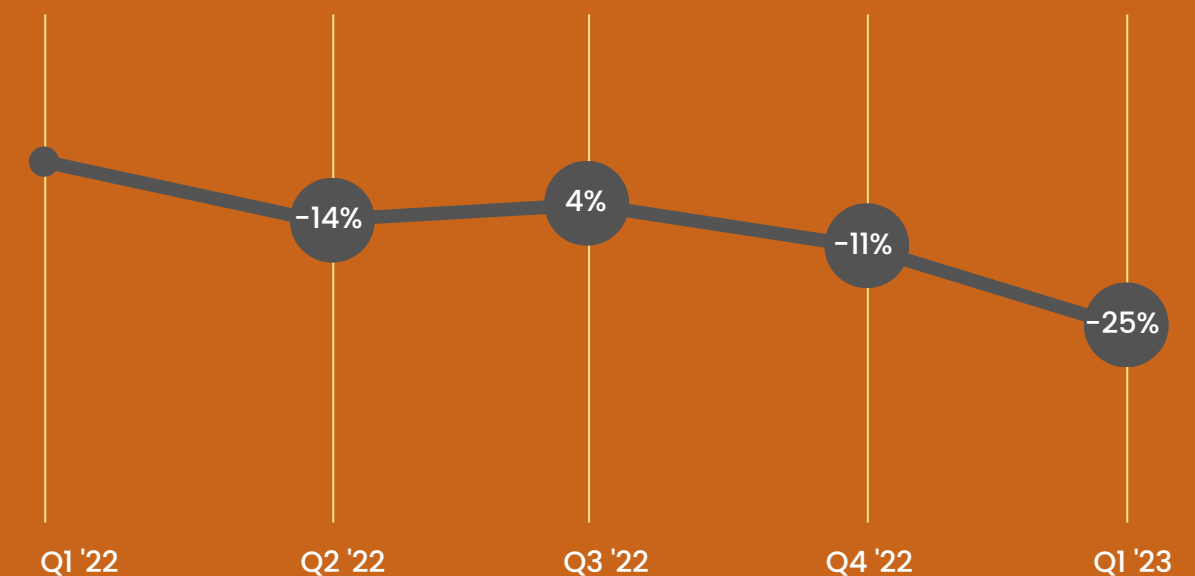


View Rate Trend



'22 - '23 Quarterly CPV Trend

% change

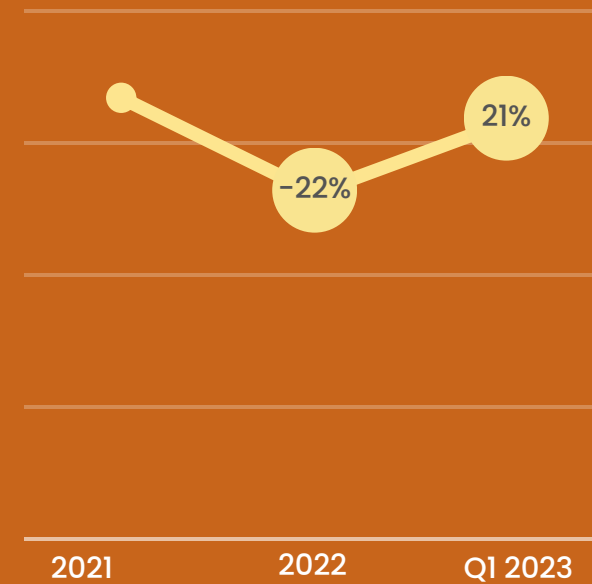


Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

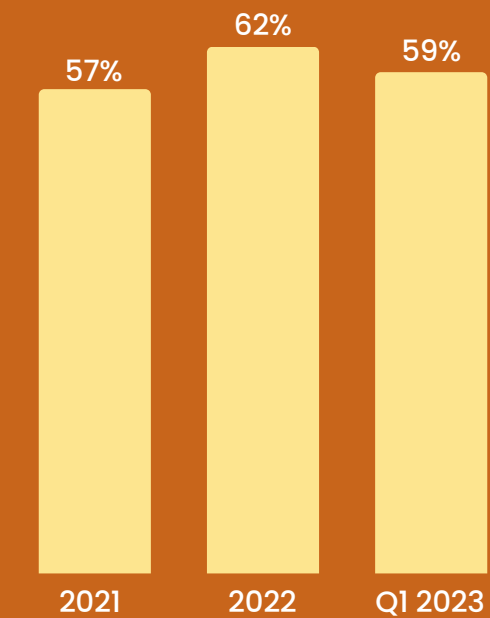


CPV Yearly Trend

% change

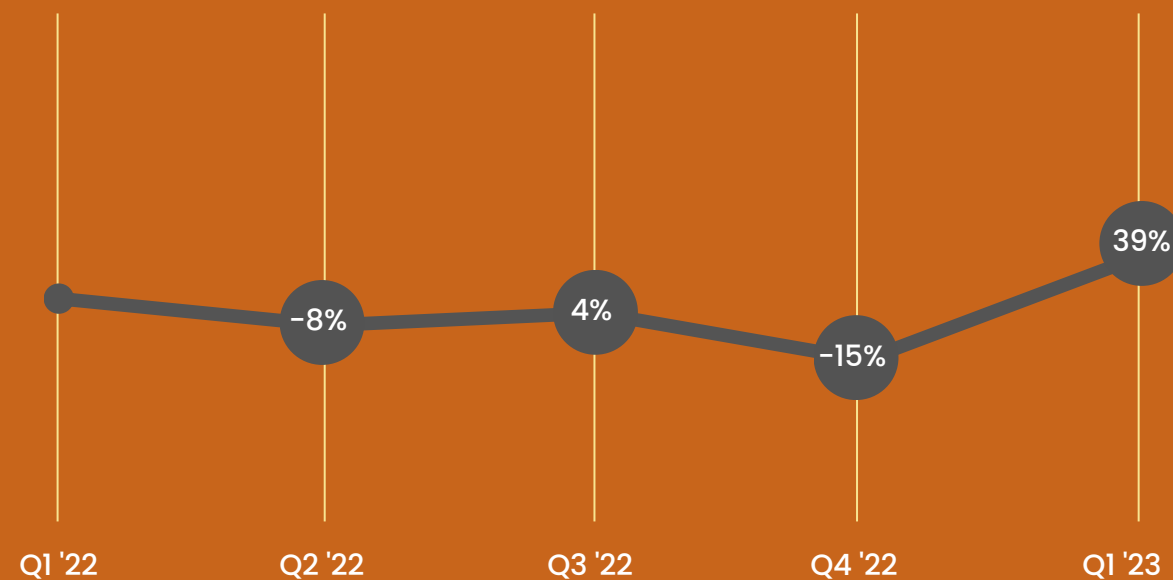


View Rate Trend



'22 – '23 Quarterly CPV Trend

% change



Electronics

Rising income levels and convenience continue to drive demand in the consumer electronics industry this year, as reflected in our CPV dataset showing a slight improvement in 2022 ad costs. Opportunities in artificial intelligence and emerging trends also contributed to increased views and campaign efficiencies on YouTube. These factors are likely to continue shaping consumer electronics industry trends in the coming year.

DATA INSIGHTS

Strike Social CPV Data for the Electronic industry's displayed a decline in 2022 but is recovering in 2023. The view rate increased from 2021–2022 but decreased slightly in 2023. Q3 2022 has the lowest CPV among quarters, in line with current consumer trends.



Food (CPG)

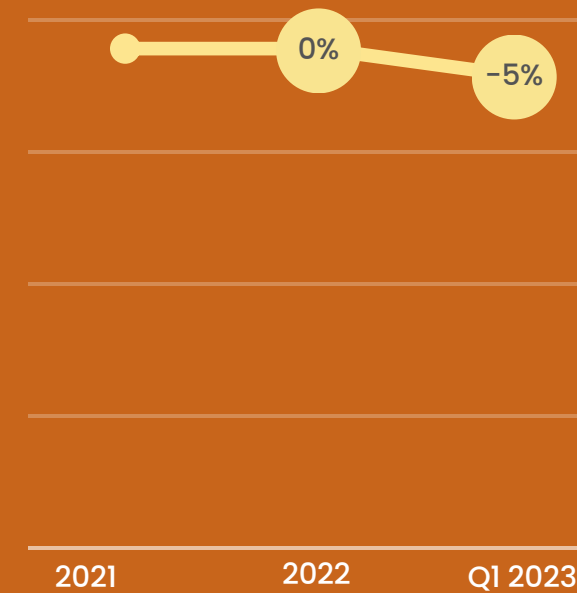
2023 shows little difference from the previous year. Food (CPG) companies will continue to face disruptions in supply chains and labor challenges. These factors are essential building blocks for creating advertising campaigns. With more new strategies to test for brands to sustain their marketing efforts, view rates and costs will be more volatile during H1 2023. Efficiencies will pick up as advertisers identify suitable ad solutions.

DATA INSIGHTS

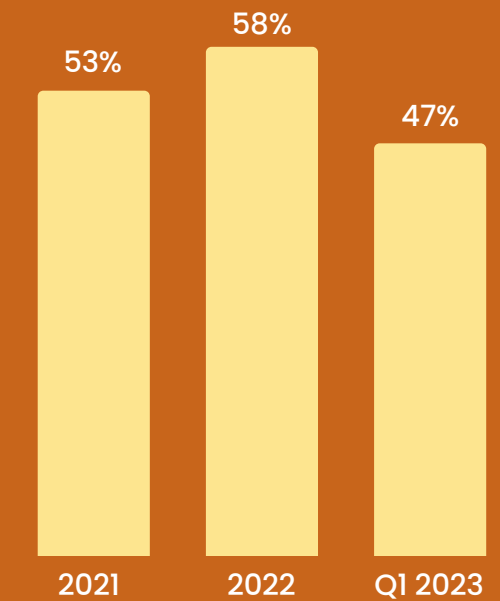
Food (CPG) industry had stable CPV from 2021–2022, but a slight decrease in 2023. View rate increased from 53% in 2021 to 58% in 2022 but decreased significantly to 47% in 2023. Q4 2022 had highest CPV, spending, and views, indicating a strong interest in holiday campaigns.

CPV Yearly Trend

% change

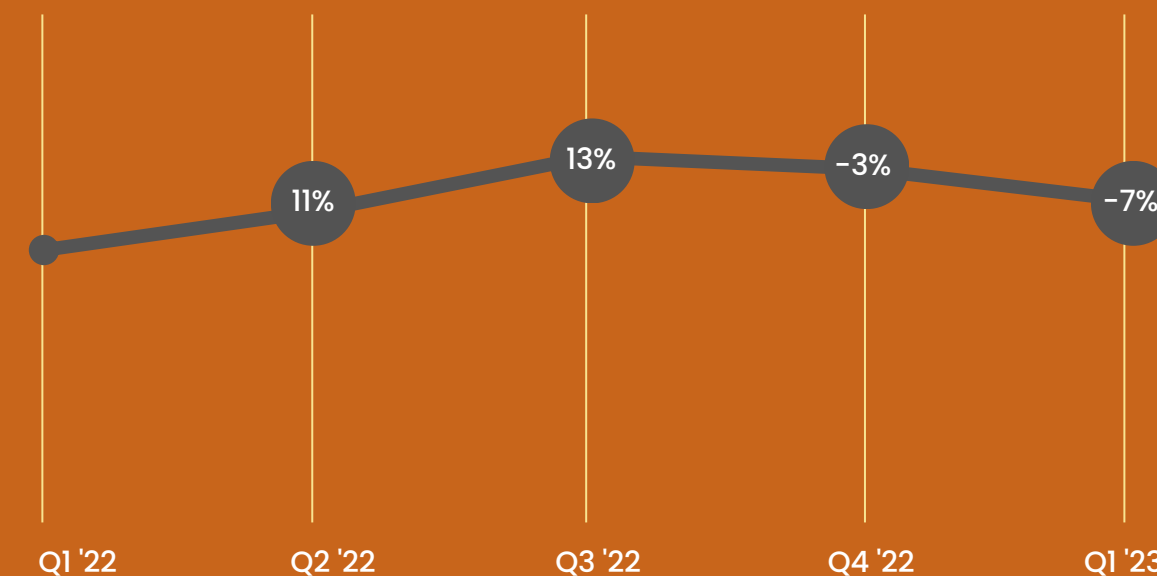


View Rate Trend



'22 – '23 Quarterly CPV Trend

% change

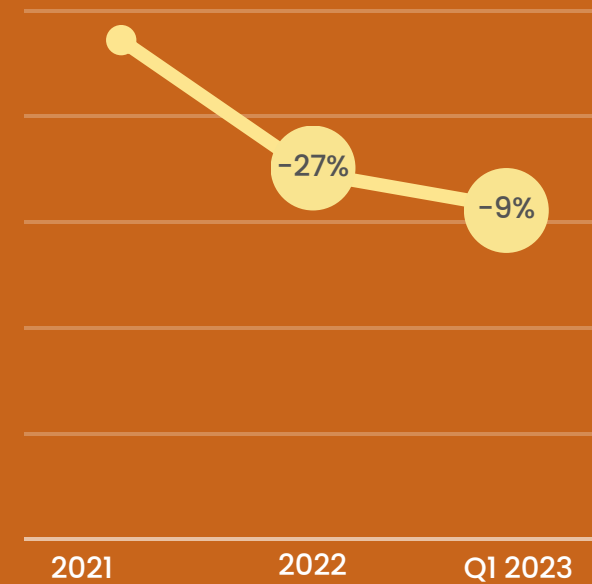


Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

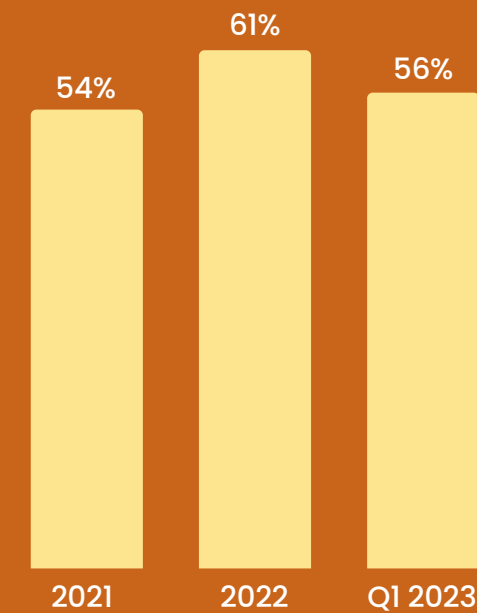


CPV Yearly Trend

% change

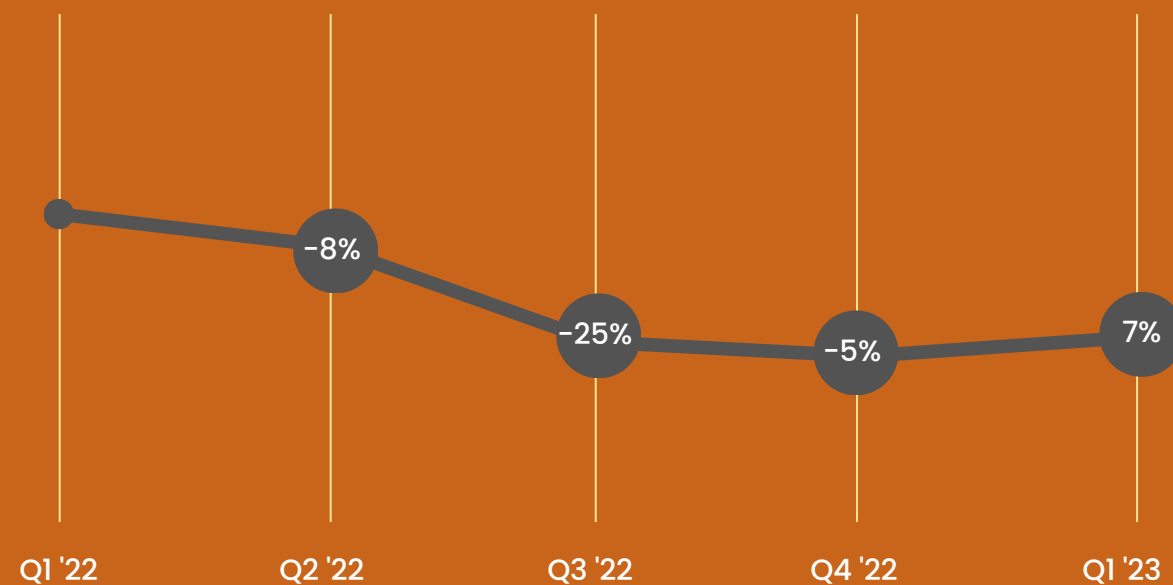


View Rate Trend



'22 - '23 Quarterly CPV Trend

% change

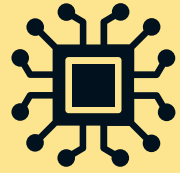


Healthcare & Insurance

Although the growth in ad spending has slowed down, healthcare and pharma industries are predicted to have 10.1% growth this year, which is the smallest decremental compared to other industries. Brands in this sector will focus on consumerization and accessibility for both modern and traditional consumers, leveraging digital platforms for services and product offerings. Brands will continue to be the catalyst for the market despite normalization.

DATA INSIGHTS

CPV trend on YouTube showed a consistent downward trend from 2021 to 2023, a total of 33% improvement. The view rate % experienced a significant increase in 2022 but dipped slightly in 2023. This could suggest a potential saturation of the target audience or increased competition in the industry.



Science & Technology

The role of AI and machine development in the science and tech industries is set to play a significant role in 2023.

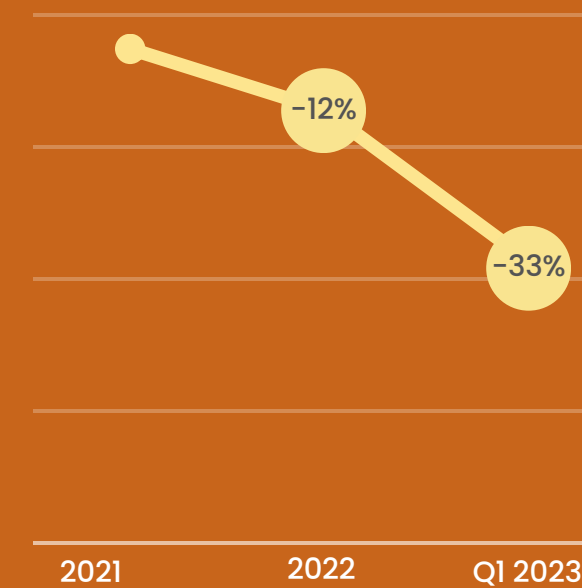
Businesses recognize that AI creates a competitive advantage, and brands are capitalizing on this trend to launch new products. Advertisers can leverage the AI boom, as consumer curiosity about AI peaks, to improve ad targeting, content optimization, and campaign performance.

DATA INSIGHTS

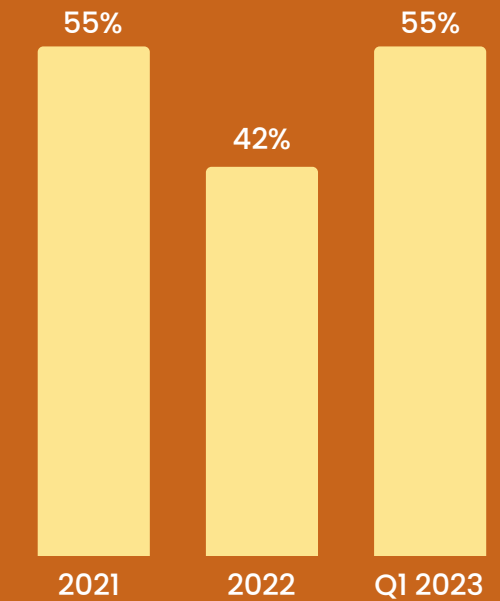
The CPV trend for the Science and Tech industry decreased by 41% from 2021 to 2023. Advertisers may want to allocate more budget in Q3 to take advantage of the high interest. A substantial drop in CPV from Q3 to Q4 2022 suggests advertisers may shift budgets away from holiday campaigns.

CPV Yearly Trend

% change

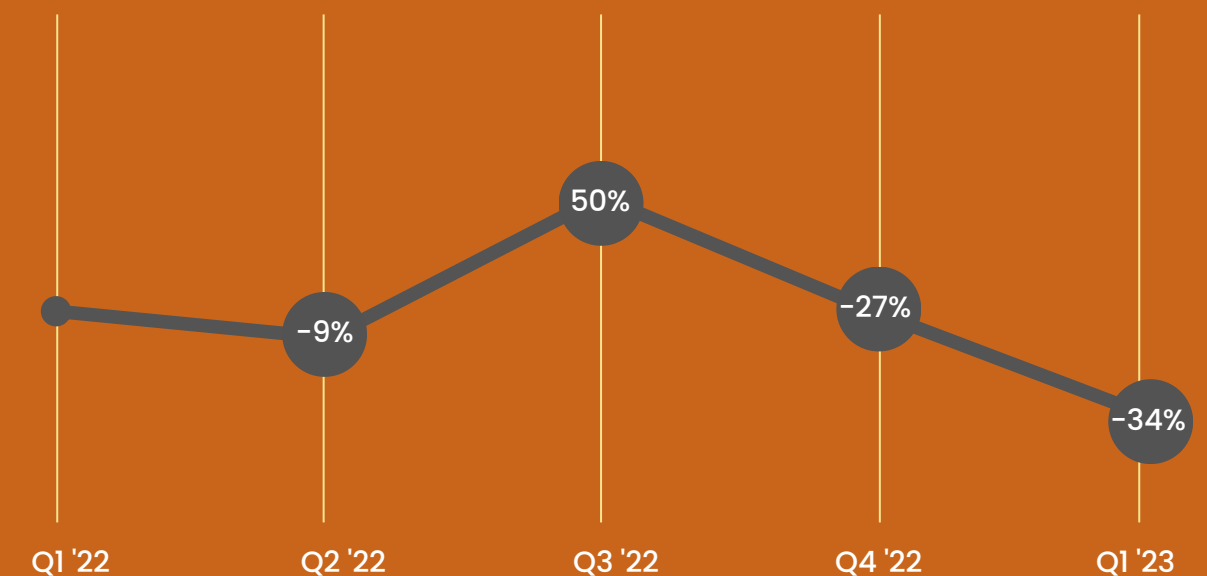


View Rate Trend



'22 - '23 Quarterly CPV Trends

% change

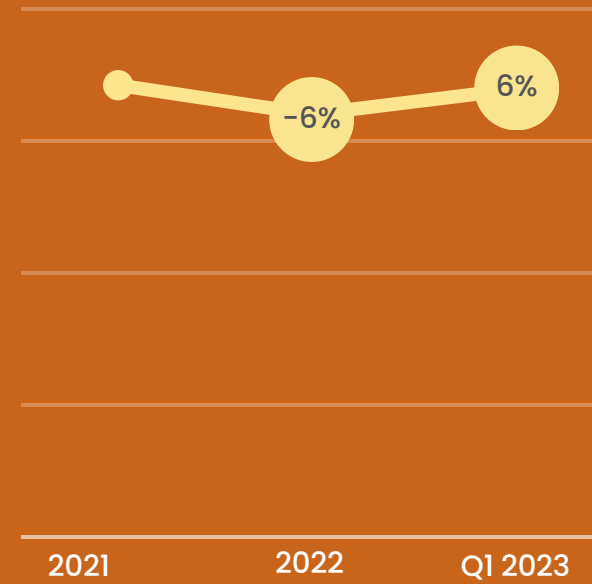


Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

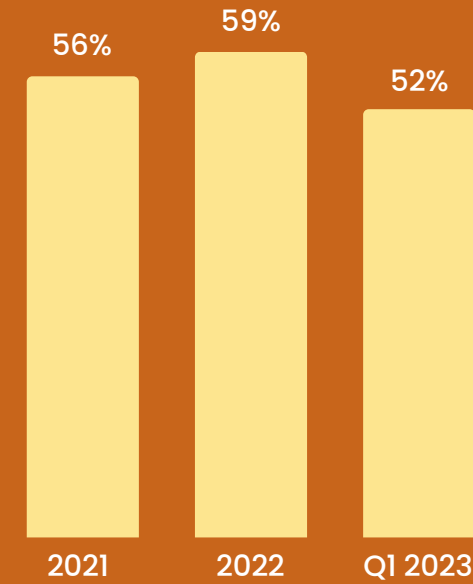


CPV Yearly Trend

% change

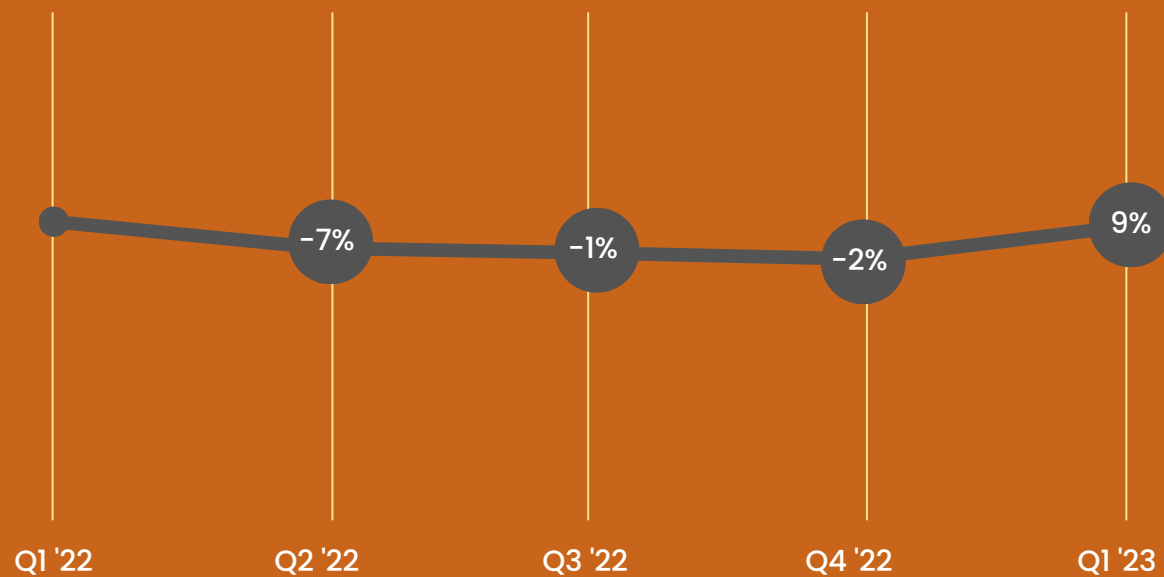


View Rate Trend



'22 - '23 Quarterly CPV Trend

% change



Travel

The US Travel industry continues to rebound in 2023, with inflation not deterring travelers from their plans. The U.S. Travel Foundation forecasts increased travel spending in 2023 compared to 2022, with more travelers booking trips farther ahead than in 2019. As a new trend, "Hush" trips, where remote workers take limited trips without telling their employer, have emerged. Travelers are also willing to spend more on luxury travel experiences, with younger travelers intending to splurge.

DATA INSIGHTS

CPV for the travel industry on YouTube showed a stable trend from 2021 to 2023. However, quarterly spend and views increased significantly in Q2 and Q4 of 2022. The data suggest that advertisers targeted peak travel periods and invested in ads to capture a broader audience.

Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

conclusion

Our analysis indicates that despite the competition from other video platforms, YouTube continues to be the top choice for both consumers and advertisers. Following a busy holiday season, the data shows an increase in efficiency despite decreased media investment, providing an opportunity for brands to focus on post-season marketing efforts. Based on our data, a positive outlook is expected for YouTube advertising in the coming months, with the potential for brands to optimize campaigns and leverage YouTube Shorts ad placements, which have shown promising results.

To achieve maximum returns, advertisers need to reach more mobile users by utilizing mobile-specific features such as vertical video, quick ad viewability, and interactive advertising to capture their audience's attention and deliver engaging content. Advertisers can identify their unique challenges and opportunities by analyzing industry-specific benchmarks, allocating their ad spending accordingly based on CPV benchmarks. A data-driven approach to YouTube view campaigns can provide invaluable insights for effective advertising strategy, ensuring a higher return on investment for brands.



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.



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