



# Comparing Different Video Ad Metrics

## Meta, YouTube, TikTok

### Key Benefits for Media Buyers

Media buyers can be misled by the inconsistencies in video view definitions across different platforms.

While the Media Rating Council (MRC) and Interactive Advertising Bureau (IAB) have established a **standard** for viewable video ads—at least 50% of the ad in view for one second (display) or two seconds (video)—many social media companies use their own metrics.



### Key Video Metrics Across Platforms

Beyond the standard video view count, platforms offer detailed metrics to understand audience engagement:



#### Quartile watch time

Measures viewer retention at 25%, 50%, 75%, and 100% of video length.



#### Click performance

Indicates viewer interest through click-through rates.



#### Engagement performance

Captures audience interaction with likes, shares, comments, and saves.



#### Reach and frequency

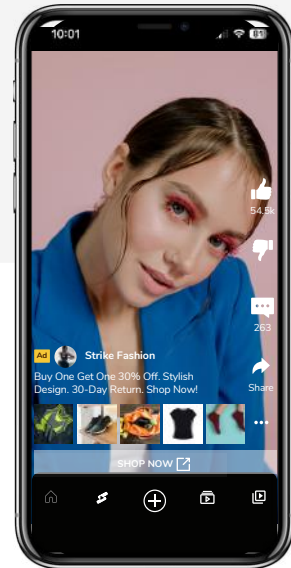
Shows how many people saw your video and how often.

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## Video View Definition

# Google and YouTube



## What counts as a video view?

Media buyers should understand that a video view for skippable TrueView ads on YouTube and the Google Display Network is counted when a user:

### ✔ Active Engagement

Clicks on the ad or a call-to-action link within it.

### ✔ >30 secs Watch Time

Watches the entire ad if it's shorter than 30 seconds

### ✔ <30 secs Watch Time

Watches at least 30 seconds of the ad if it's longer than 30 seconds.

## Ad metrics to keep in mind

YouTube prioritizes viewer engagement, focusing on watch time, audience retention, and demographics.

To optimize your YouTube video ads, create content that:

### ✔ Captivates viewers

Keep them engaged throughout the video.

### ✔ Encourages repeat visits

Build a loyal audience.

### ✔ Targets the right people

Align your content with specific demographics.

## What Are The YouTube Ad Metrics That Advertisers Should Monitor?



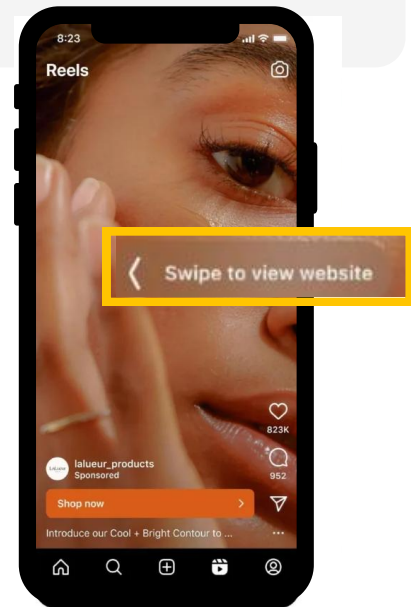


# Video View Definition

# Facebook and Instagram

## What counts as a video view?

Media buyers can optimize their Facebook and Instagram ad campaigns by understanding how video views are counted. For both in-stream and Stories video ads, a view is registered after three seconds of watch time.



## Things to keep in mind...

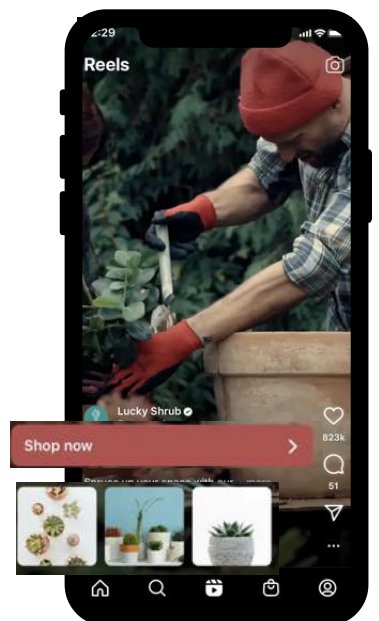
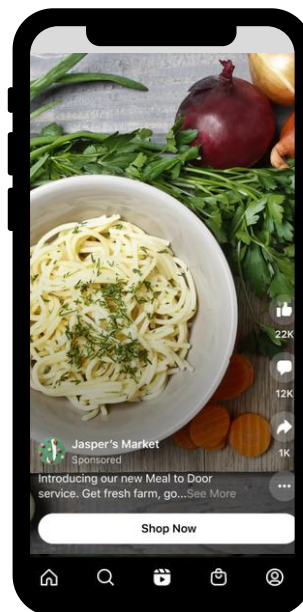
However, the definition of a view can vary depending on your chosen bidding strategy:

### ✔ Buying on CPM

An impression is counted when even a single pixel of the video ad appears on screen.

### ✔ ThruPlay

A view is counted when the video is watched for 97% of its duration or for at least 15 seconds, whichever comes first.



## What Are The Facebook Ad Metrics That Advertisers Should Monitor?





# Video View Definition

# TikTok Ads

## What counts as a video view?

TikTok offers distinct view counting methods compared to other platforms.

Here's what you need to know:

### Every video start counts as a view

This includes autoplay, loops, and multiple re-watches by the same user. (Watching your own video doesn't count, though.)

### Focus on 2-second views for cost-effectiveness

A2-second view indicates genuine engagement beyond the initial impression. This metric helps optimize campaigns and target the right audience.

### 6-second views signal brand memorability

This metric is ideal for brand awareness and recall campaigns, often complemented by average watch time to measure deeper engagement.



## How TikTok Measures Video Views on Ads





# Media Buyers Guide

## FAQs

Meta, YouTube, TikTok and Other General Questions

### Q: Does replaying a YouTube video increase the view count?

Yes, rewatching a video counts as a new view, but artificially inflating views through spamming can lead to penalties

### Q: Does scrolling past a Facebook video count as a view?

For Facebook, a view is counted when at least 50% of the video is visible on screen. On desktop, the entire video must be on screen.

### Q: Does TikTok count views from the same user multiple times?

Yes, TikTok counts multiple views from the same user, including replays and autoplay.

### Q: How does TikTok measure ad view performance?

TikTok uses a "view rate" metric to measure ad performance by dividing total video ad views by total ad impressions.

### Q: What are the challenges of measuring video views across platforms?

Different platforms have varying definitions of a view, making cross-platform comparisons difficult.

### Q: Does it count as a view if someone watches my video from a story?

No, sharing a video in a Story doesn't count as a view.

### Q: Is it valid to watch my own videos on Instagram to receive views?

No, self-views are excluded from view counts.

### Q: When does TikTok start paying for views?

TikTok starts paying creators through the **Creator Fund** after reaching 1,000 views.

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