

2024



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 30+ 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.

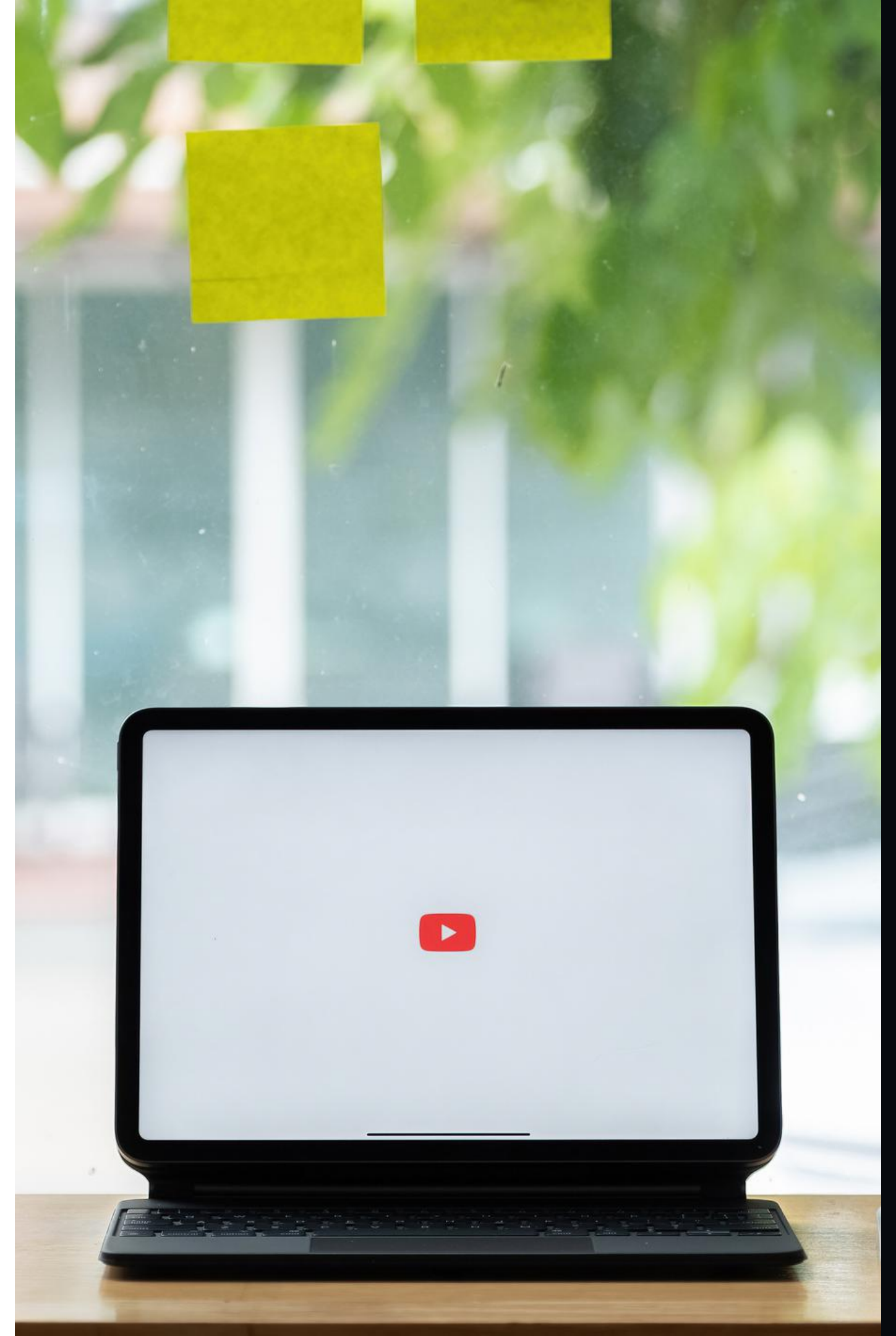
The data set includes device performances, desktops, tablets, mobiles, and connected TVs. The timeframe for our analysis was from January to March 2024. Campaigns used are from US brands and clients and leverage views. The data collected and analyzed were anonymized and aggregated to ensure confidentiality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

Instream Skippable

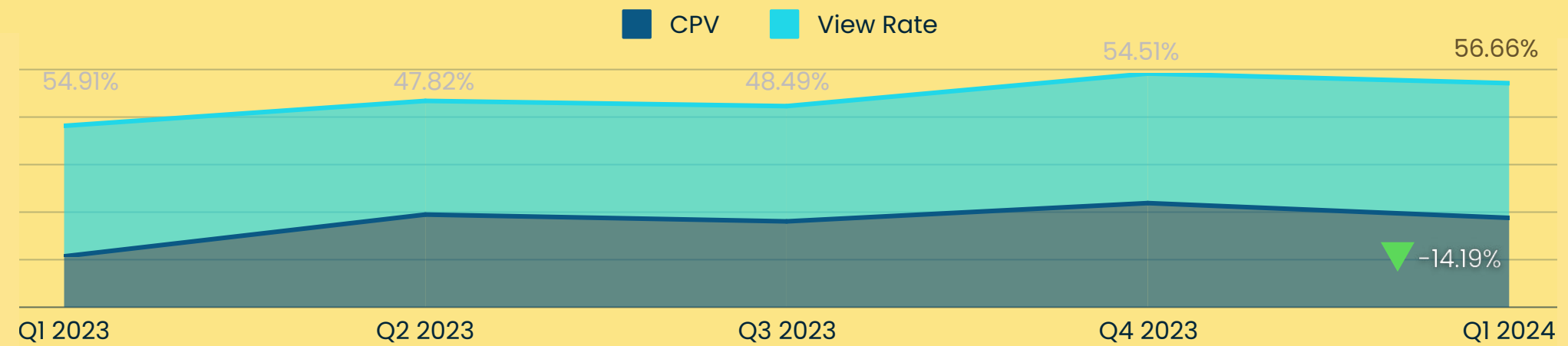
YouTube Instream Skippable ads, or TrueView ads, allow viewers to skip after five seconds, allowing advertisers to reach engaged audiences without paying for uninterested viewers.

The ad format's popularity stems from flexible cost models and the ability to deliver targeted, high-impact messages. This report analyzes key trends and performance metrics from Q1 2024, providing valuable insights into how these ads drive brand awareness. We'll examine device-specific performance, Cost-per-View (CPV) trends, and view rates across different industries.

Strike Social's proprietary AI tool has optimized millions of campaigns, and we'll reveal how data-driven strategies can help maximize ROI, capitalize on emerging opportunities, and stay adaptive to the seasonality and challenges in ad auctions.



Overview of Q1 2024 Trend



In Q1 2024, view rates increased by 3.94% compared to Q4 2023, while Cost-per-View (CPV) dropped by 14.19%, indicating a favorable environment for advertisers. Skippable ads proved effective, particularly when leveraging creative formats that quickly capture viewers' attention in the first five seconds.

The first quarter of 2024 brought fresh budget cycles and marketing strategies, impacting view rates and CPV as advertisers adjusted their tactics and explored new content. Reducing competition for ad slots likely contributed to lower CPVs, as market players shifted their strategies. Additionally, a growing supply of YouTube video content created more ad inventory, reducing costs. Understanding these trends helps advertisers find the importance of data-driven ad campaigns in maximizing returns.

30%

Short Term

Campaign flight: **1 - 7 days**

This type of campaign flight is best for immediate goals like product launches or flash sales.

28%

Medium Term

Campaign flight: **8 - 30 days**

An ideal timeframe to build a consistent relationship with the audience, refine messaging, and optimize spend.

Campaign Flight

Based on our Q1 2024 data, Skippable ads are mostly used for longer flight dates, with 42% running over 31 days. Ideal for sustained campaigns requiring long-term engagement and enhancing consistent audience reach.

42%

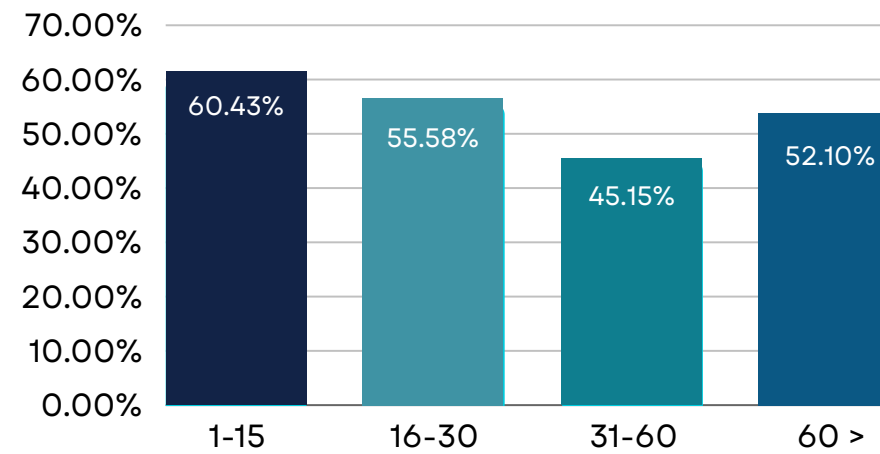
Long Term

Campaign flight: **31 days and beyond**

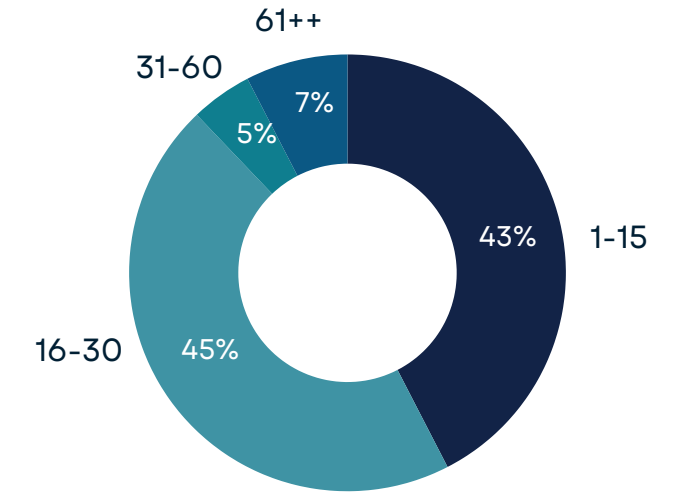
Perfect duration for brand building and cumulative insights, providing sustained messaging, creative optimization, and effective retargeting.

Ad Length

View Rate Trend by Ad Length



Ad Length Spend Segmentation



1-15

Cost-Efficiency

Low CPV and 60.43% view rate make short videos cost-effective for reaching wide audiences.

16-30

Consistent Engagement

The 61.67% *retention rate closely matches the shortest ads, showing that slightly longer messages retain viewers effectively.

31-60

Engagement Depth

With 5% cost and 10% completed views distribution, it is ideal for tutorials or detailed product features, attracting highly interested viewers.

61++

Extended Storytelling

With a 52.10% view rate and 51.35% retention, longer ads enable comprehensive storytelling for detailed product demonstrations.

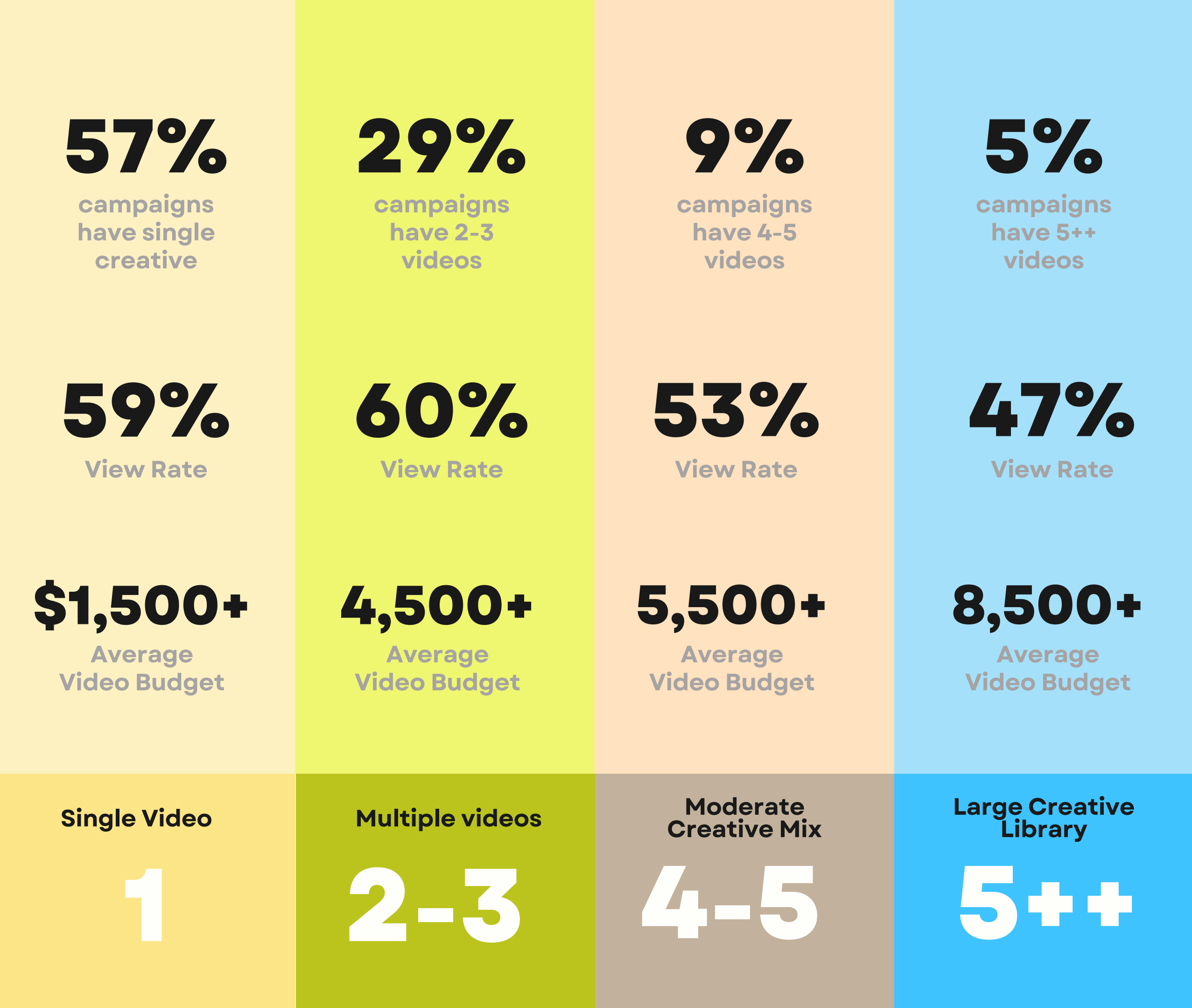
*Number of Completed Views / 25% Video Views

Creatives

How many creatives should I have in a campaign?

Two to three video creatives offer the best balance of costs, engagement, and creative diversity, achieving high view rates (60.12%) and consistent retention (64.08%).

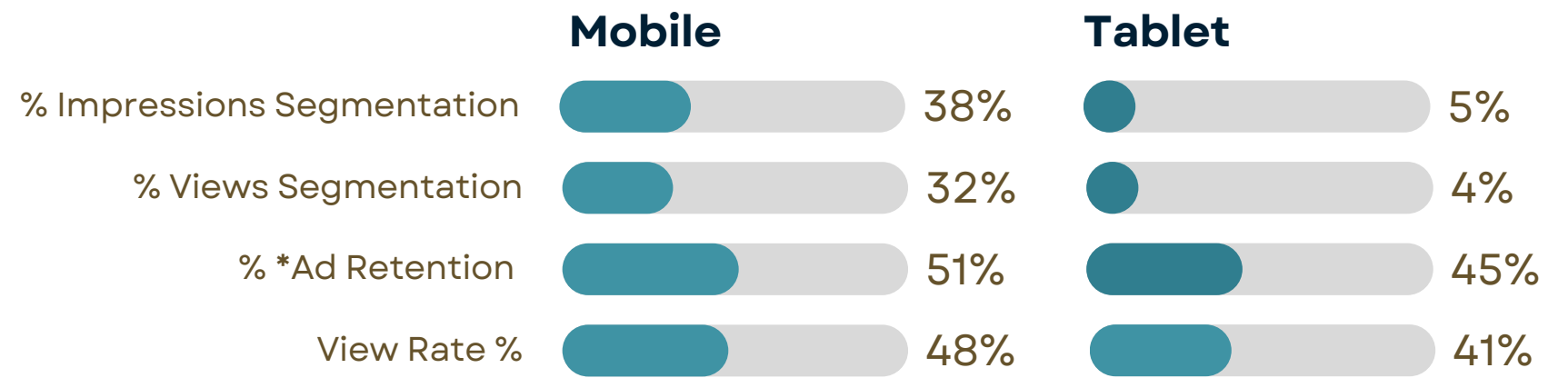
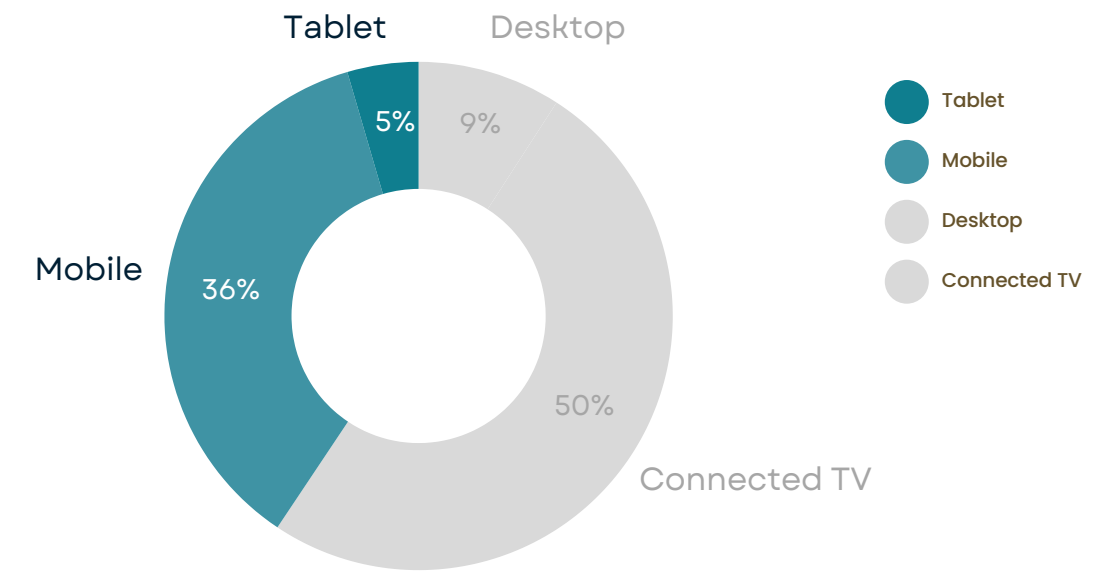
Campaigns with fewer creatives can be more focused and suitable for limited budgets, while campaigns with 4 or more creatives balance variety and audience interest.



Hand Held Devices

Audiences using handheld screens play a significant role in reaching the dynamic viewers of the YouTube community. While these devices generate high impressions, their lower view share points to potential challenges in retaining ad attention. However, handheld screens offer a strong potential for ad engagement due to their portability and user accessibility.

Cost Distribution by Device



*Complete View / View at 25%



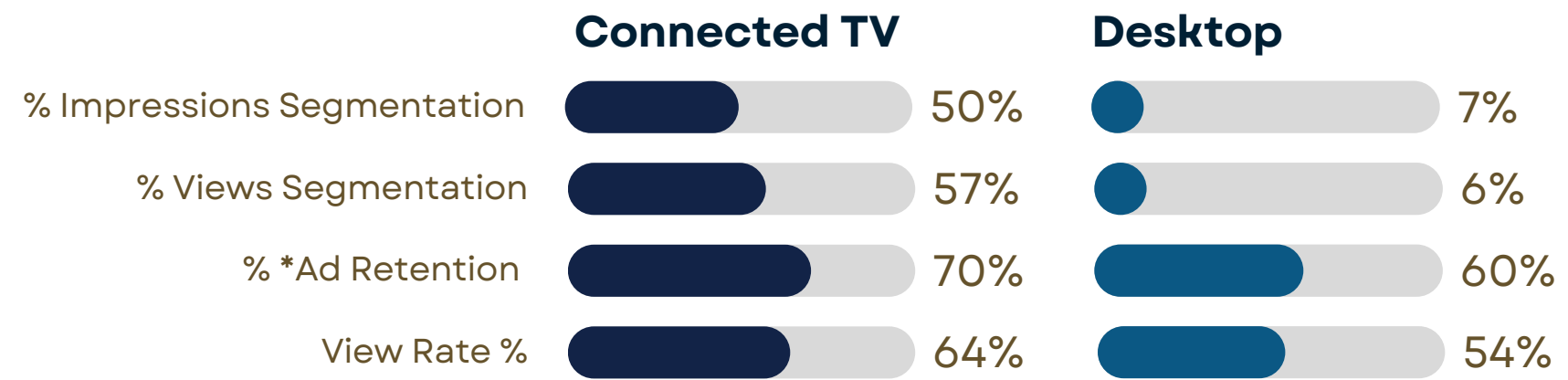
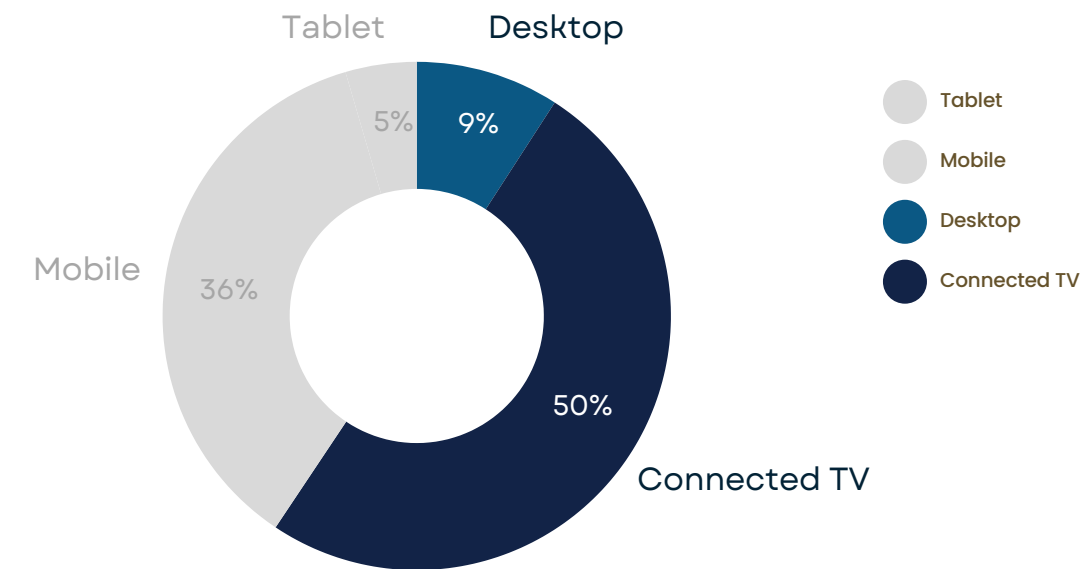
ADDITIONAL MOBILE DATA INSIGHTS

Mobile viewers' fragmented attention reflects mobile's 51% ad retention. Advertisers must captivate with attention-grabbing visuals and clear calls-to-action from the outset.

Bigger Screens

Larger screens, especially Connected TVs, foster high view rates and sustained attentiveness across all quartiles, contrasting the fragmented attention of handheld devices. These immersive, lean-back viewing environments create captive audiences primed for compelling brand storytelling and driving recall objectives.

Cost Distribution by Device



*Complete View / View at 25%



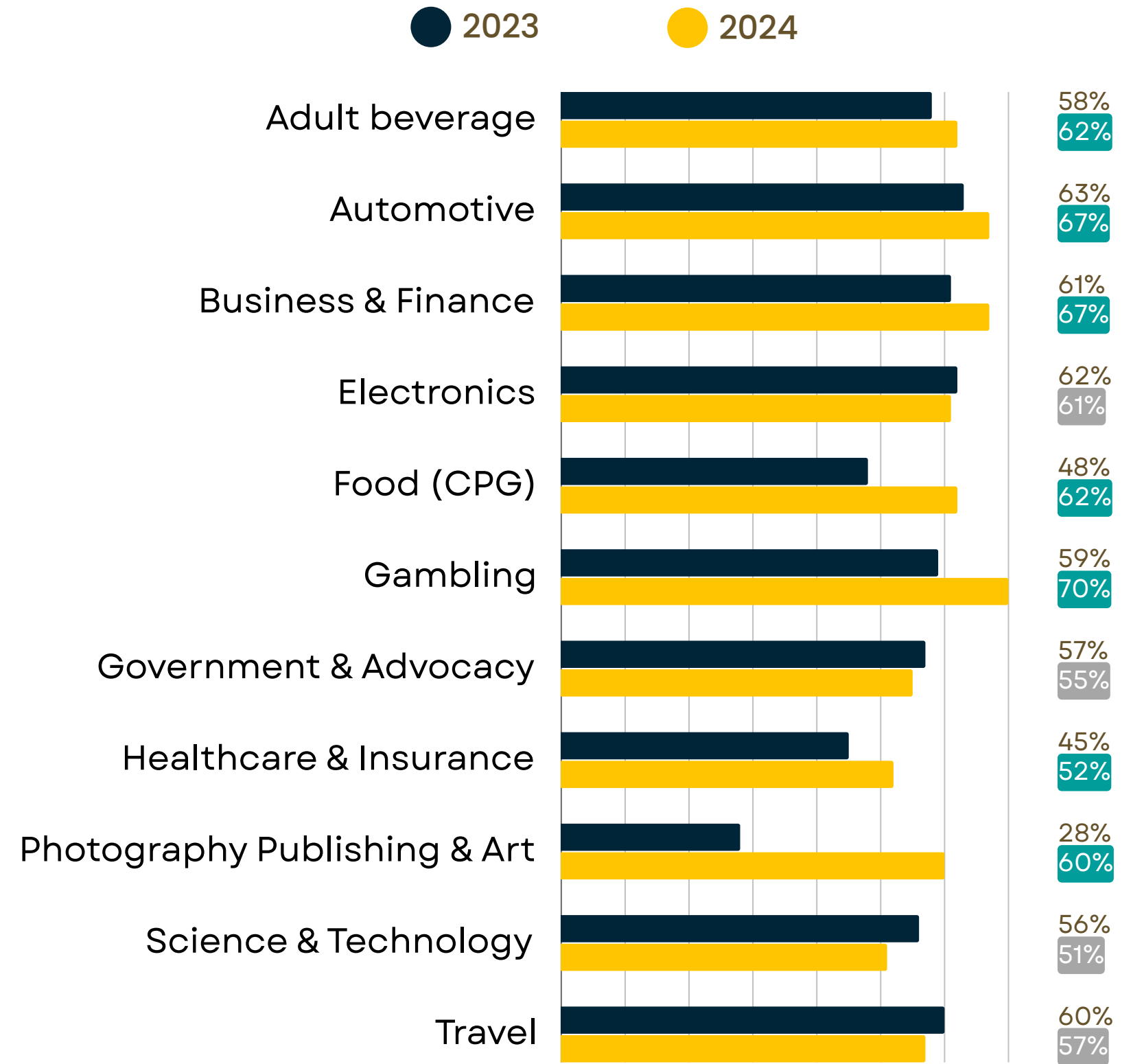
ADDITIONAL CTV DATA INSIGHTS

Large screens provide a more immersive viewing environment, allowing viewers to engage with the visuals and audio of the ad in full experience. On top of less-distractive attention, CTV leads the list in the most cost-effective CPV, 13% lower than the average costs.

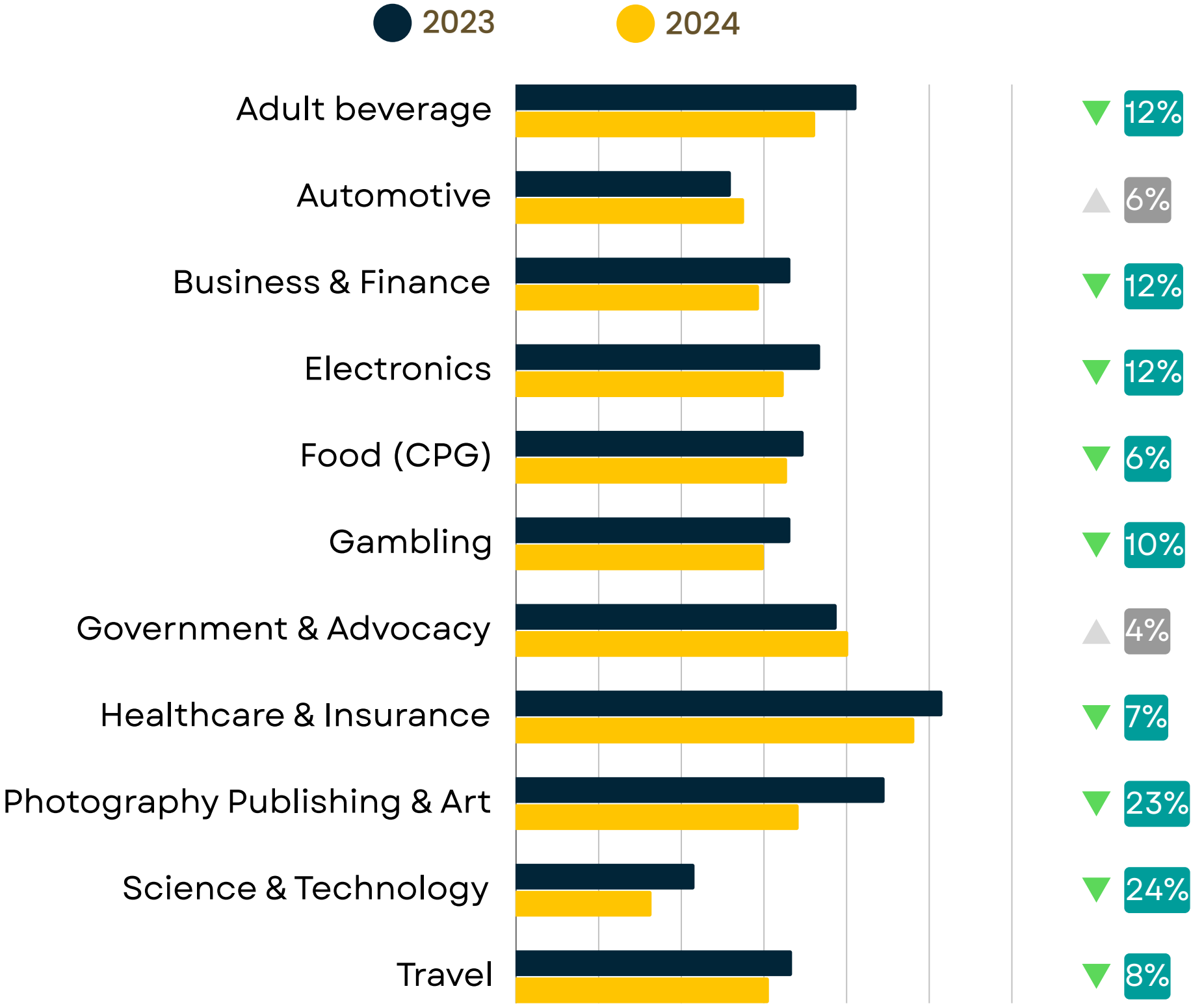


Based on Strike’s data, our gambling campaigns saw an 18.64% surge in view rates compared to 2023. This growth is driven by the expansion of gambling apps and websites following the easing of US gambling regulations. Governments recognize the economic benefits of regulated online gambling, which boosts market expansion by providing a safer environment for players and operators.

View Rate by Industry



Q1 2024 Changes in CPV



Our Science and Technology campaigns saw the most significant drop of 24.07% in CPV. They were driven primarily by our long-term software client's campaigns, which our team has meticulously managed for months. Leveraging our proprietary optimization tools, we identified key areas for improvement, enabling us to maximize ad visibility while finding cost efficacies.



Q1 Updates that you might have missed

Jan

- [YouTube reinforces brand safety for growing Shorts format](#)
- [YouTube Adds Simplified Tools to Edit Long Form Clips into Shorts](#)
- [YouTube Tests Super Chat Likes to Incentivize Creator Donations](#)

Feb

- [YouTube Will Now Display Live-Streams Within the Shorts Feed, Adds New Podcast Options](#)
- [YouTube Adds New Music Remix Options for Shorts](#)
- [YouTube Marks New Milestone in Connected TV Viewing, Adds TV Channel Pages](#)

Mar

- [YouTube Challenges TikTok Duets With "Collab" For Shorts](#)
- [YouTube Launches AI Disclosure Requirements](#)
- [YouTube Tests New Audience Filters for its Video Retention Stats](#)

Conclusion

Main devices like mobile and Connected TVs (CTVs) continue to evolve with viewers' behavior, reflecting a distinct gap in how consumers engage with ads across different screen sizes. The streaming boom has fueled CTV's dominance in home entertainment, capturing a larger share of viewer attention. Meanwhile, with a 47.55% view rate, mobile devices emphasize the trend towards on-the-go consumption, necessitating advertising strategies tailored to short, impactful interactions that cater to users with shorter attention spans.

Ad costs and CPV are directly impacted by these viewing consumption trends. Advertisers should consider consumers' shorter attention spans on mobile devices and strive to capture their interest with concise, attention-grabbing creative. While mobile users might swipe quickly, they also present higher chances of engagement if hooked effectively. Conversely, for CTVs, the trend leans towards longer-form content that can engage viewers with detailed storytelling and immersive experiences. With more audiences watching YouTube on larger screens, CTVs can serve as advertisers' gateway to the living room, providing a lean-back, captivating ad experience.



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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