

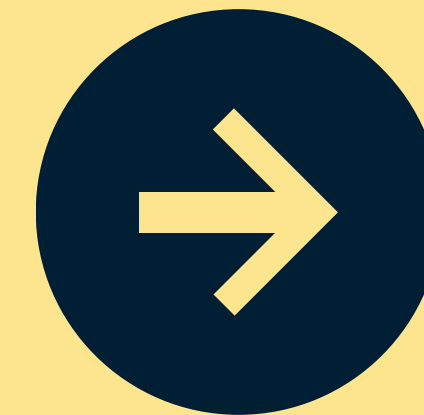


# 2024 YouTube Benchmark

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TrueView Instream Skippable Campaigns

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# 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, optimizing over 50 million campaigns through our proprietary AI-driven SWAS tool to ensure maximum performance and success.

We work with some of the world's largest agencies, leveraging data and automation to drive results for our clients across various industries.





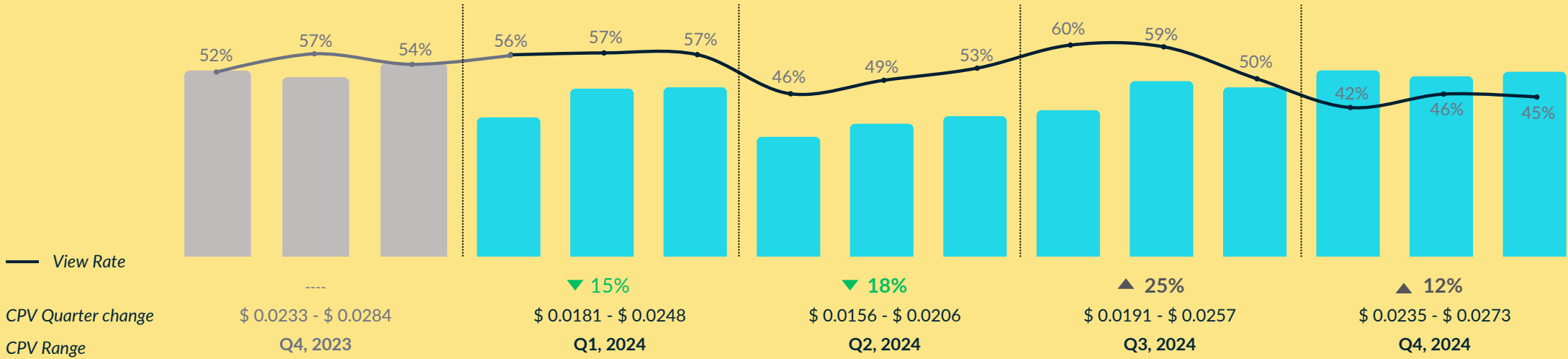


# our methodology

Strike Social's 2024 YouTube Ads Benchmark Report is based on a comprehensive analysis of our US YouTube campaigns across multiple industries. This report leverages data from TrueView Instream Skippable Ads, TrueView Instream Non-Skippable Ads, Bumper Ads, Video Action Campaigns, and TrueView for Reach & Video Reach Campaigns, with a focus on key performance metrics, including Cost Per View (CPV), View Rate (VR), and Click-Through Rate (CTR).

This report includes a 2024 creative and device performance trend using 66 million views from YouTube TrueView Instream Skippable ads. Our team aims to provide advertisers with actionable insights into ad performance, helping brands refine their strategies, optimize creative execution, and allocate budgets effectively for their 2025 campaigns.

# Overview of 2024 CPV Trend



2024 was a year of shifting dynamics for YouTube advertisers. The surge in CTV dominance opened a window of opportunity, driving higher viewership and engagement while keeping ad costs relatively low in key periods. However, this growth also introduced new challenges as advertisers worked to balance brand recall and ad fatigue in an increasingly saturated video ad space.

Between Q2 and Q3 2024, ad costs (CPV) increased by 25%, aligning with seasonal demand spikes, Q4 2024 followed a contrasting trend. While CPV remained stable, view rates weakened, signaling heightened competition during the holiday season. The engagement decline suggests audiences may have experienced ad fatigue from the heavy pre-holiday promotional push. To maximize performance in 2025, advertisers should capitalize on Q1's traditionally lower CPV while refining strategies for engagement fluctuations in Q2 and Q4. The shift in CTV dominance highlights the need for cross-device strategies, ensuring seamless audience engagement across mobile, desktop, and TV screens.

# Creatives

When should advertisers use a single-creative campaign vs. multiple creatives?

Our data suggests that running 4-5 creatives yields the highest retention rates but requires higher investment. Meanwhile, campaigns with 2-3 creatives strike an optimal balance, delivering a 94% Hook Rate while maintaining a moderate budget. Advertisers looking for cost-effective solutions may benefit from single-creative campaigns, which still drive a 59% View Rate at a lower cost.

51%

of the campaigns uses single creative

28%

campaigns single videos

12%

campaigns single videos

9%

campaigns single videos

59%

Overall View Rate

68%

Overall View Rate

60%

Overall View Rate

49%

Overall View Rate

76%

Hook Rate  
(Views 25 / Total Impressions)

94%

Hook Rate  
(Views 25 / Total Impressions)

90%

Hook Rate  
(Views 25 / Total Impressions)

68%

Hook Rate  
(Views 25 / Total Impressions)

Focused Messaging

1

No. of Creative

Balanced Rotation

2-3

No. of Creatives

Diverse Optimization

4-5

No. of Creative

High-Volume Experimentation

6+

No. of Creatives

# 65.3%

View rate up from  
60.54% in 2023

## 16 to 30-second Ads, Balancing Length and Engagement

Mid-length ads offer the best balance between storytelling depth and audience retention, making them ideal for both branding and conversion-focused campaigns.

# 2024 Creative Performance Insights

Using Strike Social's 2024 YouTube Trueview Instream Skippable data, brands can refine their ad strategies for 2025, ensuring higher engagement, cost efficiency, and audience retention.

# 64.9%

View rate up from  
61.98% in 2023

## Shorter Video Ads Drive Quick Impact & Cost Efficiency

Short-form ads (0-15 sec) remained highly effective for driving engagement while achieving lower ad costs. Similar last year, 15 seconds or less ads delivered 5% efficacies when compared to overall 2023 CPV for Instream Skippable ads.

# 55.6%

View rate declined from  
63.23% vs 2023

## Lower Costs, Higher Drop-Offs – A Tradeoff

Best used for CTV-centric messaging, where audiences are more likely to engage in longer storytelling formats. For mobile, brands should focus on compelling hooks in the first five seconds to sustain retention. Additionally, the costs for this video ad length are 12% lower than the overall cost per view (CPV).

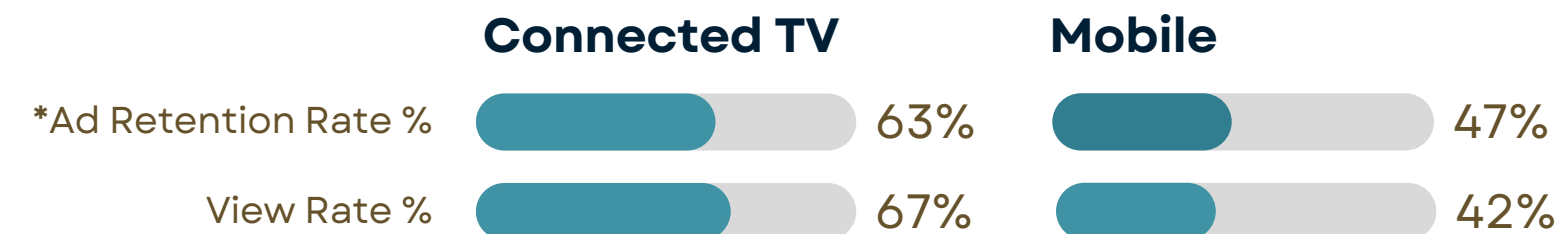


# Connected TV and Mobile Devices

Advertisers are taking advantage of the growth opportunity presented by the rising trend of binge-watching on YouTube. As the year ends, YouTube ranks as the most-used streaming platform. The rise in viewing sessions and the growing preference for ad-supported content on connected TV (CTV) provide advertisers with an excellent opportunity to engage with attentive audiences.

Market research suggests that mobile usage may have reached a saturation point in 2024, with both new app installs and total usage experiencing a slight decline. However, this shift does not indicate reduced engagement but rather a more selective user base prioritizing quality over quantity. Despite the plateau, in-app spending has surged, reinforcing mobile's continued role as a critical driver of digital advertising and consumer transactions.

## Comparison of Connected TV and Mobile Metric Distribution



\*Complete Views / Total impressions

## COST PER VIEW INSIGHTS

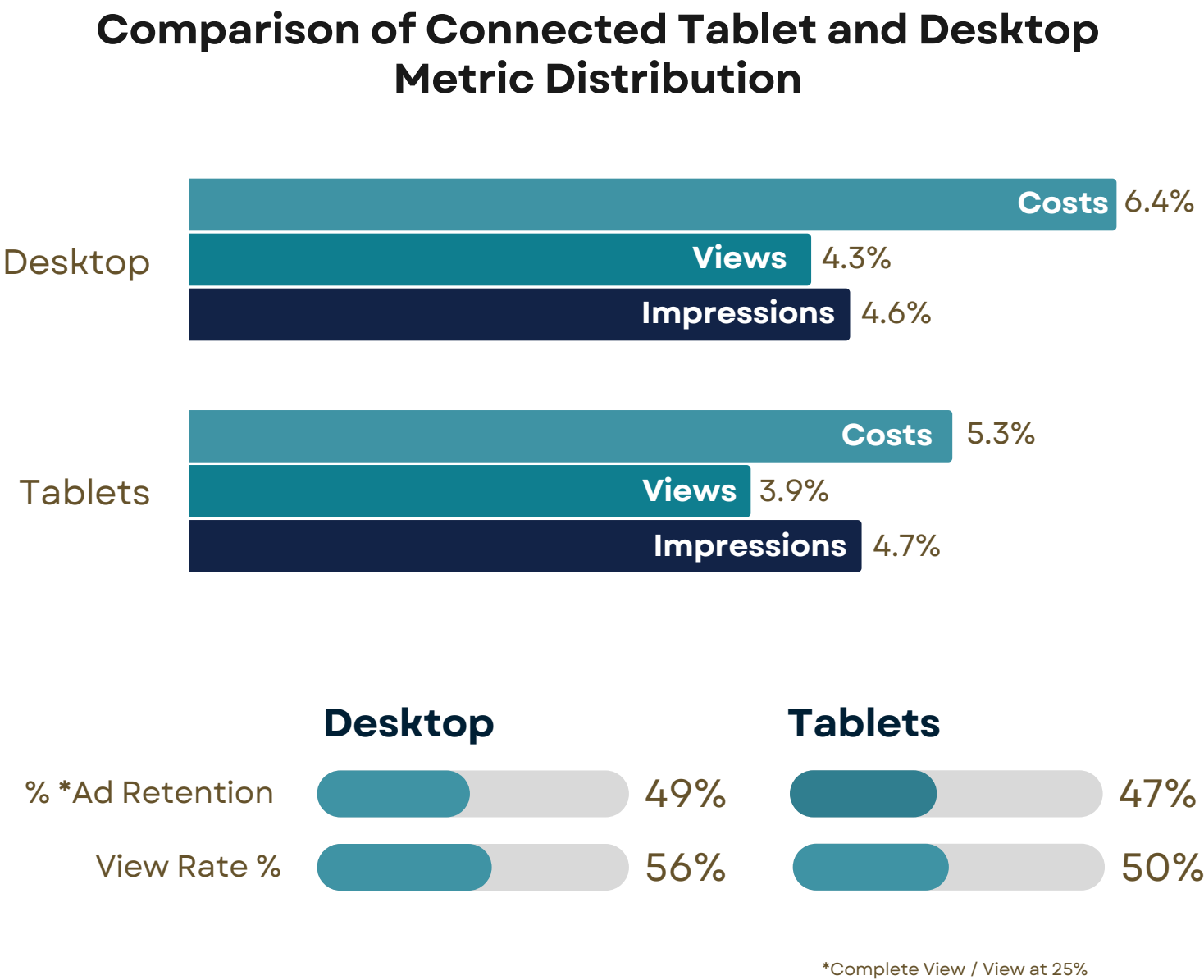
Connected TV's cost efficiency improved by 10% from 2023 while maintaining strong engagement. Mobile CPV has also become more efficient despite a slight dip in usage. Overall, CTV remained 7% more cost-effective than mobile.



# Tablet and Desktop

YouTube’s subtle UI changes in 2024 likely contributed to increased desktop ad engagement, driving the View Rate up to 56%. By replacing the countdown timer with a discreet progress bar, YouTube removed a clear visual cue for skipping, encouraging longer ad retention. This change aligns with broader trends to enhance user experience while maximizing ad effectiveness.

Meanwhile, tablets are becoming a less prominent platform for YouTube ads as larger-screen smartphones and affordable laptops reduce the need for handheld devices. Although View Rate increased from 41.62% to 49.85%, the sharp decline in impressions (8.66% → 4.67%) and rising CPV suggest advertisers reallocate budgets to higher-performing mobile and CTV placements.



## ADDITIONAL CTV DATA INSIGHTS

With a 25.9% YoY CPV decrease and a View Rate exceeding 56%, desktops have become a cost-effective option, benefiting from YouTube’s platform refinements. Meanwhile, tablets’ 30.7% CPV rise signals a shrinking role in digital ad strategies, as they increasingly cater to niche audiences rather than broad-reach campaigns.

# 2024 YouTube Ads, Smarter and More Efficient

YouTube's real estate in the paid social space has maintained its stronghold and continued to expand its presence. In 2024, they rolled out AI-powered optimizations, expanded audience segmentation, and enhanced measurement tools to refine their YouTube ad strategies.

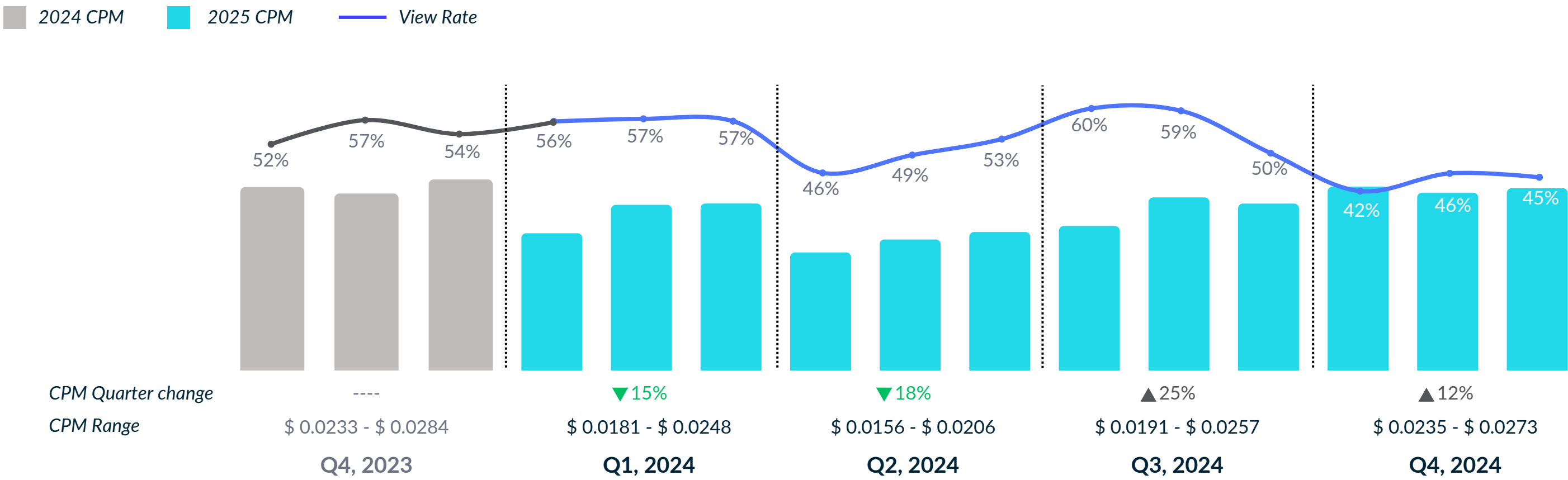


TrueView Instream Skippable Ads have seen improved Smart Bidding algorithms to reduce CPV while maximizing retention. For other ad formats, TrueView Instream Non-Skippable Ads have become even more effective for brands prioritizing guaranteed impressions, thanks to expanded audience segmentation and enhanced ad placement transparency. The rise of performance-driven advertising pushed YouTube to combine Video Action Campaigns (VACs) and Demand Gen environment to maximize conversions and optimize return on ad spend (ROAS). The VAC upgrade is YouTube's initiative to drive lead generation, e-commerce sales, and post-click engagement. Similarly, TrueView for Reach & Video Reach Campaigns have evolved with CTV-optimized targeting, adapting to the streaming growth of Connected TV (CTV) consumption as brands look to engage audiences in lean-back viewing experiences.

These advancements signal a shift in YouTube's ad ecosystem, where AI, automation, and advanced audience targeting are shaping a more strategic and results-driven advertising approach.

# Overview of 2024 CPM Trend

## 2024 US Campaigns, Trueview Instream Non-Skippable ads



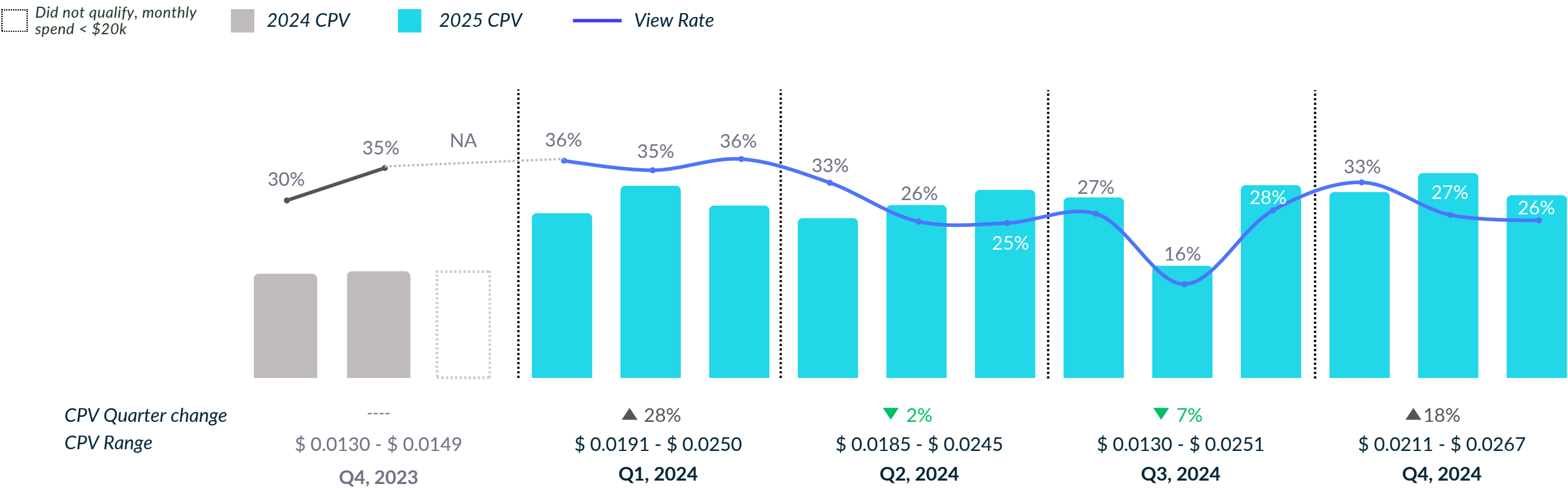
### INSIGHTS

Non-skippable instream CPM trend followed an upward trajectory throughout 2024, starting with a cost-efficient Q1 compared to the elevated rates of the 2023 holiday season. CPM peaked in September, aligning with seasonal advertising surges tied to back-to-school campaigns and early holiday promotions, such as Amazon Prime Day. However, Q4 introduced a stabilization phase, with CPMs declining in November and December, likely due to increased ad inventory availability and the growing adoption of Connected TV (CTV) placements, which expanded opportunities for cost-efficient reach. Compared to 2023, CPMs remained elevated, reinforcing the continued preference for uninterrupted, high-impact storytelling formats that maximize brand recall.



# Overview of 2024 CPV Trend

## 2024 US Campaigns, Video View Campaign

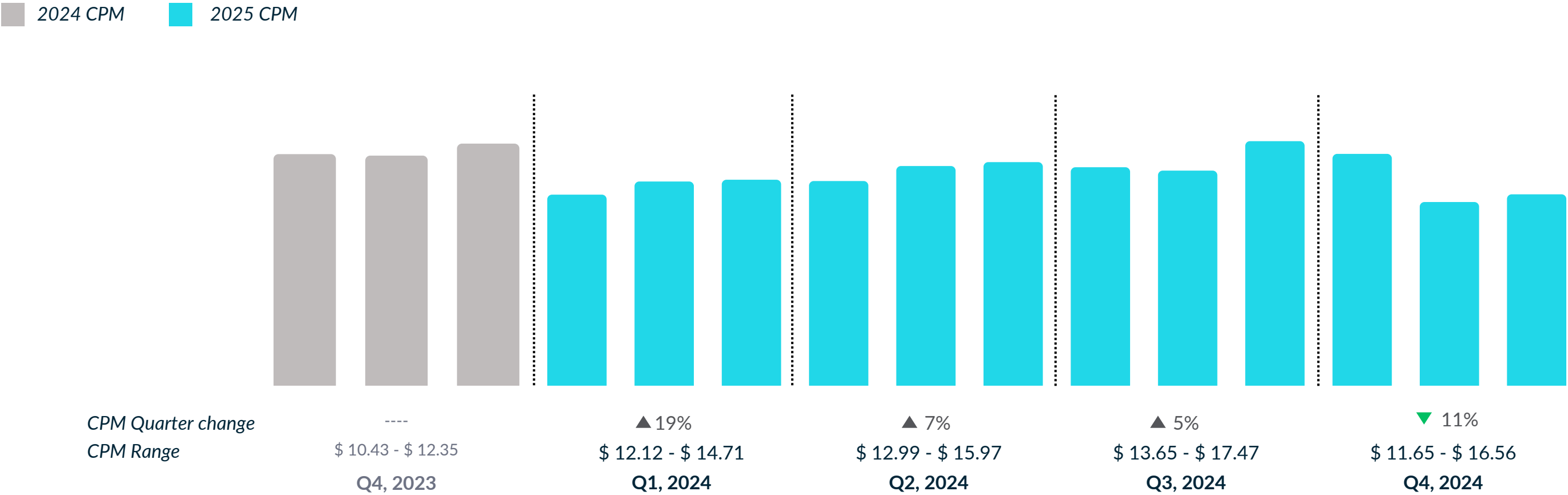


### INSIGHTS

In Q1 2024, VVC experienced increased CPV, peaking in February. This surge was primarily driven by brands capitalizing on major events such as the Super Bowl and Valentine's Day to enhance brand visibility. Following this peak, CPV levels decreased until August, indicating improved cost efficiency during the mid-year period due to increased viewing behavior on YouTube. However, the YouTube auction became more competitive as the holiday season approached. The influx of political advertising expenditures, particularly related to the 2024 U.S. elections, intensified competition for ad placements on platforms like YouTube. Additionally, the growing popularity of short-form videos led many advertisers to adopt Video View Campaigns, leveraging YouTube's ad formats to engage viewers of Shorts content.

# Overview of 2024 CPM Trend

## 2024 US Campaigns, Bumper Ads

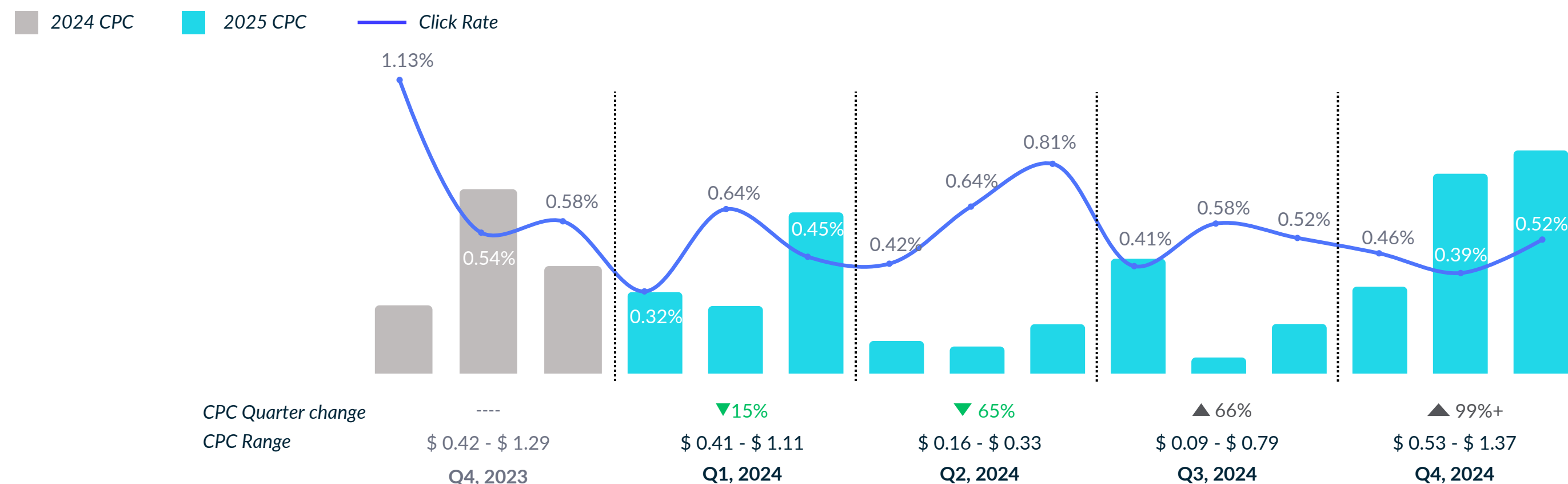


### INSIGHTS

Bumper ads CPM followed a fluctuating pattern throughout 2024. The year began with a cost-efficient Q1, as post-holiday budget resets and lower competition kept prices moderated. A cost improvement in April indicated increased ad inventory, increased monetization efforts on mid-tier creators. Lower advertiser spending before mid-year campaigns freed up more ad placements. However, CPMs steadily rose through Q2 and Q3, peaking in September due to heightened demand from back-to-school promotions. Q4 presented a stabilization phase, where despite strong holiday competition, CPMs saw a 14% efficiency improvement compared to Q3, likely due to advertisers shifting budgets toward Connected TV (CTV) and full-funnel strategies.

# Overview of 2024 CPC Trend

## 2024 US Campaigns, Video Action Ads



## INSIGHTS

In Q1 2024, VACs maintained stable CPC levels from January, with a slight increase observed by March. This rise coincided with heightened competition among advertisers aiming to capture consumer interest following the holiday season. As we moved into Q2, CPC efficiency improved, resulting in a decrease in May. This reduction can be attributed to the strategic use of AI-powered targeting, which enhanced bidding processes and audience segmentation, ultimately optimizing ad spend. Advertisers also utilized YouTube Shorts content to engage users more cost-effectively, helping to push consumers further down the sales funnel. CTR followed similar trends, averaging 0.35% in Q1, and rising to 0.81% by September. As Q4 began, CTRs experienced a resurgence, climbing to 0.48% in December.



# Conclusion

CTV solidified its role as a platform for paid social advertisers, benefiting from longer viewing sessions and the rising preference for ad-supported content. Meanwhile, mobile advertising efficiency improved despite a plateau in overall usage, reinforcing as a venue of a high-frequency, rapid-engagement platform. Desktop saw a resurgence in cost-effectiveness due to refinements in YouTube's ad interface, while tablets continued their decline in ad share, suggesting advertisers are reallocating budgets to higher-performing placements.

Advertising costs fluctuated throughout the year, influenced by seasonal demand spikes, industry-wide shifts, and external events such as the 2024 US election. Non-skippable and bumper ads experienced rising CPMs in Q3 and Q4, reflecting heightened competition during back-to-school, early holiday promotions, and key event campaign boosting. YouTube AI-driven optimization, expanded audience segmentation, and improvements in ad placement strategies can directly affect campaign performance outcomes. As we move into 2025, advertisers must prioritize cross-device strategies, creative diversification, and engagement-driven ad formats to deliver efficiency and performance.

# More YouTube Guides



## YouTube Ads Benchmarks 2023 Cost, CPV, and View Rates Trends

The 2023 YouTube Ads Benchmarks serves as a compass to reach Connected TV viewers and mobile device users for personalized advertising.



## Complete Guide to YouTube Advertising in 2025

Our 2025 YouTube advertising guide covers the essentials, from campaign setup to targeting tips, to maximize YouTube's reach and ad impact.

Strike Social / Nov 14, 2024



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

To effectively track your performance, it's crucial to familiarize yourself with these YouTube ad metrics.

Strike Social / Mar 29, 2024



## What YouTube Ad Formats Can Advertisers Utilize?

With a range of YouTube ad formats available to media buyers, you can expand your reach and tap into YouTube's massive audience base.

Strike Social / Mar 20, 2024



## Advertising Know-Hows: YouTube Advertising Glossary

Whether you're a seasoned YouTube user or just starting out, having a comprehensive YouTube advertising glossary can be invaluable.

Strike Social / Mar 11, 2024



## How much does it cost to advertise on YouTube?

Determine your YouTube advertising costs based on the ad format chosen, interaction with the ad, and several strategic bidding factors.

Strike Social / Jul 1, 2021



## The complete list of YouTube ad specifications

An important step for success in YouTube advertising is to craft an ad with the correct YouTube ad specifications.

Strike Social / Jul 1, 2018





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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