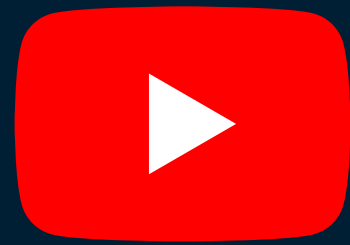


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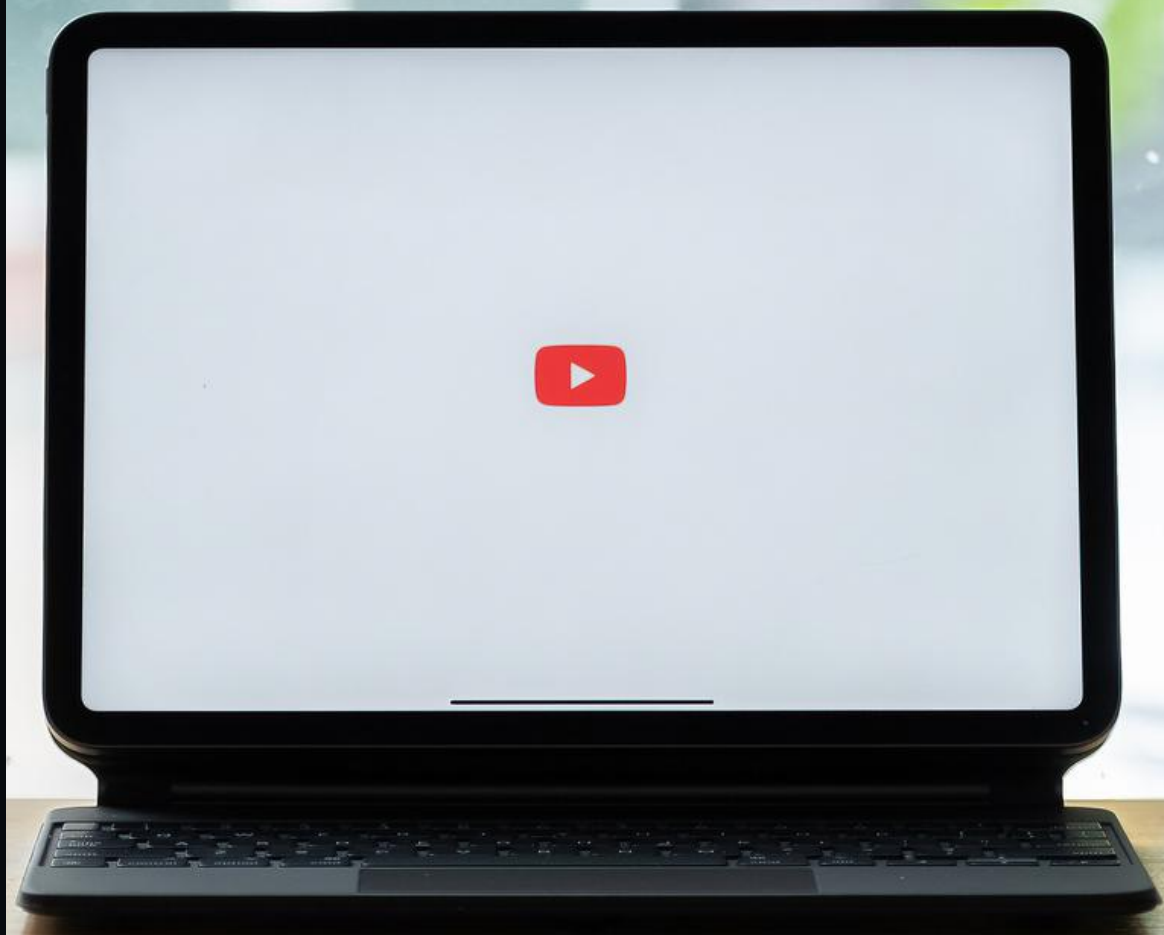
Q2 2023 YouTube CPV Benchmark

TrueView Campaigns Leverage on Views Objective



A P R
M A Y
J U N
2 3





Connected TV (CTV) has emerged as the primary domain of ad spending within YouTube.

These trends are evidence of YouTube's adaptability as it secures strong ad revenue and offers various ad placements for advertisers. Advertisers can position brand messages across multiple touchpoints, and chart a course towards sustained ad growth.

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.



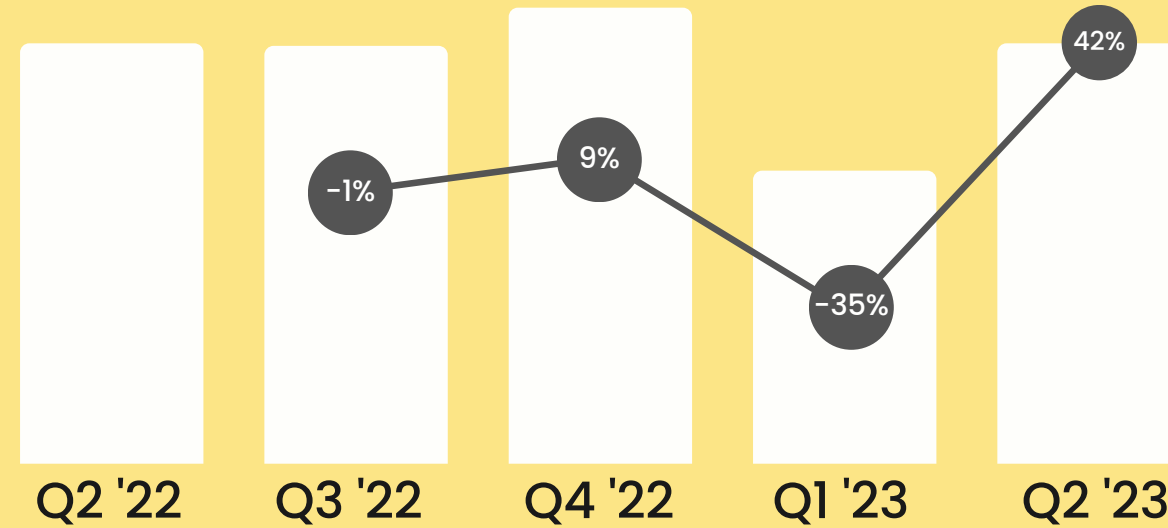


our methodology

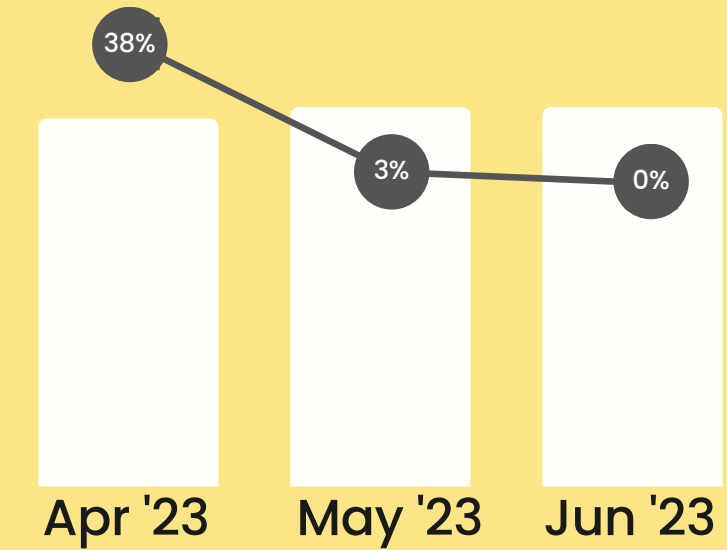
For this report, we only analyzed thousands of YouTube InStream Skippable campaigns that leveraged the Views objective. Our sample size consisted of more than 70 million views across various industries. We used CampaignLab, Strike Social's proprietary AI tool, to optimize campaign performance and identify key metrics, including CPV, view, and video rate trends. The timeframe for our analysis was from Q2 2022 to Q2 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 Q1 data shows a noticeable dip – often observed after holiday periods. Transitioning into Q2, spending experiences a gradual upswing. Although Q2's Cost Per View (CPV) remains below the peak in Q4, it shows a significant 42% increase compared to Q1.

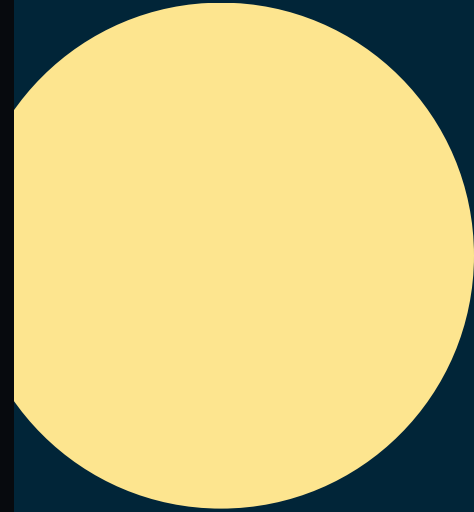
02. Monthly

Looking at individual months, the CPV stays quite consistent. Notably, from April to June, costs remain stable without major ups and downs. This consistent trend reflects more stable movement in the auction during the second quarter.

03. Overall

Q2 2023 exhibits consistent and encouraging trends in CPV and VR, signaling a stable performance period. As YouTube's Average Watch Time continues its surge, with the right targeting, more views will be gained, keeping ad costs low.

Ad Spend and Views: Q2 '23 Performance Analysis



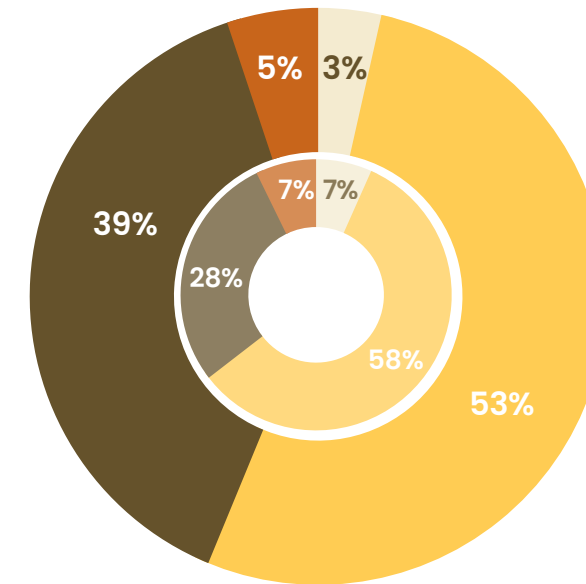
Our recent analysis observed a 4.32% enhancement in CPV compared to Q2 2022. CTV took the lead in the device showdown this quarter, boasting a 7% gain in cost efficiency over mobile devices.

However, it's worth noting that the average View Rate for all devices saw a 7% decline. Mobile phones experienced a significant drop, sliding by 11 points from 61.15% last year to 50.28%. In contrast, Connected TV (CTV) showed resilience, rising slightly from 57.79% to 59.13%.

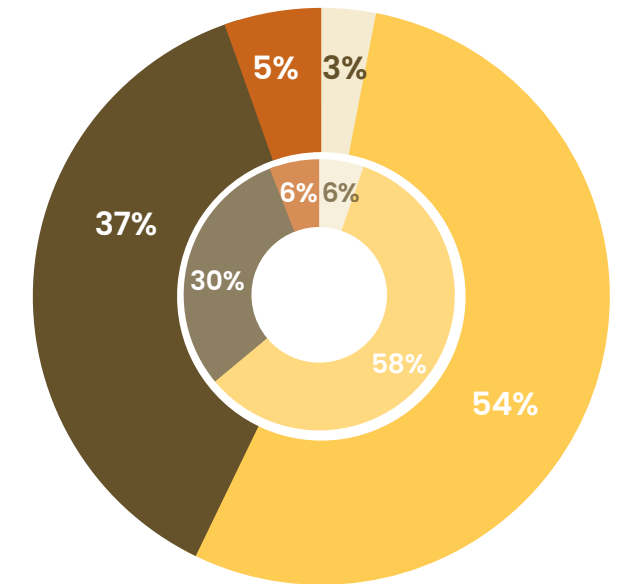
'22-'23 Q2 Distribution of Spend and Views

● Connected TV
 ● Mobile
 ● Tablet
 ● Desktop

Spend

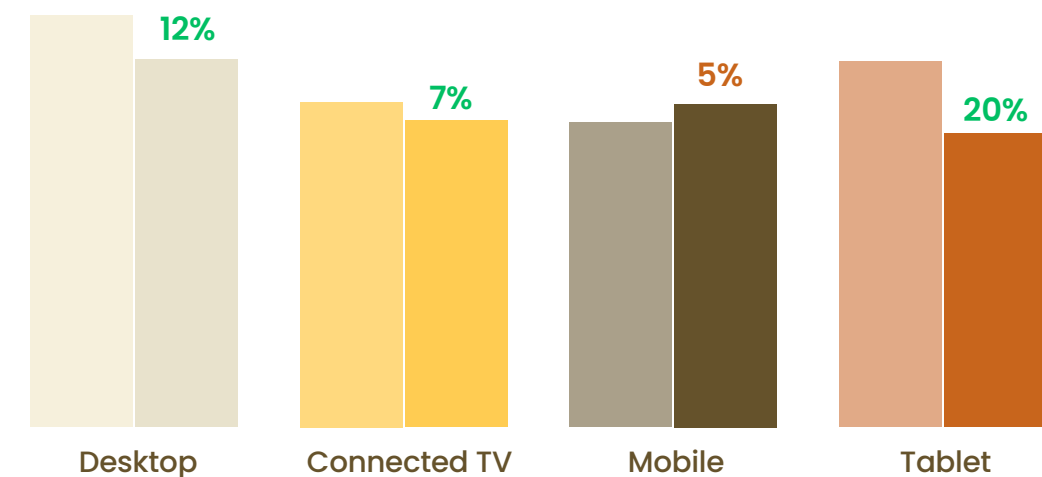


Views

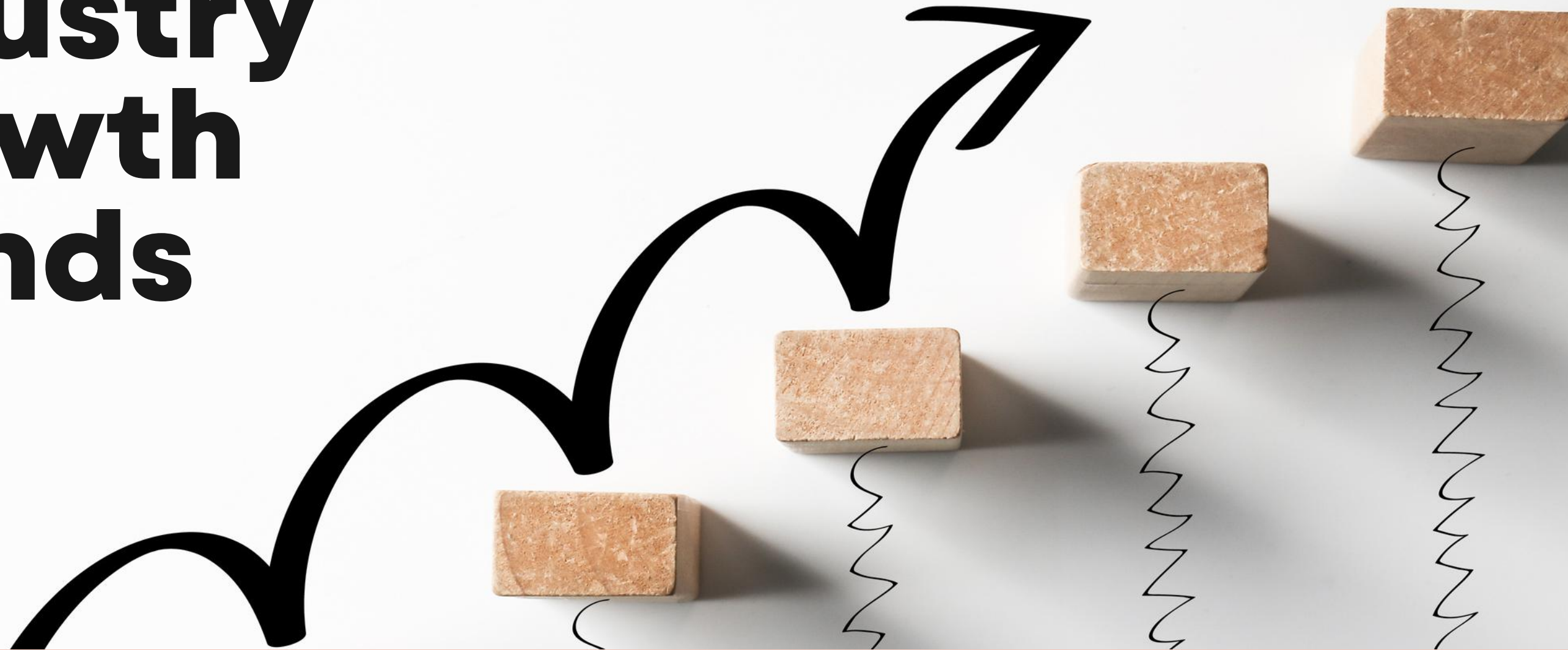


'22-'23 Q2 Cost Comparison

Using YouTube TrueView campaigns leverage to more views



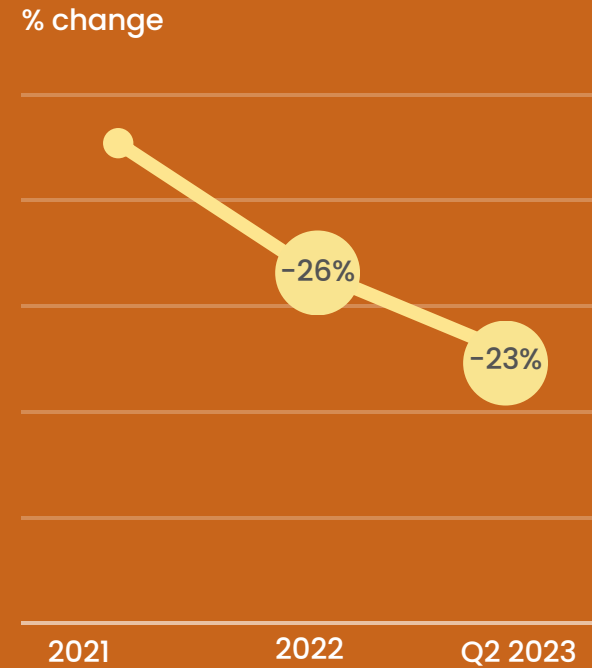
Industry growth trends



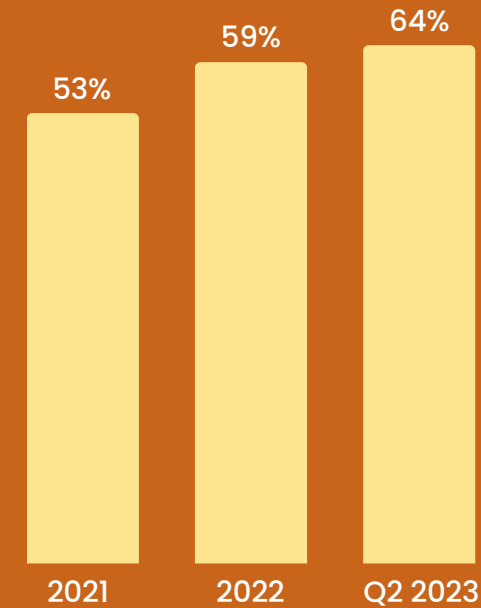
Conducting a data-driven YouTube View campaign requires a comprehensive grasp of CPV and its intricacies. We can zero in on detailed analyses for each sector by identifying CPV benchmarks for specific industries. Our report covers vital sectors, including automotive, business & finance, electronics, food (CPG), healthcare & insurance, science & technology, and travel. These insights help you tailor your CPV and paid social strategy to match your recently accomplished or ongoing campaigns.



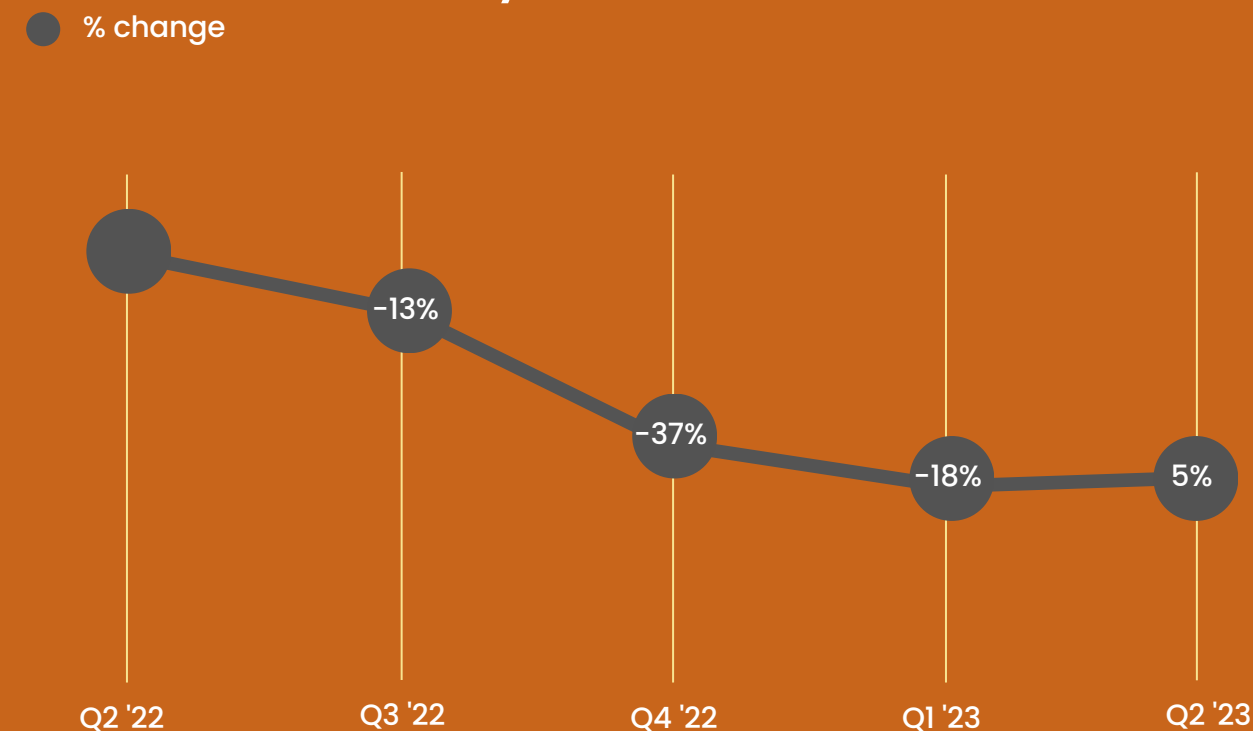
CPV Yearly Trend



View Rate Trend



'22 - '23 Quarterly CPV Trend



Automotive

92% of prospective car buyers embark on a journey of online research before finalizing a purchase, a trend that emphasizes the significance of a robust online presence for automotive brands.

Notably, 78% of consumers acknowledge social platforms aiding their choices regarding new automobile acquisitions. An omnichannel approach helps reach customers in various purchase journeys.

DATA INSIGHTS

Our YouTube CPV data reflected a consistent decrease of 23% in the automotive verticals from 2022 to 2023. However, ad view rates have shown an upward movement, with eleven ticks higher from 2021 to 2023.



Business & Finance

In the Business & Finance sector, multichannel financial services marketing in 2023 focuses on creating a smooth and integrated customer experience. Advertisers are leveraging the power of short-form videos.

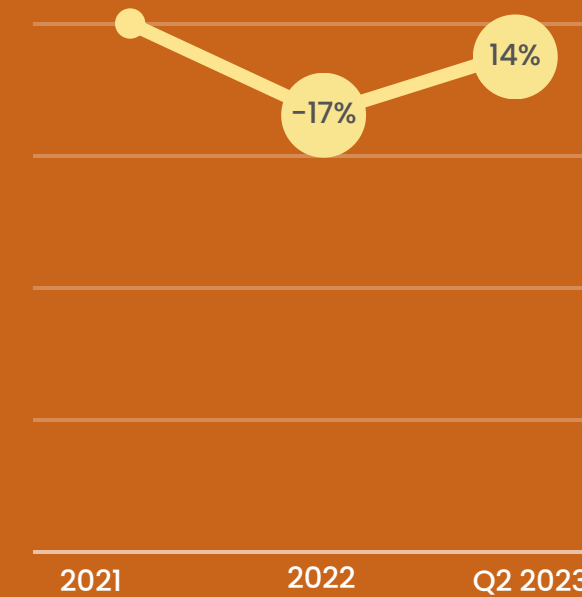
YouTube ads are a great medium to tell a story and engage viewers. Businesses can use video to explain their products or services, to share testimonials from customers, or to entertain viewers.

DATA INSIGHTS

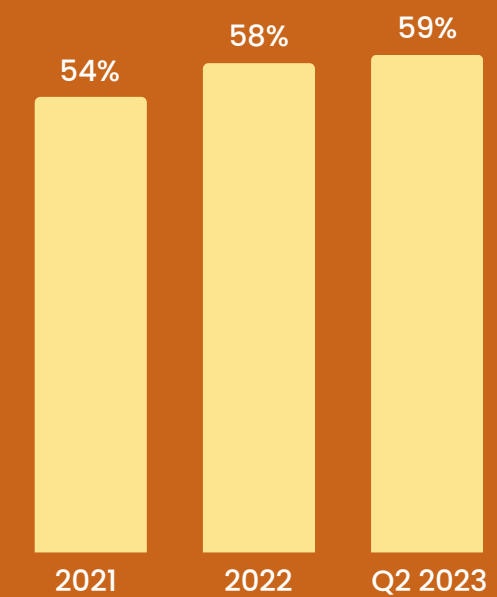
CPV was a notable 14% increase between 2022 and Q2 2023. However, a silver lining emerges with the steady rise in view rates, indicating growing viewer engagement. As more viewers tune in, we can anticipate greater efficiency in reaching our target audience.

CPV Yearly Trend

% change

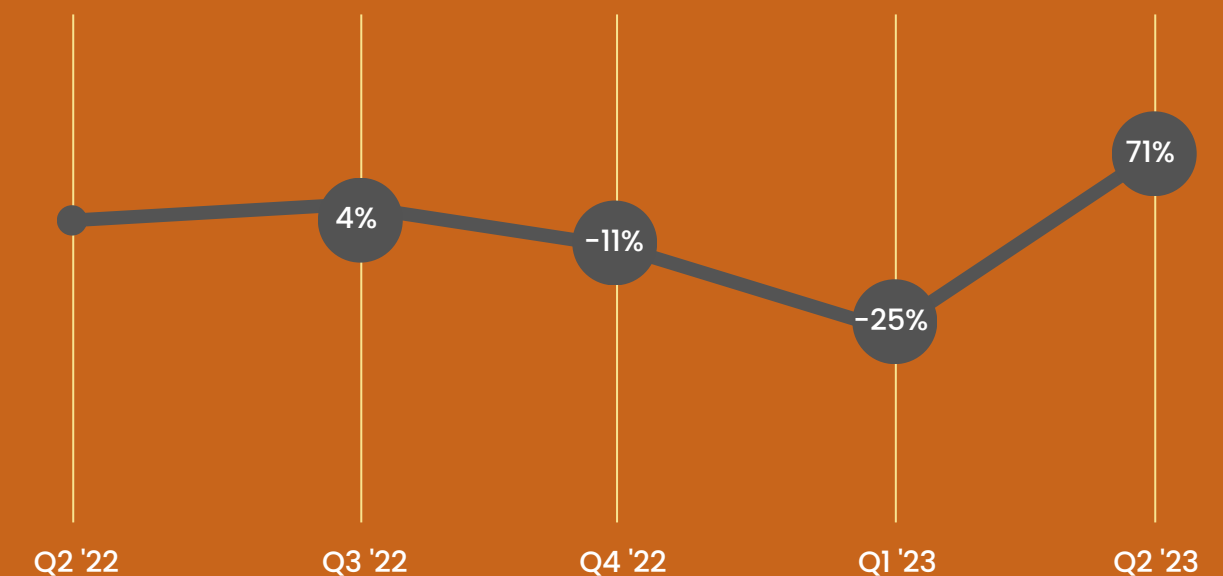


View Rate Trend



'22 - '23 Quarterly CPV Trend

% change

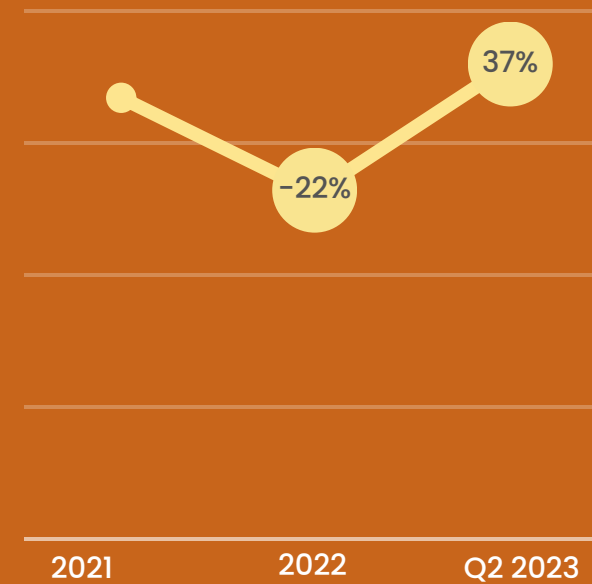


Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

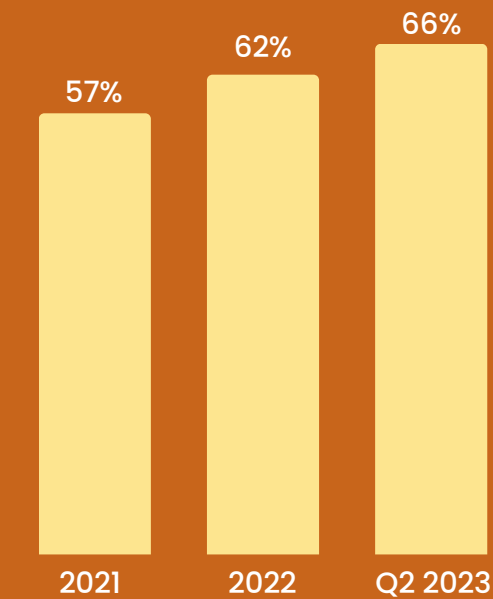


CPV Yearly Trend

% change

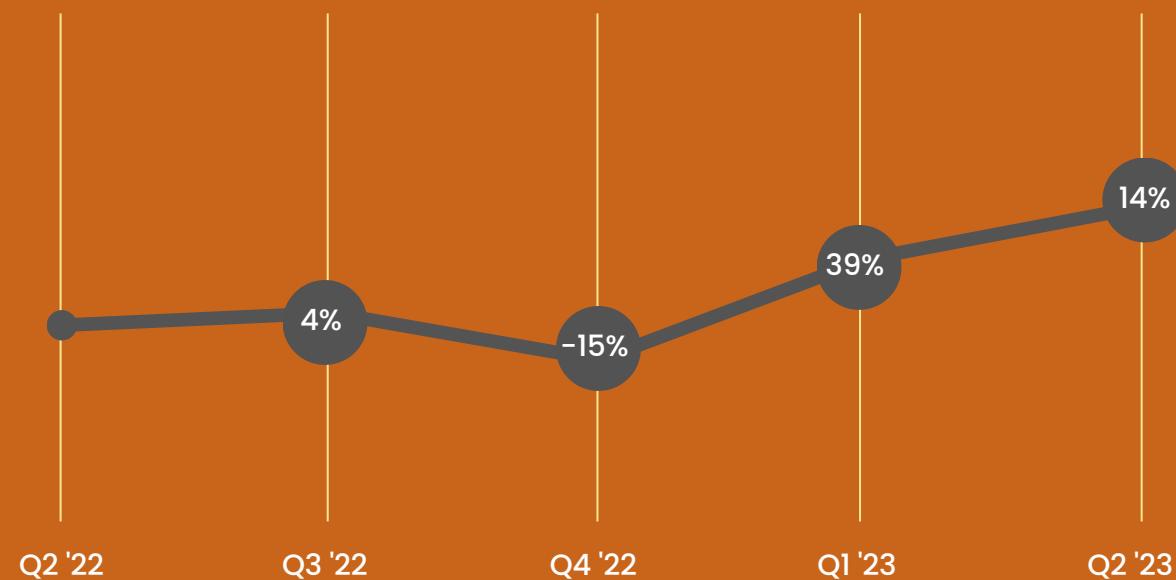


View Rate Trend



'22 – '23 Quarterly CPV Trend

% change



Electronics

Social platforms are becoming the go-to choice for consumers aged 18–54 to discover new products. Brands can make the most of this by showcasing their latest offerings and engaging potential customers on social media.

Video marketing efficiency continues to rise, especially on platforms like YouTube. Brands can leverage videos to build lasting brand loyalty.

DATA INSIGHTS

The view rate uptick by 4% in 2023, extending the ascending trend observed from 2021 to 2022. The CPV increased by 14%, indicating a change in the cost dynamics for advertisers. This consistent growth in view rates reflects a sustained interest in electronics content



Food (CPG)

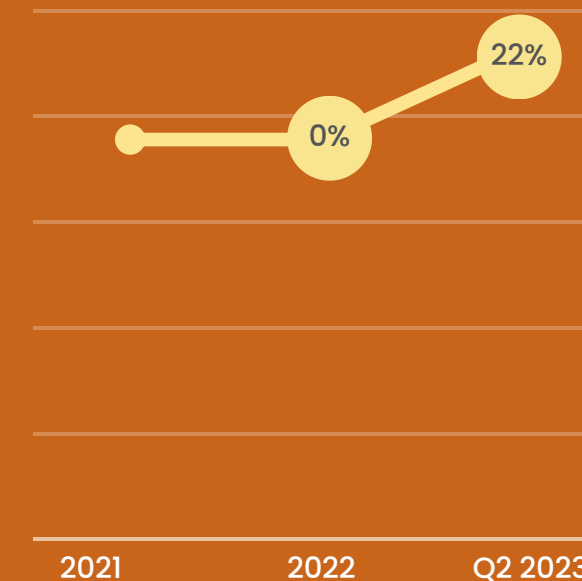
Digital advertising is a significant investment for the Food (CPG) industry, with brands allocating over \$30 billion annually, of which 70% targets potential mobile shoppers. Exploring effective food and beverage marketing, shoppable video ads can be strategically run on home delivery channels. Brands are also taking advantage of micro influencers on YouTube, as these creators foster a closer relationship with their followers.

DATA INSIGHTS

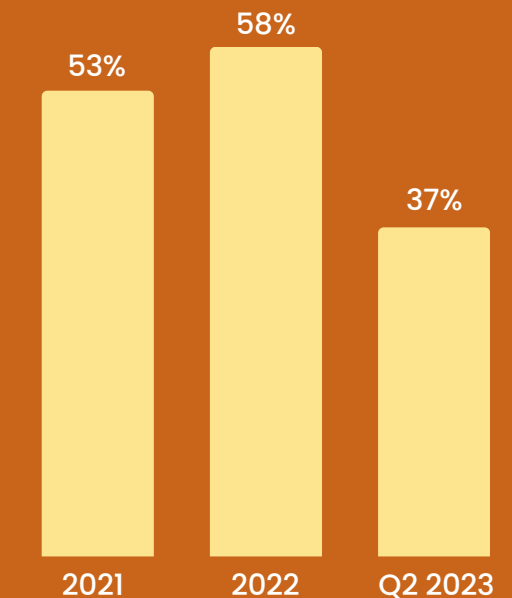
The Food (CPG) industry saw a stable trend from 2021–2022, though 2023 saw a slight decline. View rates ascended from 53% in 2021 to 58% in 2022 but declined to 37% in 2023. Q2 2023 witnessed the highest CPV surge among quarters.

CPV Yearly Trend

% change

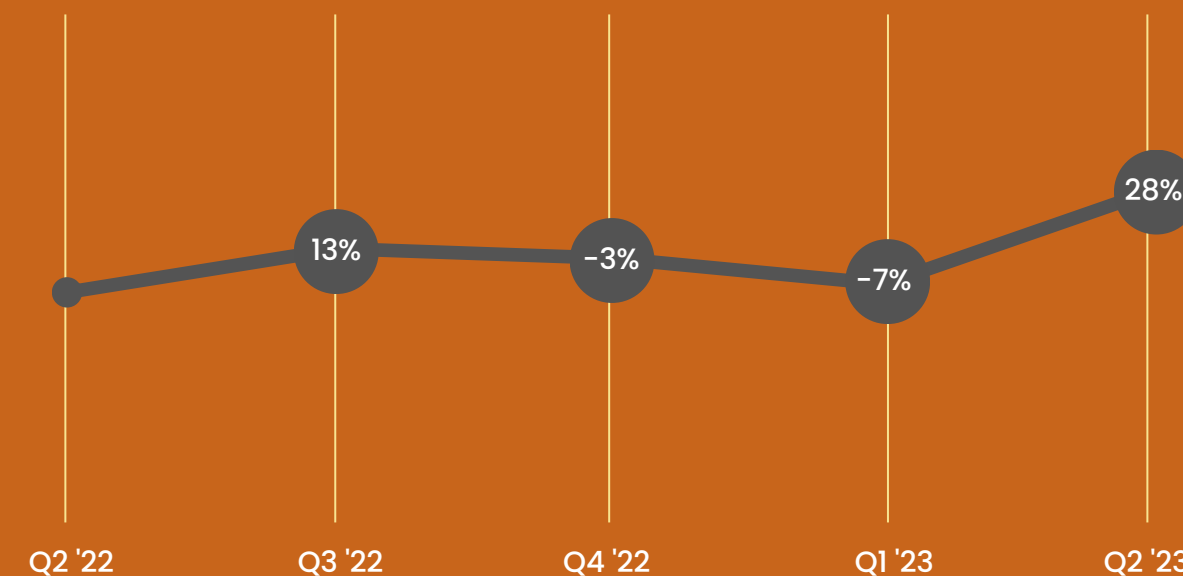


View Rate Trend



'22 – '23 Quarterly CPV Trend

% change

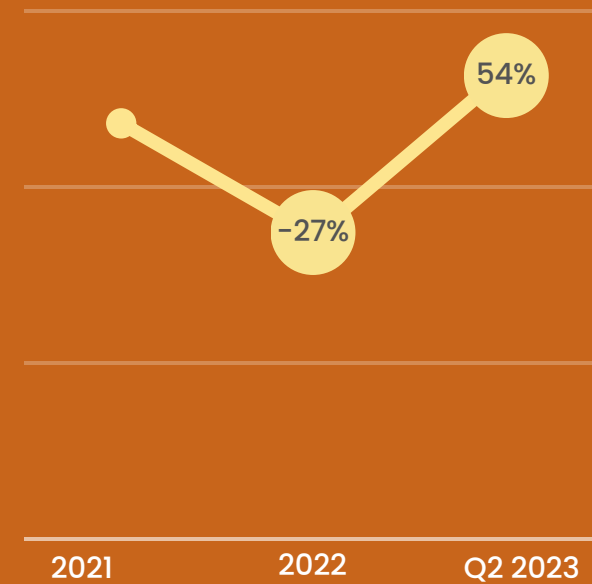


Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

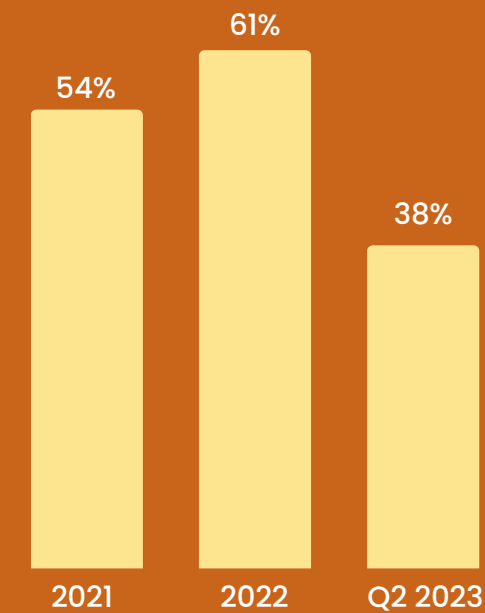


CPV Yearly Trend

% change

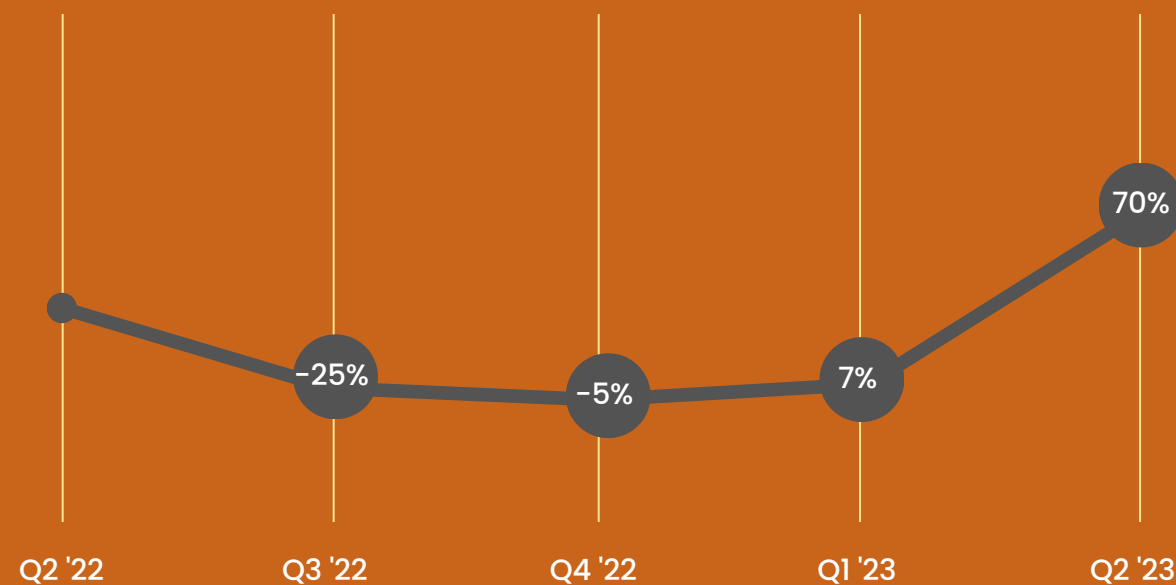


View Rate Trend



'22 - '23 Quarterly CPV Trend

% change

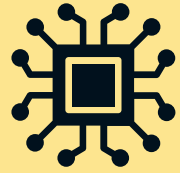


Healthcare & Insurance

The healthcare and insurance sectors are steadily increasing their spending on advertisements, and this growth is expected to reach \$17.79 billion in 2023. It's important to note that healthcare providers are dedicating more than half of their advertising budget to mobile platforms. This aligns with the fact that more patients are now engaging with healthcare services through their mobile devices.

DATA INSIGHTS

A 54% YouTube CPV surge in Q2 2023 revived the trend that showed a downward movement from 2021 to 2022. Despite the strong CPV increase from Q1 to Q2 2023, view rates encountered a significant dip in 2023.



Science & Technology

The Science & Technology sector is finding success in promoting products and services through YouTube Shorts. In our Q2 2023 report, this trend shines as a standout strategy.

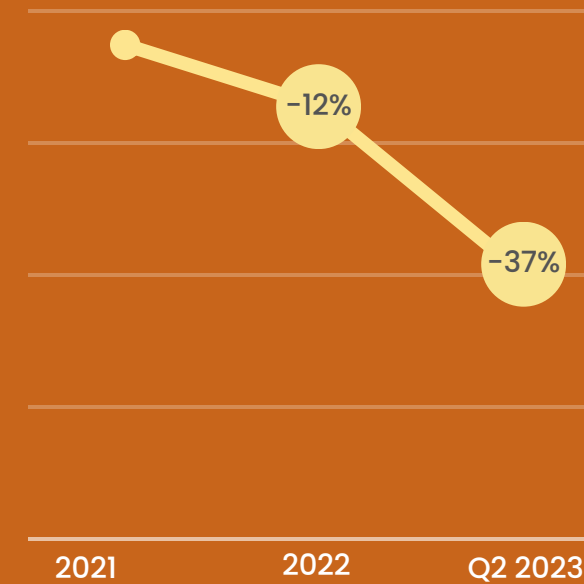
Utilizing YouTube Shorts, known for being cost-effective compared to traditional full-length ads, allows businesses to tap into the influencing power of YouTube creators.

DATA INSIGHTS

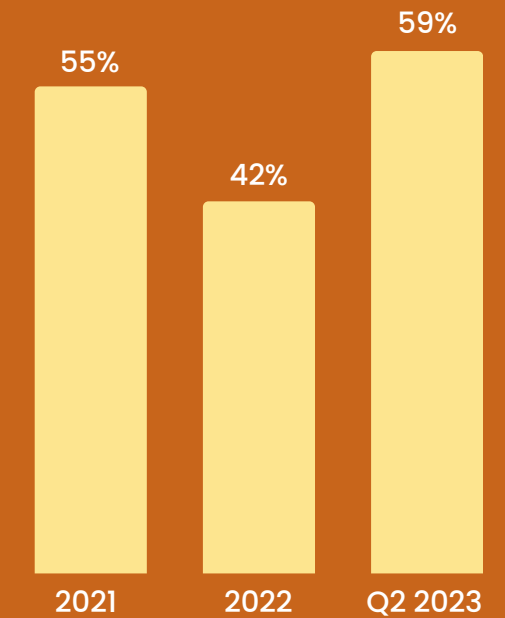
Science & Tech witnessed a 37% CPV decrease from 2022 to 2023, yet the view rate exhibited a 17% surge during the same period. Q2 2023 indicated a quarterly CPV drop, presenting an opportunity for more strategic campaigns.

CPV Yearly Trend

% change

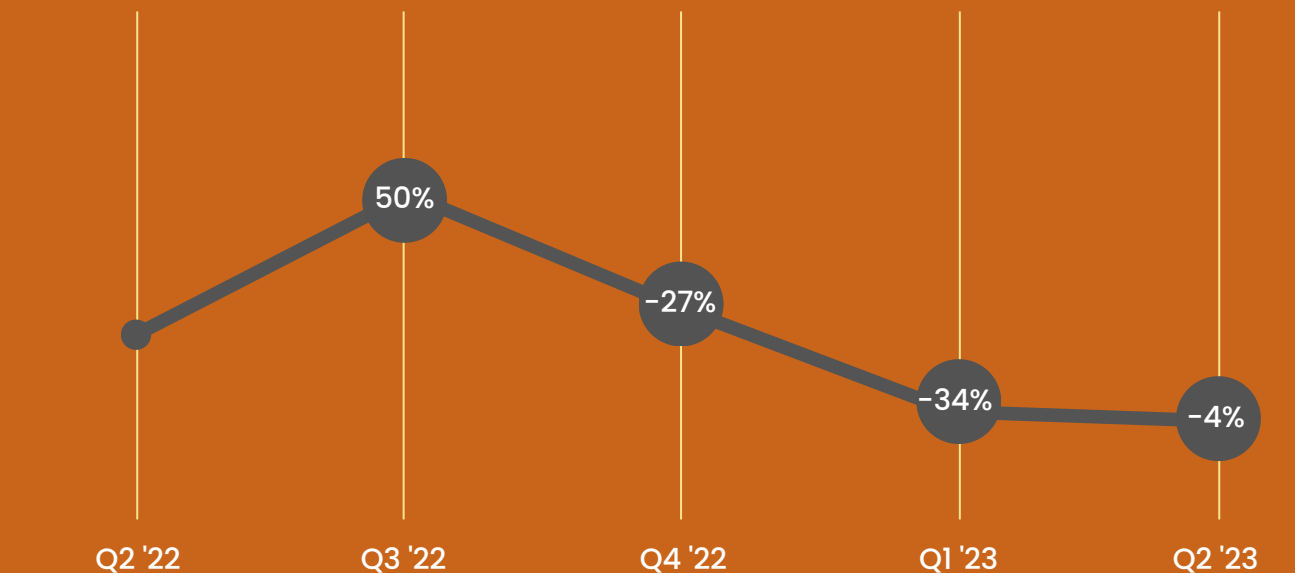


View Rate Trend



'22 - '23 Quarterly CPV Trends

% change

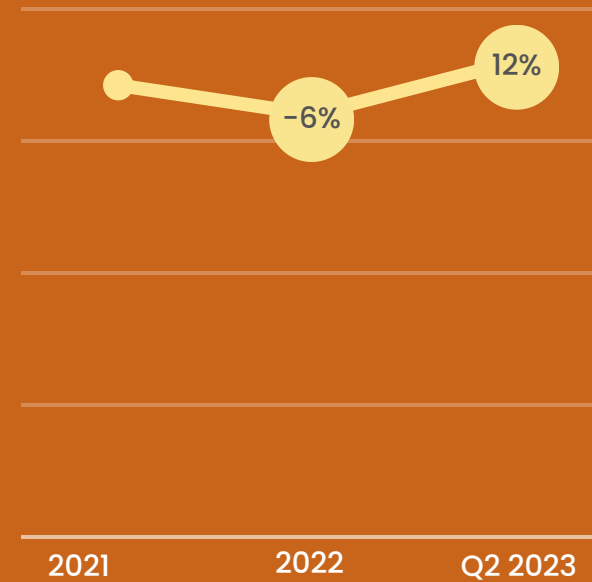


Data source: Strike Social, CampaignLab. Data varies based on monthly campaign input

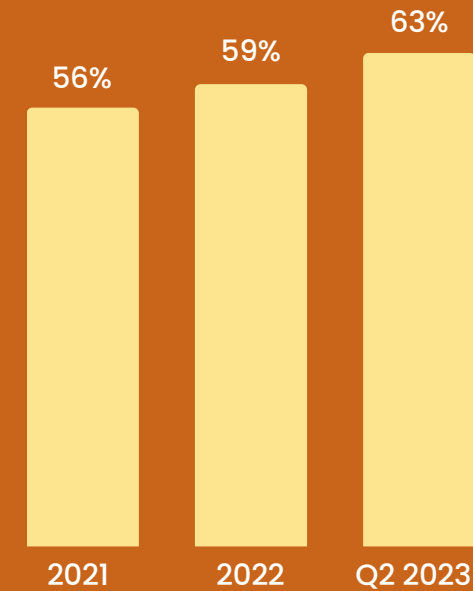


CPV Yearly Trend

% change

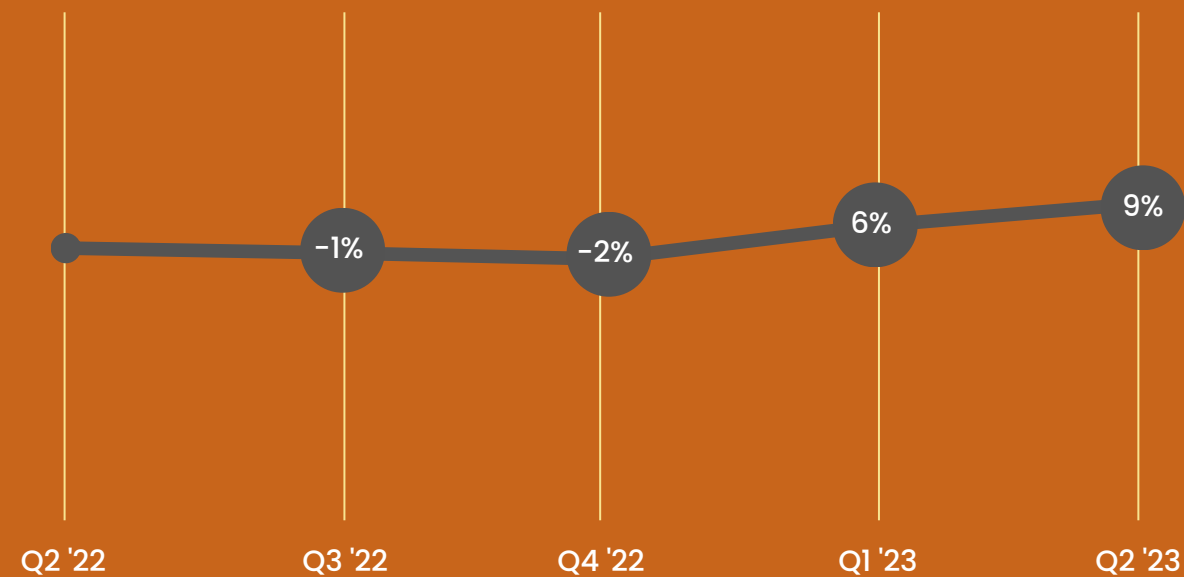


View Rate Trend



'22 – '23 Quarterly CPV Trend

% change



Travel

2023 Travel trends revolve around customers preferring to book their trips with companies that excel in providing exceptional experiences.

Conversely, 76% of consumers avoid companies if they encounter a single negative experience. This underscores the significance of thoughtful and memorable interactions for travel brands, ultimately enhancing customer engagement.

DATA INSIGHTS

Travel's CPV for 2023 displayed an increase, both quarterly and yearly. Additionally, a 4 points higher view rate from 2022 vs Q2 2023 reflects rising interest as restrictions ease. Despite heavy competition, cost based on our data reflects a more stable trend.

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

conclusion

In the second quarter of 2023, YouTube's ad sales saw a modest year-over-year increase of 4.4%, reaching \$7.67 billion. This marks a turnaround after three consecutive quarters of declines in the platform's sales.

During this period, Connected TV (CTV) has emerged as a strong driver of ad spending on YouTube, witnessing a surge of 31%. This surge is reminiscent of YouTube's significant growth in the last quarter of 2021, a period when major ad platforms such as Google search, Instagram, and Facebook also revealed spending increases. This emphasizes YouTube's adeptness at adapting to optimal methods to maximize ad revenue.

Following a dip in the first quarter (Q1), YouTube ad spend is showing signs of recovery, with Connected TV (CTV) leading the way. Advertisers have a great opportunity to take advantage of this platform's dominance in ad spending to enhance their campaigns.



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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