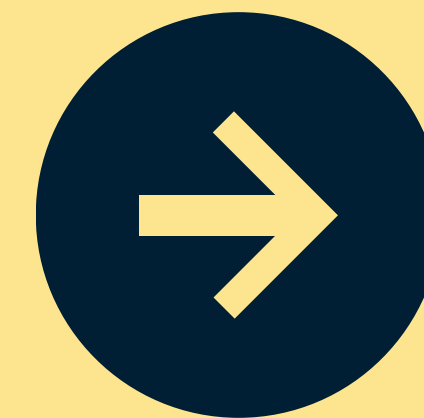




2024 YouTube Benchmark

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, 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

In this benchmark, we conducted a comprehensive analysis of thousands of YouTube TrueView InStream Skippable campaigns systematically optimized for the Views objective. Our data set encompassed over million views from a diverse array of sectors, including healthcare, travel, finance, and entertainment. We employed Strike Social's proprietary AI optimization SWAS tool to enhance campaign efficacy, emphasizing critical performance metrics such as Cost Per View (CPV), View Rate (VR), and completion rates. The analysis examined performance across various devices—desktops, tablets, mobile phones, and connected TVs—over a timeframe from July to September 2024. The campaigns analyzed were primarily sourced from U.S.-based brands and clients. Throughout the process, all data collected and analyzed were anonymized and aggregated, ensuring strict confidentiality and privacy for all stakeholders involved.

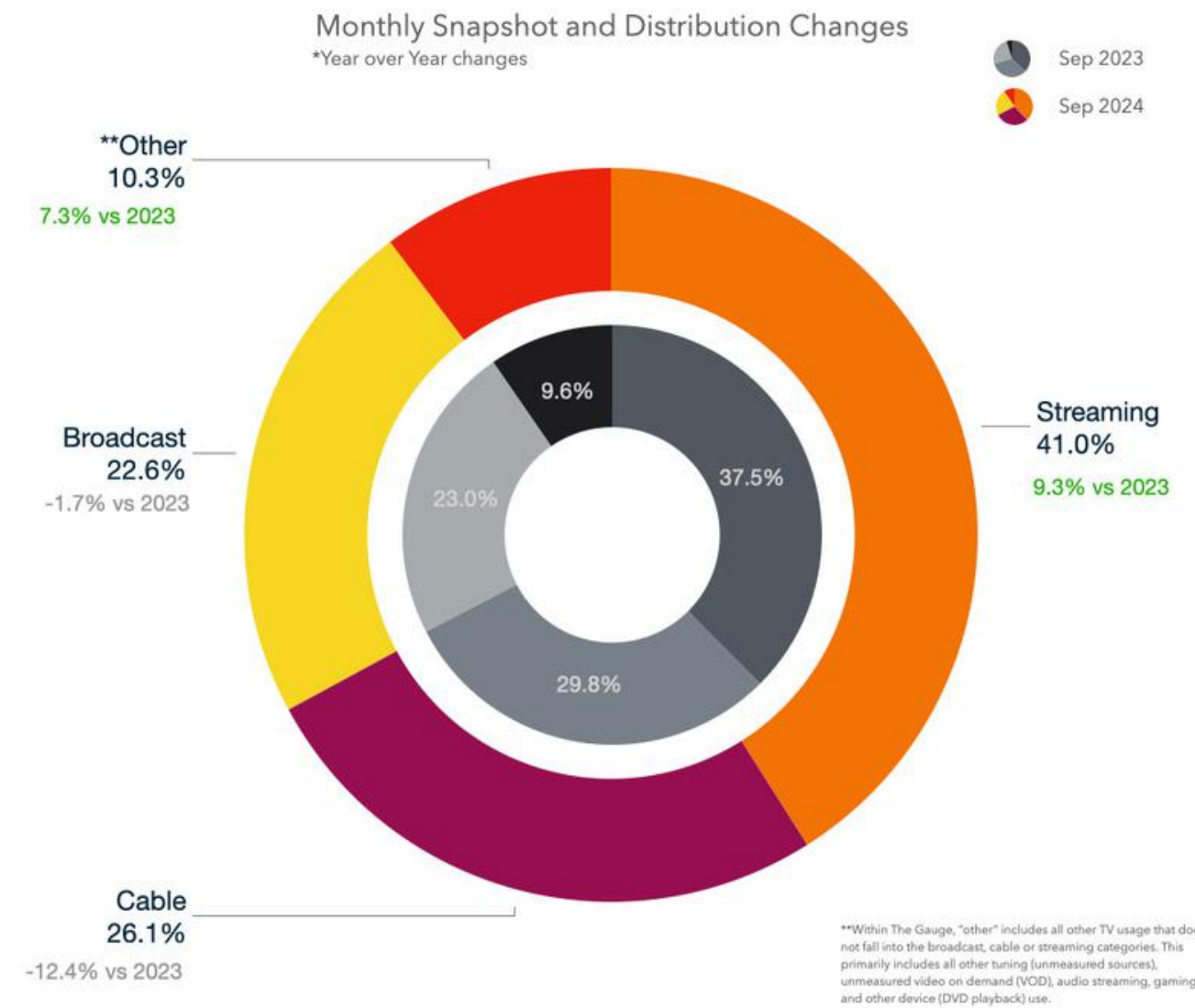
YouTube Enhances CTV Experience

The evolution of the living room viewing experience continues to gain momentum as Connected TV (CTV) and YouTube become a central part of many households' media consumption. In Q3 2024, YouTube captured over 10.4% of total TV viewing, the first time a streaming platform has crossed this threshold in Nielsen's Gauge report.

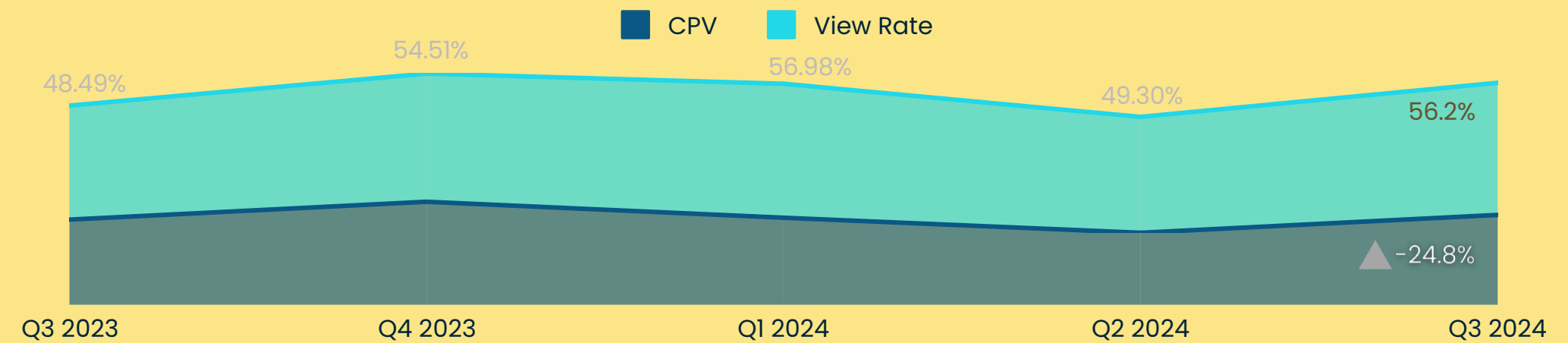
Moreover, co-viewing has become an important metric in CTV, with Nielsen reporting that 26% of the time, multiple viewers watch YouTube on TV together. This shared viewing experience amplifies brand exposure, as advertisers can engage more viewers with a single ad.

As YouTube further integrates non-skippable ads and Pause Ads into the CTV experience, advertisers can capitalize on longer, more immersive storytelling formats.

NIELSEN'S TOTAL TV AND STREAMING SNAPSHOT - SEPTEMBER 2024



Overview of Q3 2024 Trend



When comparing our June 2024 to July 2024 data, we observed a 3.98% increase in ad cost (CPV). The slim increase aligns with the seasonal back-to-school advertising surge, coupled with early holiday preparations, which has intensified auction competitiveness, particularly in August. These seasonal trends have driven increased demand for ads across YouTube on mobile and CTV devices.

Q3 2024 showcased significant growth in Connected TV (CTV), with Strike Social reporting a notable increase in view rates, climbing from 59.92% in Q2 to 75.43%—a nearly 26% uplift. Advertisers are advised to optimize their strategies across multiple devices, effectively leveraging CTV for cost-efficient reach to audiences in living rooms who are more adaptive to Traditional TV ads.

76.6%

CTV View Rate for campaign flight duration of 31 or more days

Optimal Reach and View Engagement on Connected TV

Extender campaign flights on Connected TV (31+ days) demonstrated a more favorable CPV, 8% more efficient vs mobile, with a view rate of 76.59%. With Q4 being a high-conversion period, brands can leverage device-specific strengths to enhance conversions.

Q3 Creative Performance Insights

Strategically aligning campaign elements like flight duration, device selection, and creative variation leads to maximizing ad investment.

25.3%

CPV comparison of 1-15 second video ads vs 16-30 seconds

Aligning Message and Medium for Effective Storytelling

The balance between ad length and device type is key to the Q4 strategy. Consistently, based on our data, shorter ads (1-15 seconds) perform best on mobile, while CTV maximizes longer story-telling formats (31-60 seconds).

60.1%

View rate of campaigns with 2-3 creatives

Boosting View Rates with Multiple Creatives

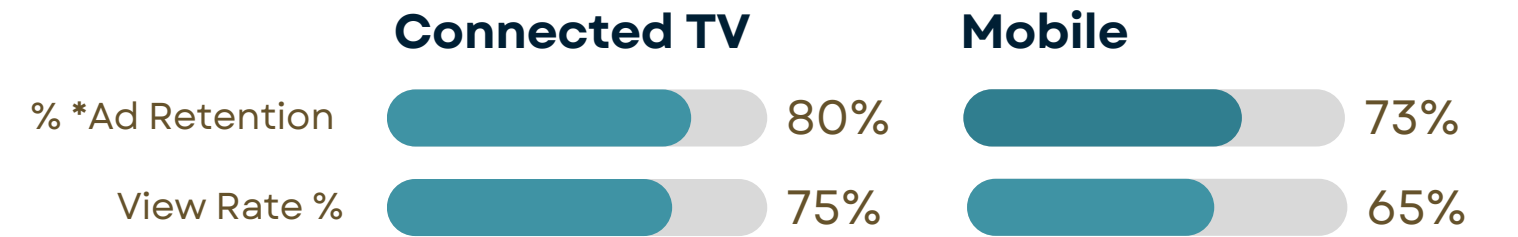
Data from Q3 reveals that campaigns using 2-3 creatives maintain a higher retention rate (64%) compared overall. Rotating creatives enables brands to refresh their messaging without increasing ad fatigue, which is particularly valuable during high-competition periods like Back-To-School campaigns.

Connected TV and Mobile Devices

YouTube ads on CTV and mobile devices offer distinct advantages advertisers can strategically leverage. CTV's co-viewing environment, where multiple viewers watch the same screen, enhances reach and brand recall. With a higher ad retention rate and support for longer, storytelling ads, CTV is ideal for deep brand engagement, allowing advertisers to create narrative-rich holiday content that resonates with viewers in shared, relaxed settings.

Conversely, mobile devices excel with short, high-frequency ads, particularly YouTube Shorts, which continue to capture significant user attention amid the platform's growth in short-form content. Despite the potential for distractions, mobile is a top platform for time-sensitive campaigns, with users engaging quickly with shorter, punchy ads, ideal for driving last-minute holiday conversions.

Comparison of Connected TV and Mobile Metric Distribution



*Complete View / View at 25%

ADDITIONAL INSIGHTS

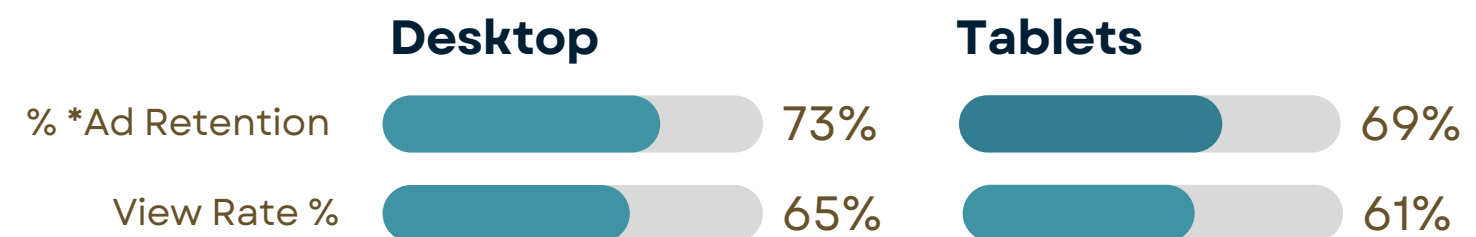
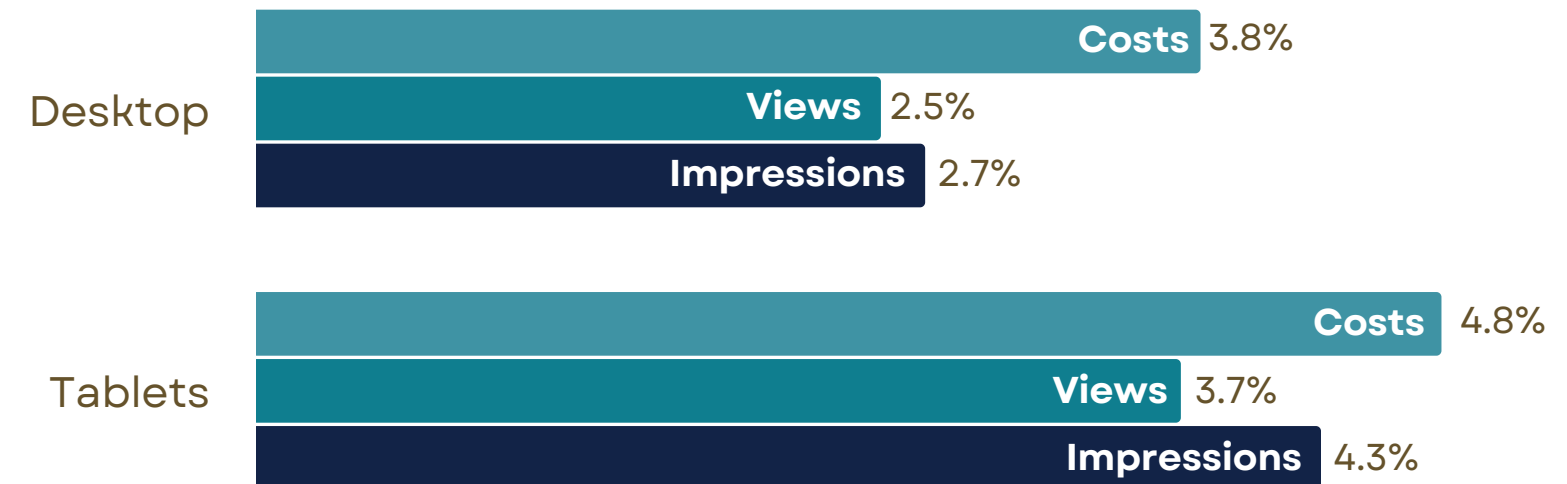
Cost-per-view (CPV) for mobile devices has shown resilience in Q2, leading to a 3% reduction in overall costs. When comparing this quarter's CPV to Q1, our data indicates an efficiency improvement of nearly 38%.

Tablet and Desktop

Tablets provide a balance between desktops and smartphones. They feature a large screen that enhances co-viewing experiences when streaming or browsing and portability similar to smartphones. This larger screen improves the advertising experience, especially during casual, quick, relaxed viewing.

Desktops, which traditionally led in viewership and ad impressions, have experienced the least distribution of advertising dollars over the past few quarters. Despite this decline in ad spending on desktop devices, users have exhibited higher engagement, with a view rate of 65.5% and ad retention of 72.7%, outperforming mobile users.

Comparison of Connected Tablet and Desktop Metric Distribution



*Complete View / View at 25%

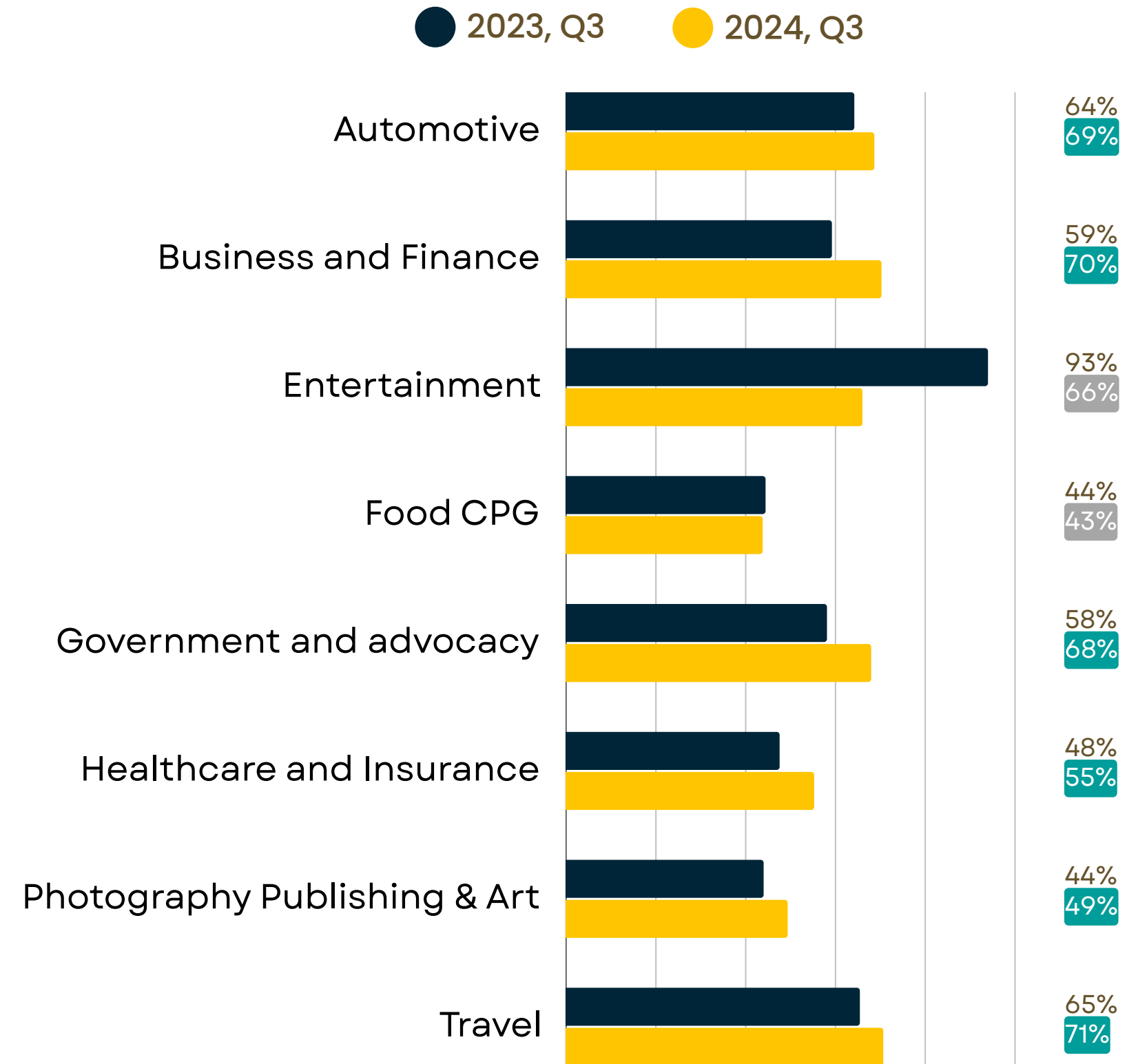
ADDITIONAL CTV DATA INSIGHTS

According to a recent report, desktop users averaged up to 1,918 seconds per session on YouTube, indicating that users engage longer and with more focus than handheld device viewers, whose shorter sessions are generally below 775 seconds. Suggestively, desktop users are more likely to be active during office or school hours.

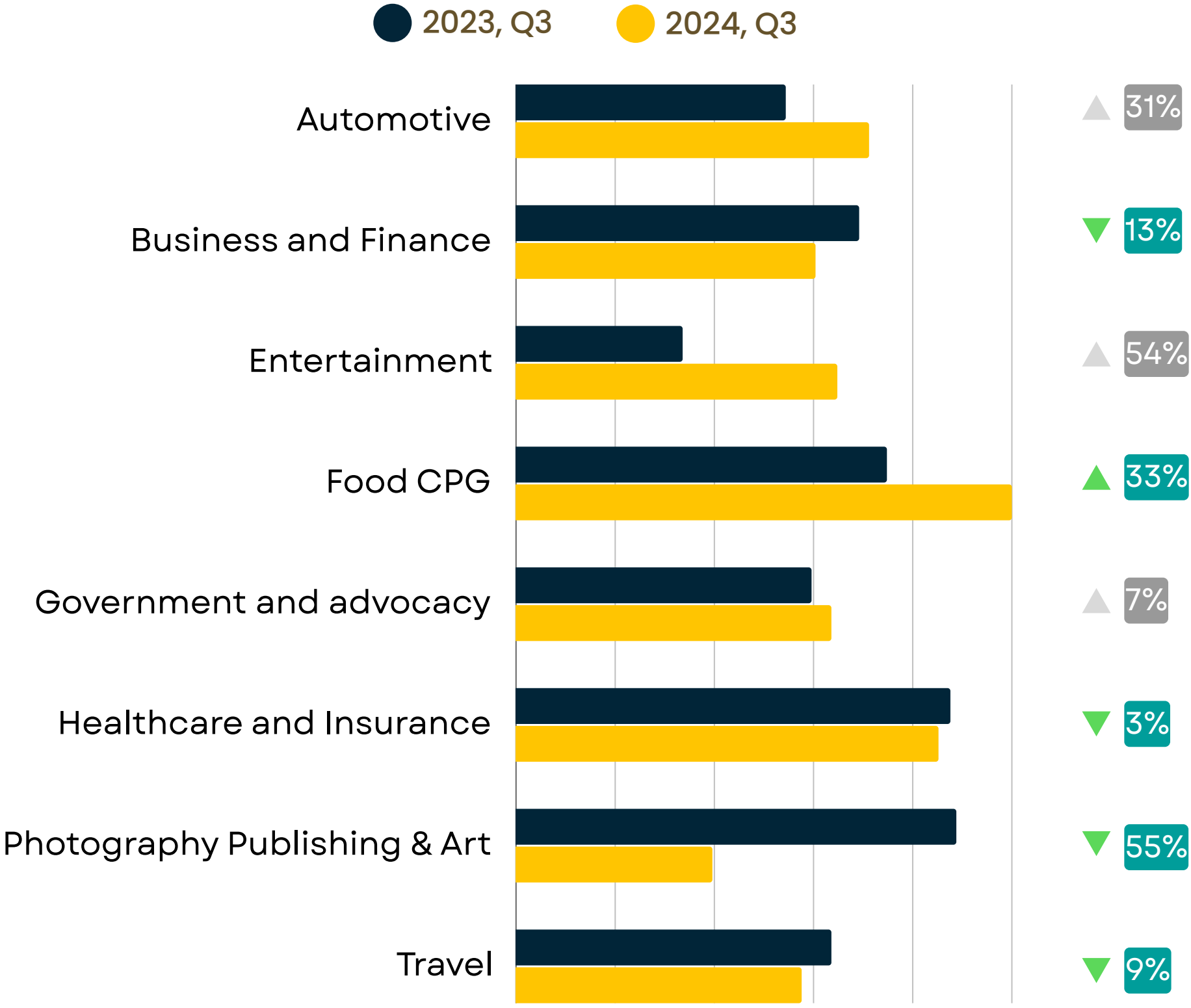


Diverse factors, from rising consumer demand to competitive digital platforms, influence the shifts in view rates across various sectors in Q3. For example, the increase in Automotive view rates aligns with the heightened interest in electric vehicles. Similarly, the finance sector benefits from the growing presence of literacy content on YouTube as audiences increasingly seek accessible educational material for investing and digital payments.

View Rate by Industry



Q3 2024 Changes in CPV



In Q3 2024, the costs associated with YouTube TrueView Instream Skippable ads exhibited volatility primarily due to competitive bidding dynamics and our audience targeting strategies. The increase in CPV observed in specific sectors can be attributed to heightened competition among advertisers aiming to engage viewers during the peak periods of the Back-To-School campaign. As Q3 concludes, brands are initiating early holiday marketing efforts to gain a competitive edge and manage costs effectively in anticipation of the heightened demand of Q4's busy season.



Q3 Updates that you might have missed

Jul

- [DV360 simplified YouTube's brand suitability controls + other updates](#)
- [Google Ads Editor version 2.7 launches with new features](#)

Aug

- [New reporting and genAI tools to boost creative results](#)
- [YouTube Tests Picture-in-Picture Ads for Live Streams](#)
- [Google Adds Netflix Inventory to DV360](#)

Sep

- [Google To Upgrade Video Action Campaigns To Demand Gen](#)
- [YouTube rolling out ads that appear when videos are paused](#)
- [YouTube Studio Adds Website Visits Goal to Video Promotions](#)

Conclusion

Based on Strike Social Q3 2024 data, YouTube CPV trends reflect significant insights into ad performance across devices and verticals. CTV emerged as the most cost-efficient device, achieving a strong view rate of 75.43%. This positions CTV as ideal for advertisers seeking high ad retention and view engagement, which is particularly valuable for long-term brand-building campaigns. Meanwhile, mobile devices maintained an effective balance between reach and cost-efficiency, with an optimal engagement rate for quick, conversion-driven ads. The distinct advantages of each device—CTV for immersive, long-form content and mobile for high-frequency, time-sensitive ads—underscore the importance of device-specific strategies.

Looking forward to Q4, advertisers can leverage these findings by tailoring campaigns to align with each device's strengths. For example, CTV is well-suited for narrative-driven holiday campaigns targeting co-viewing households, while mobile devices can capture high-intent users in time-sensitive promotions.



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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