

In this article, I will be talking about how to measure Video Ads Campaigns. In this article, I will be covering the following:

1. Setting Metrics for Success
2. Reporting for Display Campaigns
3. Reporting for Video Campaigns
4. Reporting with Google Analytics
5. Optimizing Campaigns

Add a thumbnail to your video by following the below steps:

1. Sign into YouTube.
2. Go to Creator Studio > Video Manager.
3. Next to the video, click Edit.
4. On the right of the preview screen, choose a thumbnail.
5. Click Save changes.

You will need to verify your account to upload custom thumbnails – verification proves to the system there is a legitimate user behind the channel and not spam.

To drive further engagement, you can add YouTube Cards to your videos. With these, you can add a link to click through to:



Your website

Videos on your YouTube channel

Playlists on your YouTube channel

Your YouTube Channel

Learn How To Make Your YouTube Channel A Success

When creating your YouTube content, it's important to know the "ABCDs of effective creative" for video:

A: Attract attention from the start

B: Brand naturally and meaningfully

C: Connect with the viewer through emotion and storytelling

D: Direct the user clearly to what you want them to do next

There are a number of tools available in the Creator Studio to manage your

video content:

Dashboard: Check for notifications and alerts

Video Manager: Organize and update videos from one place

Community: Review and respond to comments, view private messages, see videos where you have been credited

Channel: Adjust channel settings

Analytics: Review channel performance

Create: Create new videos using the audio library and video editor

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You can customize and manage your YouTube channel by clicking 'My channel' in the top right corner, 'Customize Channel', 'About'. Click the "Settings" icon by the subscribers' button for Advanced options. Here you can add:

Channel Name & Description

Channel Art

Channel Icon

Channel Trailer

Sections

Playlists

Featured Channels

It's really beneficial to correctly set up and continually manage your YouTube channel. This ensures continued discoverability of your channel and its content on the platform and keeps your presence on YouTube consistent with your wider online, and offline, presence.

Within the Creator Studio, you can view a number of reports in the Analytics tab to analyze your video's performance. YouTube analytics reports can help you maximize revenue and retention.

#1 Earnings reports

includes estimated earnings and ad performance reports. These reports show your estimated earnings and total views for your channel. You can also see which ad formats had the most impact on driving revenue.

#2 Watch-time reports

includes watch time, views, traffic sources, and audience retention reports.

Audience retention reports display the views of every moment of your video as a percentage of views, helping you find the right mix of elements like video style, length, promotion, and more.

Traffic sources reports show the various YouTube features and external sites through which the viewer found your content.

#3 **Engagement reports**

includes subscribers, likes and dislikes, comments and sharing as well as cards and annotations reports. They are a great way to understand your audience's interest.

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This would be of most importance to content creators who rely on the organic success of their videos and are at the receiving end of YouTube advertising activity in that they are producing the content advertising appears amongst. You can also Get Free YouTube Subscribers by visiting YTBPs.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

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you could drop your comment. Thanks in anticipation.

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