



*TrueView: 02/01/18 - 03/16/18*

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# Dash - YouTube

CAMPAIGN REPORT



# United States

Flight: 02.01.18 - 03.15.18



Impressions

**2,854,732**

Clicks

**4,882**

View rate

**52.7%** / 22%\*

Views

**1,506,100**

CTR

**0.17%**

Video Completion Rate

**35.43%** / 10%\*

\*Benchmark

# France

Flight: 02.01.18 - 03.15.18



Impressions

**987,243**

Clicks

**1,778**

View rate

**57.04%** / 22%\*

Views

**563,170**

CTR

**0.18%**

Video Completion Rate

**33.82%** / 10%\*

\*Benchmark

# Germany

Flight: 02.01.18 - 03.15.18



Impressions

**952,178**

Clicks

**1,547**

View rate

**53.43%** / 22%\*

Views

**508,722**

CTR

**0.16%**

Video Completion Rate

**32.76%** / 10%\*

\*Benchmark

# Japan

Flight: 02.01.18 - 03.15.18



Impressions

**991,093**

Clicks

**876**

View rate

**46.32%** / 22%\*

Views

**459,051**

CTR

**0.09%**

Video Completion Rate

**32.80%** / 10%\*

\*Benchmark

# Netherlands

Flight: 02.01.18 - 03.15.18



Impressions

**480,979**

Clicks

**627**

View rate

**55.22%** / 22%\*

Views

**265,590**

CTR

**0.13%**

Video Completion Rate

**34.33%** / 10%\*

\*Benchmark

# Top and Bottom Performing Keywords (Across All Countries)

Strike Social's optimizations using artificial intelligence allows you to see granular details into what's working and what's not

## Top performing target groups (vs. your KPI)

- 1 **Keyword:** Best Cryptocurrency- 56% view rate
- 2 **Keyword:** Bitcoin Trading - 56% view rate
- 3 **Keyword:** Bitcoin Price- 55% view rate
- 4 **Keyword:** Investing in Stocks - 52% view rate
- 5 **Keyword:** Altcoin ICO- 50% view rate

## Bottom performing target groups (vs. your KPI)

- 1 **Keyword:** Crypto ICO- 34% view rate
- 2 **Keyword:** Bitcoin how to buy - 37% view rate
- 3 **Keyword:** Economic News Report - 40% view rate

# Performance by Device and Gender

Mobile devices and females seem to be the most engaged in the Dash ads across all countries

