



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

Dash - YouTube

CAMPAIGN REPORT



United States

Flight: 02.01.18 - 03.01.18



Impressions

2,217,291

Clicks

3,886

View rate

52.3% / 22%*

Views

1,161,448

CTR

0.18%

Video Completion Rate

39.32% / 10%*

*Benchmark

France

Flight: 02.01.18 - 03.01.18



Impressions

758,689

Clicks

1,383

View rate

56.73% / 22%*

Views

430,408

CTR

0.18%

Video Completion Rate

38.78% / 10%*

*Benchmark

Germany

Flight: 02.01.18 - 03.01.18



Impressions

739,873

Clicks

1,224

View rate

53.65% / 22%*

Views

396,955

CTR

0.17%

Video Completion Rate

37.77% / 10%*

*Benchmark

Japan

Flight: 02.01.18 - 03.01.18



Impressions

710,995

Clicks

613

View rate

46.64% / 22%*

Views

331,621

CTR

0.09%

Video Completion Rate

36.07% / 10%*

*Benchmark

Netherlands

Flight: 02.01.18 - 03.01.18



Impressions

376,883

Clicks

502

View rate

54.65% / 22%*

Views

205,975

CTR

0.13%

Video Completion Rate

39.97% / 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- 58% view rate
- 2 **Keyword:** Investing Stocks - 55% view rate
- 3 **Keyword:** Bitcoin Price- 55% view rate
- 4 **Keyword:** Ethereum- 51% view rate
- 5 **Keyword:** What is Cryptocurrency- 45% view rate

Bottom performing target groups (vs. your KPI)

- 1 **Keyword:** Virtual Currency- 34% view rate
- 2 **Keyword:** Investing in Currency - 34% view rate
- 3 **Keyword:** Cryptocurrency ICO- 38% view rate

Performance by Device and Gender

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

