



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

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# 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%**

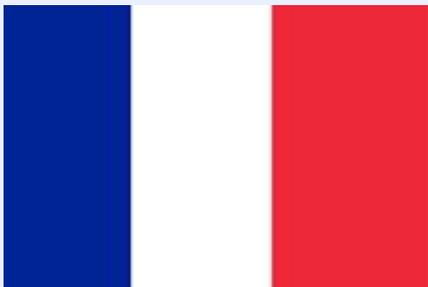
Video Completion Rate

**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%**

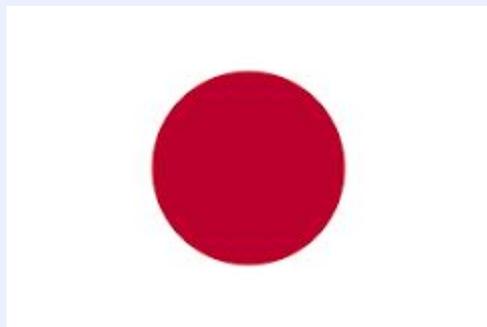
Video Completion Rate

**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

