



Key Performance Indicators for Video



	VPC - Views Per Channel
	VVT - Video View Time
	UVV - Unique Video Views
	VSS - Video Social Share
	CTR - Click Through Rate

Your video's been shared. Now measure how well your video performs across channels and with your viewers.

 VPC } VPC helps identify where to place your videos and can give insight as to whether your content resonates with your viewers. It's important to know how your video is discovered whether it's on your website, YouTube, email campaigns, search or social media. Match where you place your video with where your target customers find information.

 VVT } VVT helps you understand how well your content resonates with your viewers and whether your message is being heard. It's important to know how many times your video is partially or completely viewed. Short duration views may indicate your message is not engaging enough to hold your viewers' attention. It may also indicate your video is too long.

 UVV } UVV helps you understand viewer activity such as whether your video is viewed many times by a few viewers or many times by many viewers. UVV often indicate which leads are stronger leads for your company. It also helps you decide which channels you should focus your efforts on.

 CTR } Today's technology enables you to place click-able call to action (CTA) in video. A video click through is reaching video nirvana. Congratulations -your content hit the mark and your viewers want to learn more! Remember to track your CTR against the data you collect on channels (VPC) and your sales follow-through.

 VSS } VSS helps you understand how interesting your video is to viewers. Tracking your 'share-ability' helps you understand how well your message or story resonates with lots of people. A relevant video with great content is almost 10x more likely to be shared than other content. Strong social sharing is great for SEO and it indicates your video is gaining interest. Aim to increase the number of 'shares'. This will help build your social community, improve SEO and expand your brand presence.