

# VIDEO MARKETING KPIs

## CHOOSING THE RIGHT METRICS TO SHOW ROI



### Views

Views or plays tell you how many times people 'watched' a video. Beware, this can mean different things on different platforms.

Most of the time, views are a good indication of reach. Reach is how many people saw your content. For most marketing videos, you need to go beyond views to find out if your video is truly effective.



### Conversions

A conversion is a specific action that you want your viewers to take. Usually this is something like a purchase or email sign up.

If your conversion rate is low, it means your call to action isn't clear. Make sure you're using your platform's tools to add interactivity to your content and use language that directs your viewers to act.



### Play rate

Play rate is the number of people who played your video, divided by site visits.

This metric is a good measure of how relevant your content is. Content with a strong thumbnail and clear contextual clues about its content will perform better than something that feels out of place or confusing. Keystone videos that live above the fold should have a higher play rate than videos that augment other content on the page.



### Site Metrics

If you're sharing videos on a website, it's important to look at your other metrics in addition to the video's stats.

Generally speaking, video should increase your average time on site and reduce your bounce rate. If you have a library of videos, you should also expect an increase in your pages per session stats.



### Engagement

Engagement metrics measure how long someone watched your video. A high engagement rate means more people are watching your video longer.

Typically this is displayed as a graph of viewers overtime. Most videos have a drop-off at the beginning and towards the end.

Engagement is a good indicator of the quality of your views. You want your content to resonate.



### Organic Signals

It's not all about numbers. Look at organic signals like comments and social sharing to see if you're turning viewers into evangelists.

Video is a powerful tool, and you should leverage it's ability to emotionally resonate with your viewers.

Organic signals are also a great way of gathering feedback and optimizing future content.