OPEN ROADS MEDIA

Measuring Success

Which KPIs Matter in Video Marketing?

Measuring Awareness

KPIs That Matter

Views
Impressions
Unique Users
Location of View
Gender of Viewer
Age of Viewer

Generating new customers is critical to success. But when you've created video marketing content to attract new customers, you need to know if you're succeeding.

In general, we are looking to see if more people have been exposed to your brand. We can measure this by counting the number of times your video was seen. This might not sound useful at first, but there is this subtle art of remarketing. Once someone has engaged with your video, we can create a remarketing audience to later deliver different videos that include more depth to the content. This is how we lead the customer to the sale.

Therefore, we want very short videos here. Something fun and engaging that will keep them long enough to signal to us they are interested in our product or service.

Measuring Consideration

When someone is interested in your product or service, they spend more time investigating it. Therefore, we are looking at numbers that help us understand the level of interest our video watchers have toward what we offer.

In this case, the longer they spend with the content, the more certain we can be that they are actually interested in buying. Engagement behaviors like sharing and liking also indicate a higher level of commitment.

Once again, we can create a custom audience in our online video ad managers (Google Ads, Facebook Ads, Bing Ads, LinkedIn Ads, etc) that deliver something more serious to them later. When we have someone who is already looking at our product or service seriously, next we can deliver a deal.

KPIs That Matter

View-through Rate
Watch Time
Engagment Rate

Measuring Conversion

KPIs That Matter

Clicks
Calls
Signups
Sales

Because we have carefully set up our video marketing content to include a Call to Action, we can now see how often a prospect takes us up on that call. The call-to-action could lead them directly to a "Buy Now" opportunity, or to a booking page where they can commit to your service.

Measuring conversion can be a little complicated to setup, so you'll need to work closely with your web developer to get your Google Tag Manager and Google Analytics set correctly to track these events. Once you do, however, the magic begins.

By looking carefully at the numbers, we can make subtle changes to the videos, repost them and see if they perform better. Over time? Home Run!!!