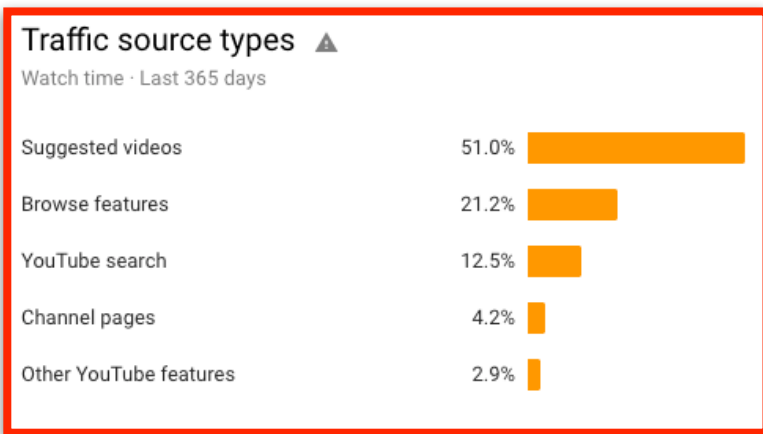


**12 months of video marketing:**

Client videos appeared on 377,900 web pages. YouTube surfers clicked client video description 7.9% of the time it was on one of those pages. That means 7.9% of people seeing client video description did a “click through” to view the video on your YT channel, thereby producing about 44,100 video views.



**Organic search results**

The Traffic Sources above show the majority, 51%, of client video views come from suggested videos displayed on YouTube pages. Plus another 21.2% and 12.5% came from YouTube browse features and YouTube searches respectively. The total of those viewing results, 84.7% of client video views, are a product of SEO (Search Engine Optimization).

The average video length is 60-75 seconds.

Impressions and how they led to watch time (Data available Oct 1, 2018 – Feb 11, 2019 (134 days))

