

## 19.11: Measuring Success

The number of views you get is an important factor in getting ranked or featured on YouTube and, by pushing your best content through the paid medium, you can get the ball rolling and significantly increase your chances of picking up organic traction (both within YouTube and Google's universal SERPs).

Number of views is far from the only important metric, however; you will also want to track:

- Average view time
- Conversion assists
- Clickthrough rate on the CTA
- Viewer engagement
- Drop off points (where the viewer stops watching).

All of these and more will help tell you whether your video is successful as well as where you can make changes to maintain viewer engagement.

Here is a handy guide from Buffer on Video Metrics (BufferSocial, 2017b).

Buffer's Guide to Video Metrics 

Facebook	Facebook Live	Instagram Video	Instagram Stories	Instagram Live	Snapchat Stories	Twitter Video	Periscope	YouTube
<b>WHAT COUNTS AS A VIDEO VIEW?</b>								
3 SECONDS OR MORE	3 SECONDS OR MORE	3 SECONDS OR MORE	UPON OPENING	UPON OPENING	UPON OPENING	3 SECONDS OR MORE	UPON PAUSING PLAY	30 SECONDS OR MORE
<b>AUTO-PLAY?</b>								
YES	YES	YES	YES	NO	YES	YES	YES	YES
<b>AUTO-LOOP?</b>								
YES IF UNDER 30 SECONDS	YES IF UNDER 30 SECONDS	YES	NO	NO	NO	YES IF UNDER 4.5 SECONDS	NO	NO

Figure 19.11.1: Video metrics across various popular platforms Adapted From Buffer social, 2017

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