



Ambiente Marketing Group, LLC

---

# GUIDE

## YOUTUBE ANALYTICS



Ambiente Marketing Group, LLC

# WELCOME MESSAGE

YouTube is one of the most popular and premier video-sharing platforms by Google that allows content creators, be it individuals or companies to create a channel and upload videos of all different kinds. With YouTube in place, you can create content and share it with the world for entertainment, business, or welfare purposes as well.

When you set up your channel, YouTube Analytics is set up out of the box. Navigate to your Creator Studio and click Analytics to find it.

It's not your website and it's not purely a social network. It's more than a video hosting platform even though videos are its thing. It's the world's 2nd largest search engine by queries processed, but it's not a search engine that crawls & indexes the Web like Google or Bing.

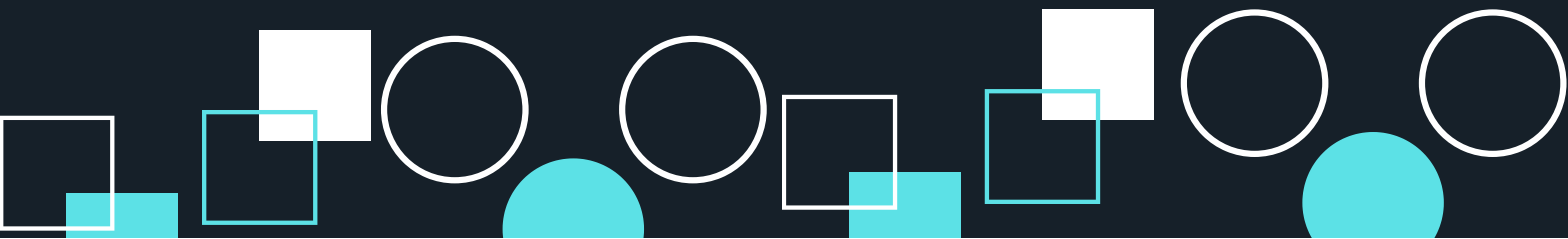


Marco "Dreamz" Matallana

CEO Ambiente Marketing Group

There is a lot to going on. And that makes YouTube Analytics challenging. There is a lot of noise. There are a lot of metrics. Some matter, and some don't. Some matter in ways that you would not expect.

At AMG we will show you how to read the data correctly so you can use for your next release. .





Ambiente Marketing Group, LLC

## HOW TO MAKE A YOUTUBE ANALYTICS ACCOUNT

As we mentioned before When you set up your channel, YouTube Analytics is set up out of the box. Navigate to your Creator Studio and click Analytics to find it.

You'll see an Overview along with reports in 3 general categories – Reach Viewers, Interest Viewers, Build an Audience, and Earn Revenue.

Those categories are a bit of a misnomer, But here's the short version –

Reach – stats on how well your videos are reaching people (traffic source data)

Engagement – stats on how well your videos are performing (actual watch data)

Audience – stats on who your viewers are (people data)

Revenue – stats on your ads & money (money data)

For more information and details on how to use YouTube analytics please contact us at [management@ambientemktg](mailto:management@ambientemktg).