

Video performance measurement in search and social now easier, accountable, objective

Digivizer adds YouTube viewing and completion metrics, video views for all social platforms, to platform

10 December 2019: Digivizer has solved the difficulties and complexity of measuring and comparing the performance of video content across social media and search by adding YouTube organic performance to its platform.

Digital marketers know the value of video: for example, Google reports that 90% of people discover new products on YouTube, and advertising spend on free video on demand (FVOD), and advertiser-funded video on demand (AVOD), are both predicted to grow rapidly over the next four years (sources: Google, Juniper Research, WARC).

Video effectiveness has, however, been difficult to measure, made more-complicated when seeking to compare performance across different social media and paid channels.

Digivizer measures and analyses video performance across a broad range of metrics: subscribers, video views, number of posts, description, engagement covering Shares, Comments, Likes & Dislikes, average percentage view, average view duration in seconds, and total minutes viewed.

In addition to YouTube organic performance, Digivizer also measures video performance measurement across Facebook, Instagram, Twitter and LinkedIn, including organic and paid video measurement.

Performance is presented in summary views, which can then be expanded for more-detailed analysis, and videos can be sorted by performance for the selected period. Marketers can see instantly which channel performance is best, for any given video, across marketing campaigns.

“Marketers have been left in the dark when it comes to measuring the performance of video in social and search, especially when trying to understand video at each stage of the sales funnel and how its performance compares across platforms,” says Emma Lo Russo, CEO of Digivizer.

“Marketers can now measure the return on the investment made on driving the outcomes they can see from video: hope and guesswork have been replaced with measurable insights.

“Video is king on social and search, because it helps brands take their customers from awareness through consideration to purchase. It has a longer shelf-life than other content formats, is often the most-affordable paid media option at the top of the sales funnel, talks to bigger audiences, conveys deeper messaging and resonance, and allows marketers and influencers to create great entertaining and informational content.

“Video deserves more attention. Marketers, at last, can prove the value of video in social and search and its impact on sales and growth.”

With YouTube now added, Digivizer offers over 120 measurements across Facebook, Instagram, LinkedIn, Twitter, and Google, across owned, earned and paid media .

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About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics technology company. Digivizer helps businesses get better results from their digital marketing, across owned, earned and paid media, in search and social, by giving them all the information they need to make better decisions and improve their marketing ROI.

Digivizer's digital insights are available through a Software as a Service (SaaS) platform affordable by any business. Digivizer plans start at US\$89 per month.

Digivizer is an ad, development and technology partner to the major social and search platforms: Facebook, Instagram, Twitter, LinkedIn, Google (incorporating Display), and YouTube, and a marketing and agency partner to Google and Facebook. It is also a partner of start-up venture capital investors Investible and Remarkable, and of global online retail outlet platform Shopify.

Contacts

Digivizer is at:

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://facebook.com/Digivizer>

LinkedIn: <https://au.linkedin.com/company/digivizer>

Instagram: <https://instagram.com/Digivizer/>

YouTube: <https://youtube.com/digivizer>

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Media assets

Digivizer has solved the difficulties and complexity of measuring and comparing the performance of video content across social media and search by adding YouTube organic performance to its platform. Photo: Digivizer.

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