

YouTube Video Ad Analytics

Campaign Name

Video Title

Start Date

End Date

Target Audience

Budget

Performance Metrics

Metric	Value
Impressions	
Views	
View Rate (%)	
Average Watch Time (sec)	
Clicks	
Click-Through Rate (CTR %)	
Cost per View (CPV)	
Cost per Click (CPC)	
Total Spend	
Conversions	
Conversion Rate (%)	