



YouTube performance report

Report date: from 1/1/17 to 12/31/17

Duration: 365 days

Views

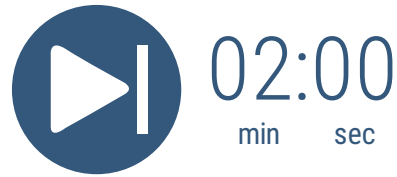
The number of times that a video was viewed



Account: Whatagraph

Average view duration

The average length of video playbacks.



Account: Whatagraph

Average view percentage

The average percentage of a video watched during a video playback



Account: Whatagraph

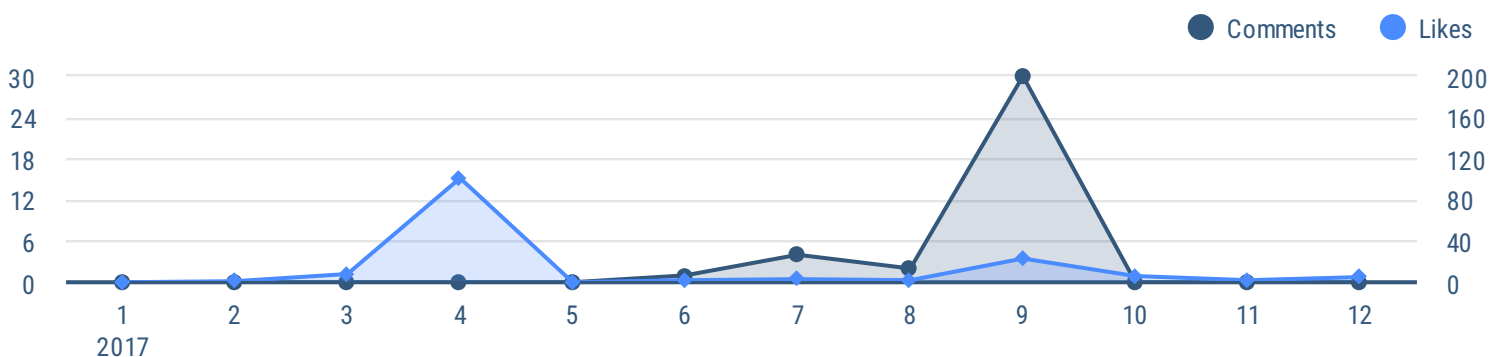
Likes

The number of times that users indicated that they liked a video by giving it a positive rating



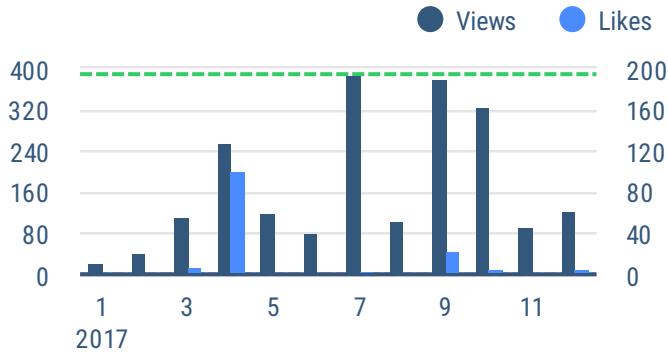
Account: Whatagraph

Engagement



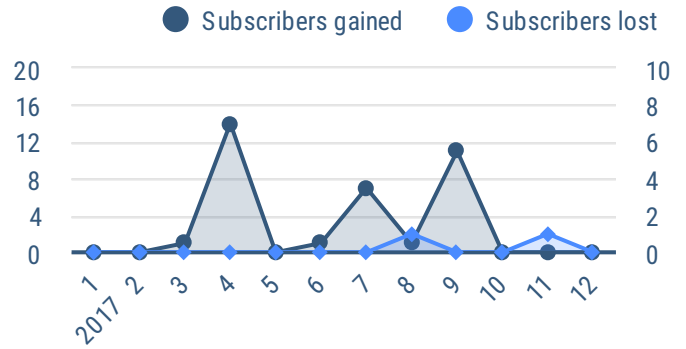
Account: Whatagraph

Likes by views



Account: Whatagraph

Subscribers



Account: Whatagraph

Top countries

Country	Views	Likes	Shares	Subscribers gained
Lithuania	255	97	0	13
United States	75	0	0	0
United Kingdom	12	0	0	0
Poland	12	0	0	0

Account: Whatagraph

Top traffic sources

Insight traffic source type

Views

External website	801
Direct or unknown	307
Related video	301
YouTube search	295

Account: Whatagraph

Top videos

Video	Views	Likes	Comments	Shares	Subscribers gained
Transform analytics reporting with whatagraph	501	26	1	16	2
Webinar - a complete guide to whatagraph	220	18	32	5	0
Whatagraph, inoprograsas	211	7	0	3	0
Get to know whatagraph in 2 minutes!	144	6	0	3	0

Account: Whatagraph

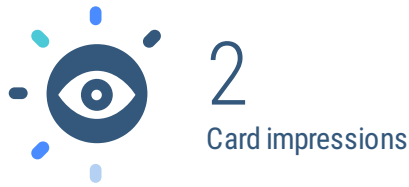
Top playlists

Playlist	Views	Estimated minutes watched
Tutorials	9	3

Account: Whatagraph

Card impressions

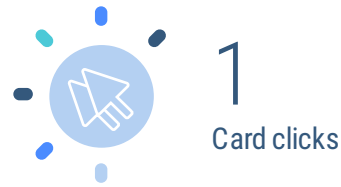
The number of times cards were displayed



Account: Whatagraph

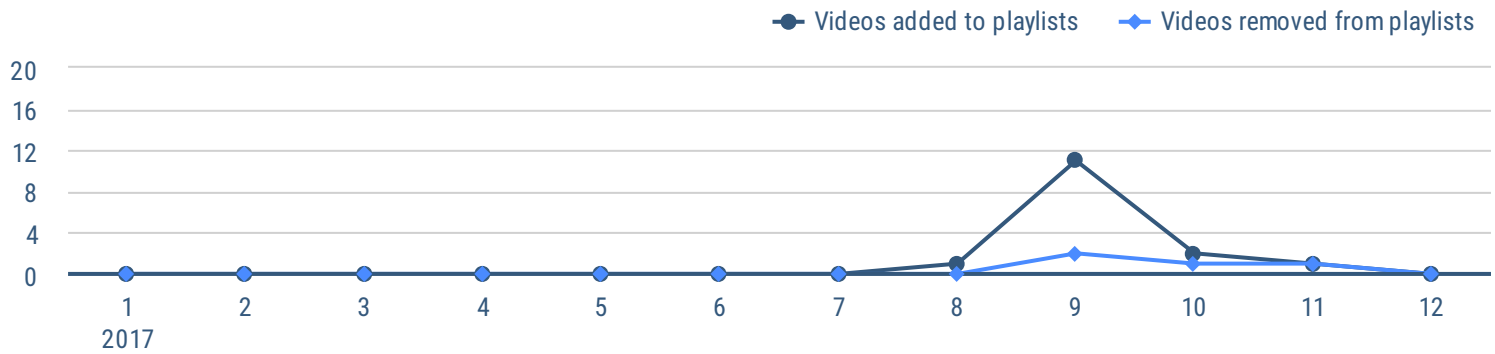
Card clicks

The number of times that cards were clicked



Account: Whatagraph

Videos added vs. Videos removed



Account: Whatagraph

Engagement

Comments	37	Dislikes	-1
Likes	154	Shares	53

Account: Whatagraph