News Creator

WORKSHOPS 2022

YOUTUBE STUDIO

5

KEY LEARNING

01 Traffic source report lets you **see where viewers are finding** your videos

02 "First 24 hours" report helps show what content has **broad appeal**

03 Use analytics tools regularly to improve your **performance diagnosis** on videos

04 Audience insight cards can help source new video ideas, **contextualize performance trends**, or see when your viewers are on YouTube

WHEN ANALYZING REPORTS...

Look for patterns

Take the good with the bad

Use multiple reports for a fuller picture

YOUR CHALLENGE

Practice using the video comparison charts in YouTube Studio to determine which of your videos has performed best

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Additional resources:

Watch this video from YouTube for more info on YouTube Studio

▶ YouTube