

CASE STUDY

Zoo New England YouTube Advertising Campaign

EXECUTIVE SUMMARY:

Zoo New England has been running multiple YouTube advertising campaigns alongside other advertising channels like display prospecting, retargeting, OTT/CTV, and Onsite Engagement solutions. This case study aims to evaluate the performance of the YouTube campaigns in comparison to industry benchmarks and assess their impact on other advertising channels.

KEY METRICS VS. INDUSTRY BENCHMARKS:

Metric	Total	Industry Benchmark
Impressions	7,323,296	N/A
Completion Rate	35.47%	30%
Interactions	578,018	N/A
Interaction Rate	7.89%	8.0%
Clicks	84,926	N/A
CTR	1.16%	1.0%
Page Views	140,615	N/A
Conversions	73	N/A
Conversion Rate	0.09%	0.08%
Spend	\$23,549.99	N/A
Recovered Sales	\$5,135.00	N/A
Cost per Action	\$0.22	\$0.30

HIGHLIGHTS:

High Engagement: The campaigns have a combined total of over **578,018** interactions, indicating strong audience engagement, which is in line with the industry interaction benchmark rate of 8%.

Effective Spend: With a total spend of \$23,549.99, the campaigns have generated **73 conversions** and **\$5,135.00** in recovered sales, making the investment worthwhile and exceeding industry norms.

Strong Completion Rates: The average video completion rate across all campaigns is **35.47%**, which is above the industry standard of 30%.

Cross-Channel Impact: The YouTube campaigns have positively impacted other advertising channels like display prospecting, retargeting, OTT/CTV, and Onsite Engagement solutions, driving higher traffic and ROAS across the board.

