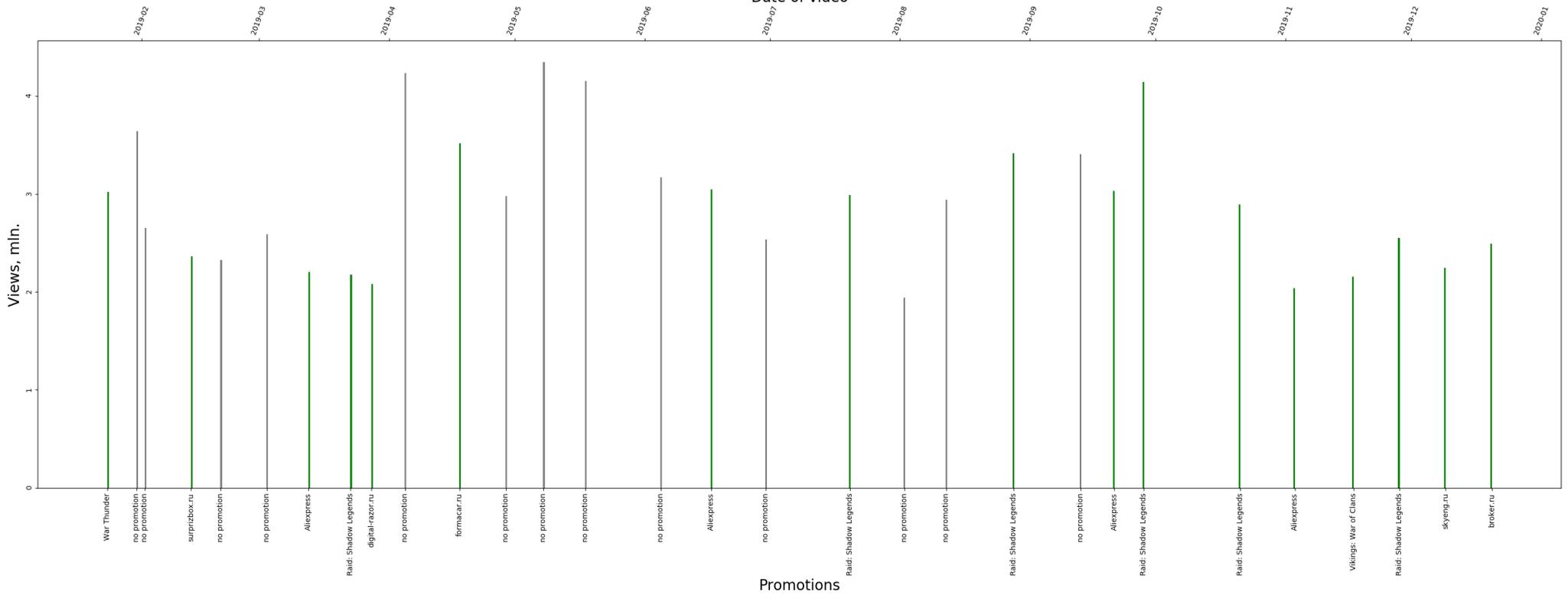


Promotion statistics for Youtube channel name: SOBOLEV

Link to channel: youtube.com/channel/UCNb2BkmQu3lfQVcaPEXHkvQ

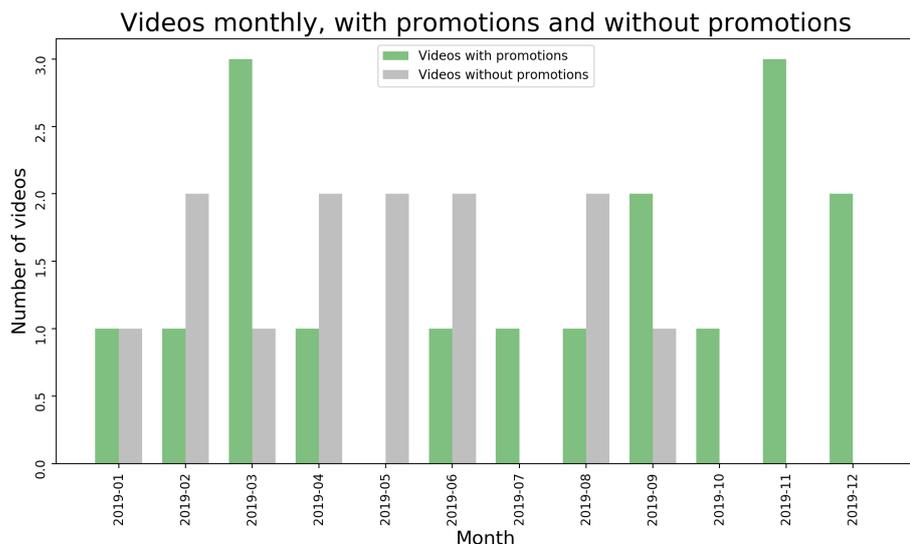
Average views per video: 2.909 mln.

Promotions by videos with views and dates



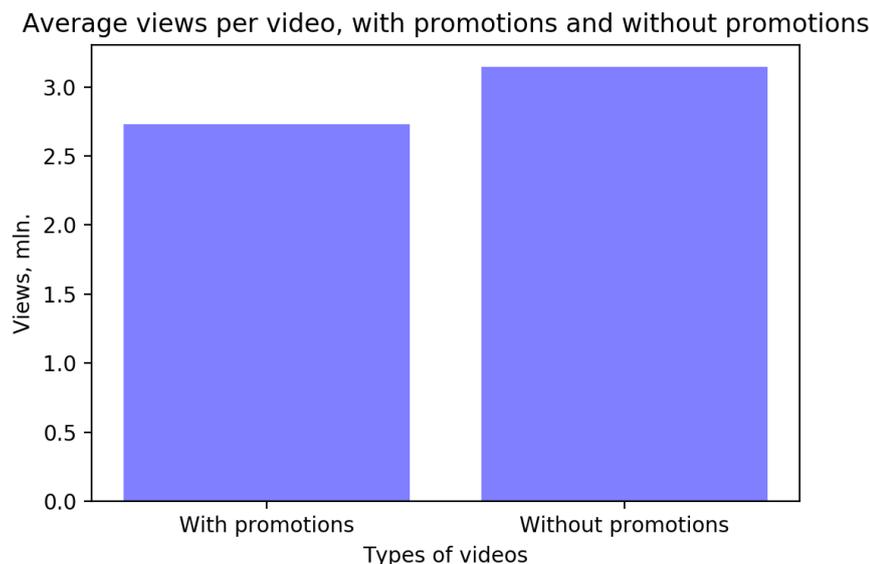
Videos containing promotions: 56.67%

Average number of videos per month: 2.5



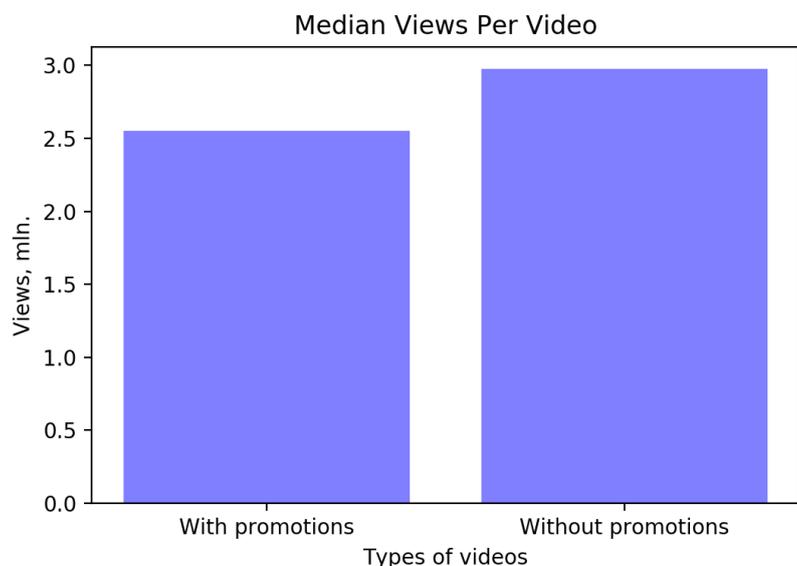
**Based on this data marketers can make assumptions regarding plan of the campaign, busy and non-busy periods, possibilities of price negotiations etc.*

Average views per video: 2.909 mln.

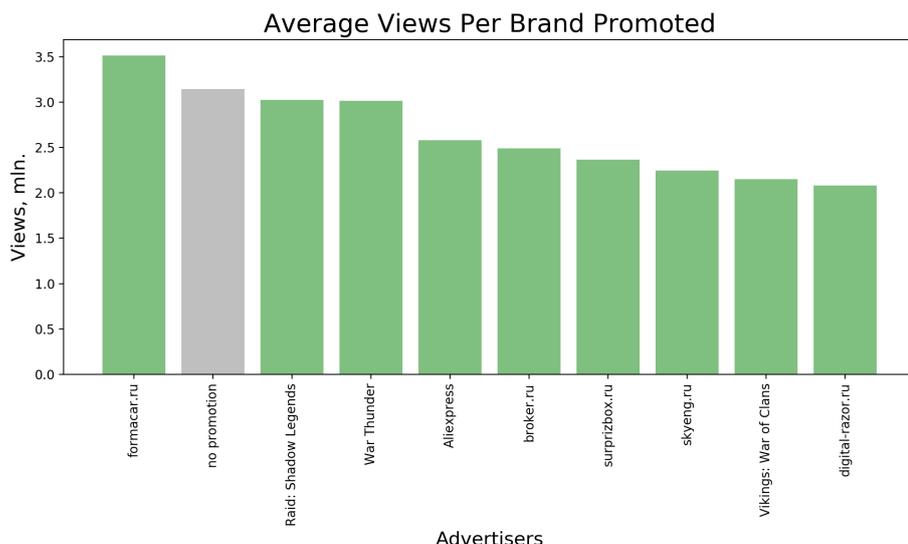


**This index may be helpful for brands engaged in promotion via influencers to explore opportunities other than standard prerolls, integrations etc. If videos without promotions collect more views, it may be a reason for promoted brands to engage in cooperation with influencers for product placements, collaborative projects etc. If videos without promotions collect more views, it may mean that influencer has some other types of contact like video clips etc. Also it may mean that influencer's audience is very sensitive to content with promotions.*

Median views per video: 2.917 mln.



**In some cases Median index can be more informative for marketers than Average index as it is not heavily influenced by videos with extremely low or high views (i.e. those videos that became viral). Median index may show more precisely whether target numbers could be potentially achieved during the campaign.*



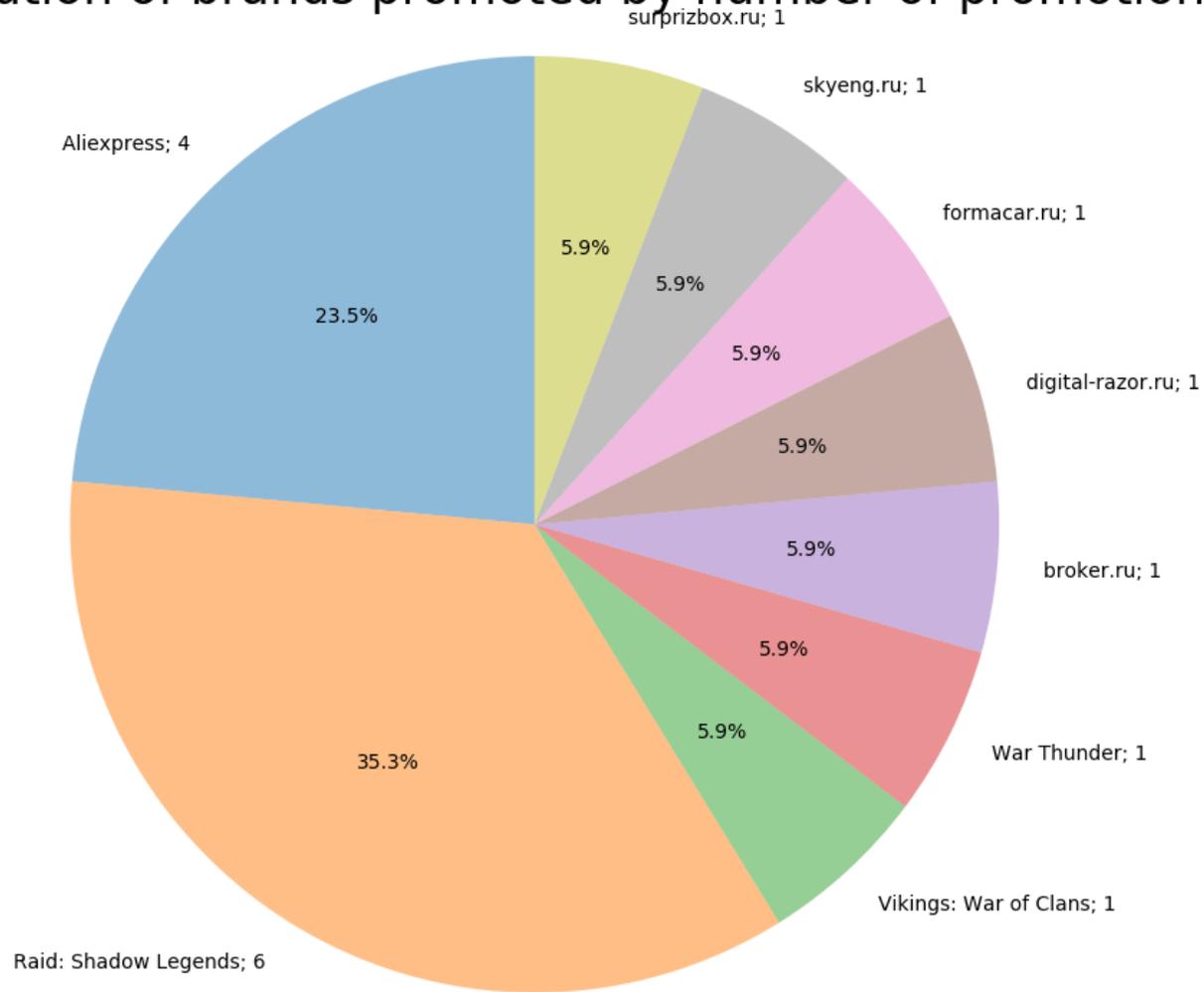
**This index may indicate whether any correlation between brand promoted and content of the video exists. It can happen that some brands may prefer their promotional messages to be placed in videos with more promising content in terms of views and impact. This index may show whether influencer may or may not prioritize specific brands for more promising content.*

Total number of promotions: 17

Promotion's diversity (number of brands promoted / total number of promotions): 0.53

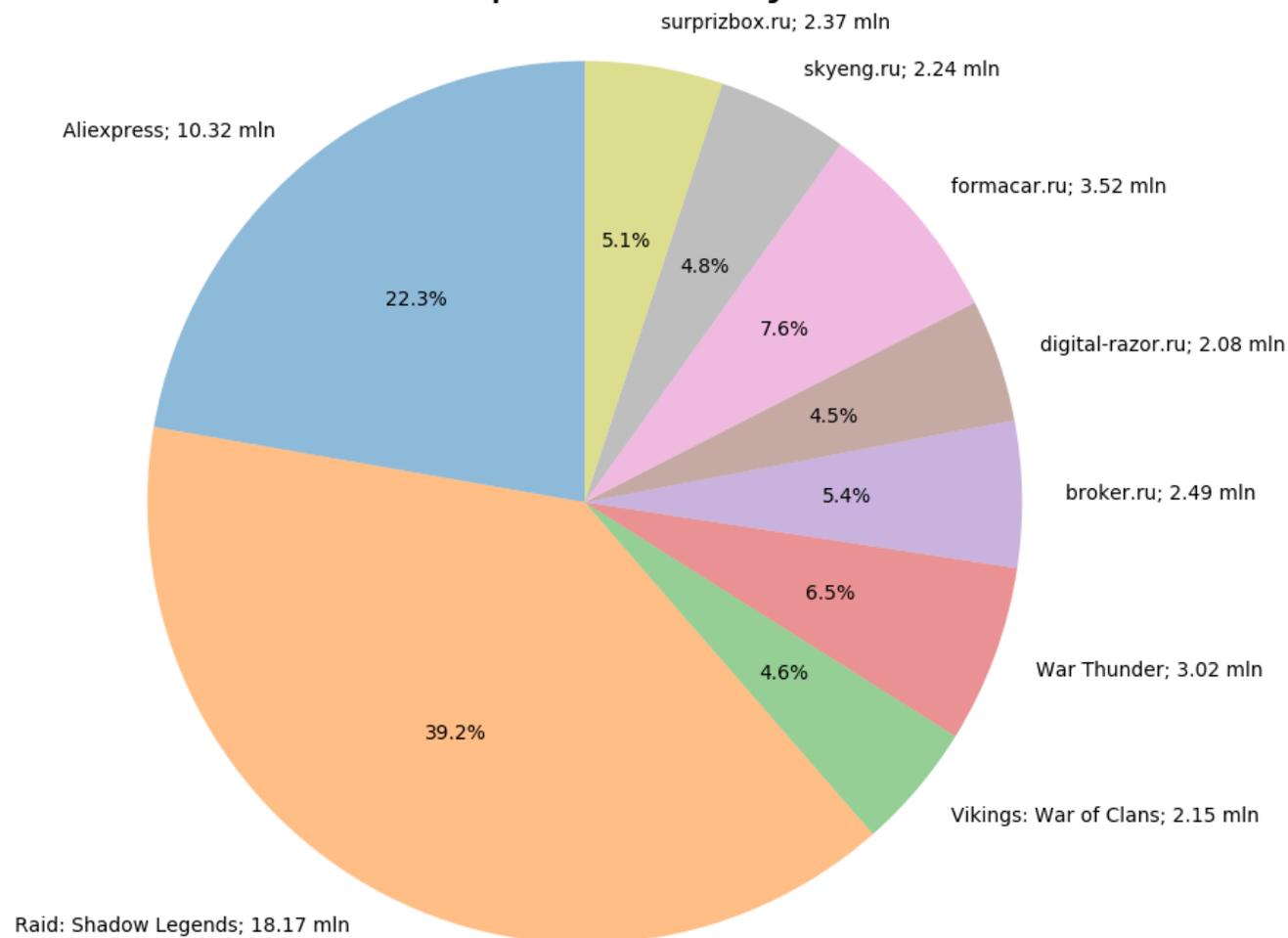
**This index may point out several different patterns, that is why details presented on other graphs below should be studied. In case of low index it may appear that influencer may have close, long-term relations with limited number of brands promoted - it may indicate that influencer is a reliable partner, but, from another perspective - it may show that general demand on promotions via this influencer is quite low. If the index is high, it may point to the fact that demand on promotions via this influencer is high. However, prices for promotions and influencer's loyalty may be questioned in some cases.*

Distribution of brands promoted by number of promotions



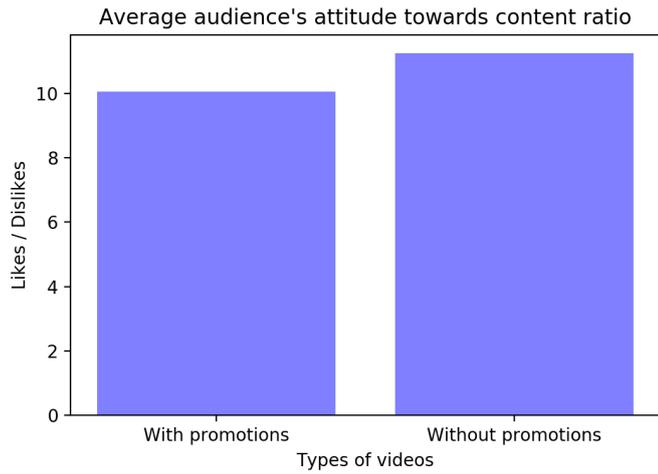
**This graph demonstrates how many times brands were promoted via the influencer.*

Distribution of brands promoted by number of views

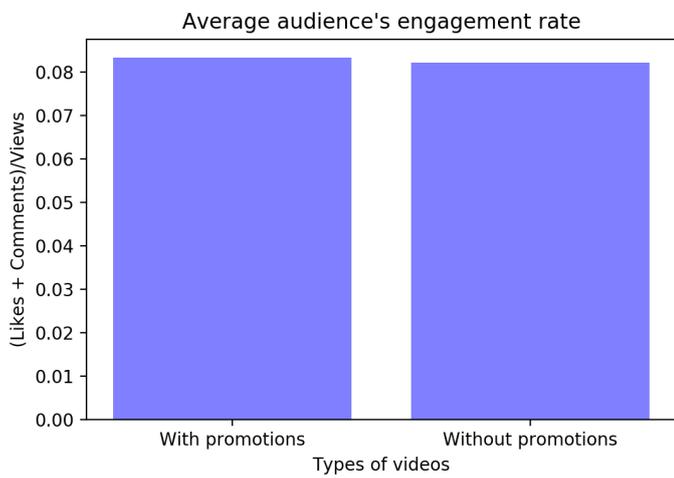


**While previous graph showed intensions of brands (number of promotions), this graph shows the actual result - views collected by videos with included promotion messages*

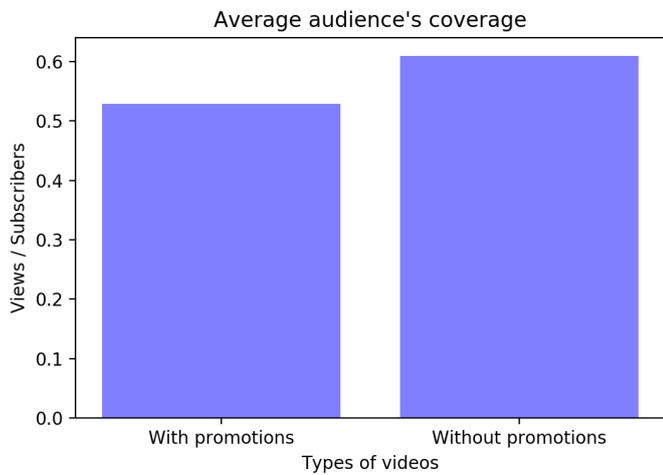
Average audience's attitude towards content (likes / dislikes): 10.58



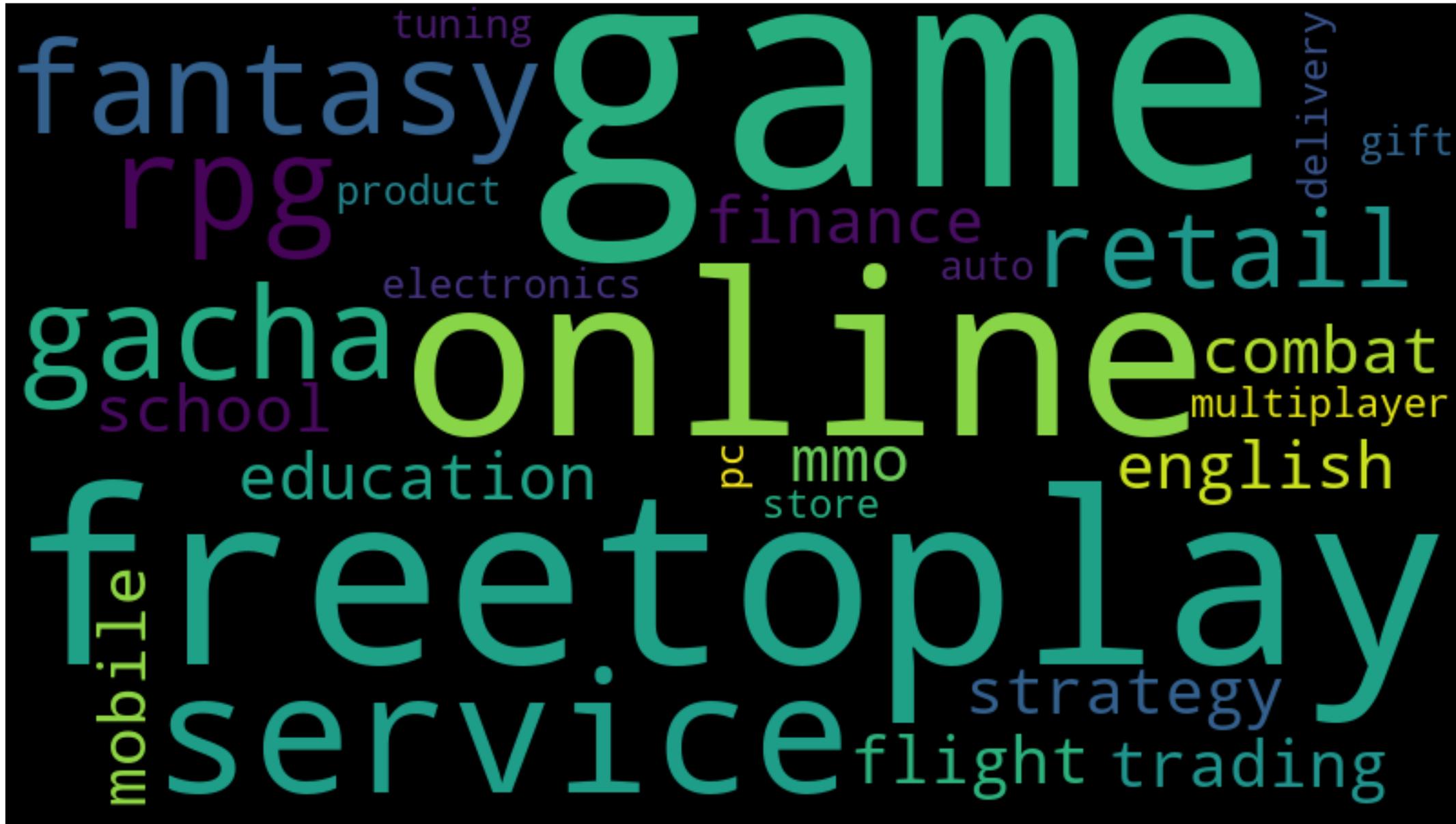
Average audience's engagement rate ((likes+comments) / views): 0.08



Average audience coverage (views / subscribers): 0.56



Word cloud with tags characterizing promotion brands



**This word cloud is generated on the basis of descriptions of brands promoted by the influencer. For marketers it may be helpful to identify whether their products or services fit to the categories of products and services promoted by the influencer.*