

Let's Dedicate the UK ...

ENDED On Jun 6, 2022

 All time

£76.43 Spend all time



136K

Impressions
How often your ads were shown



2.12K

Views
How often people watched your video

[See performance details](#)

Interests

Your ads show to people with these specific interests

Demographics

Your ads show to people in these demographics

Youtube special promotion - 2022 Pentecost

Report Summary

Client: National Day of Prayer and Worship (NDOPW)

Impressions

136000

£76.43 Spend all time



136K

Impressions

How often your ads were shown



2.12K

Views

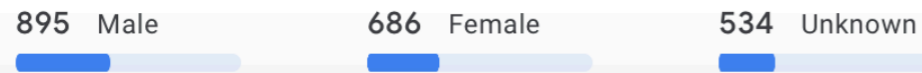
How often people watched your video

How often your ads are shown

An impression is counted every time your ad is shown. The amount of impressions will not affect your cost.

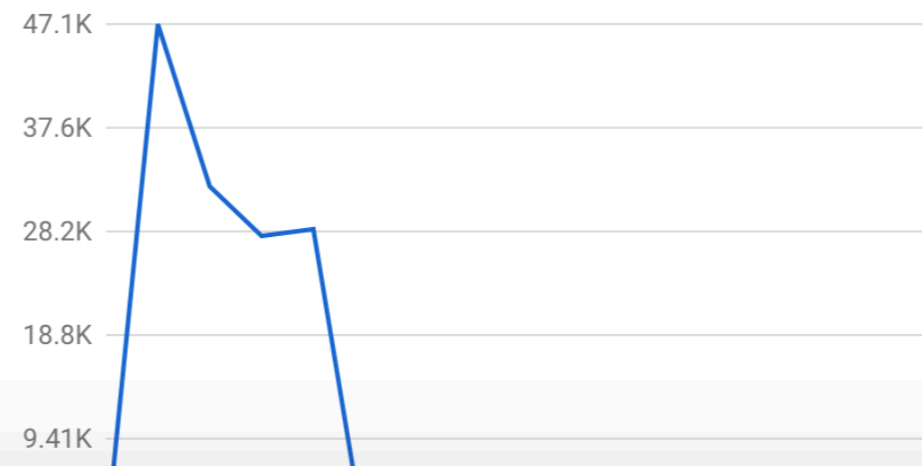
To see how your ads are reaching people by interests and demographics that you chose, see the insights below.

Gender



136K

Impressions

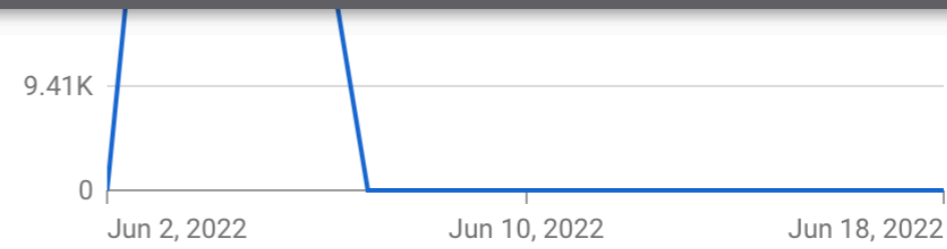
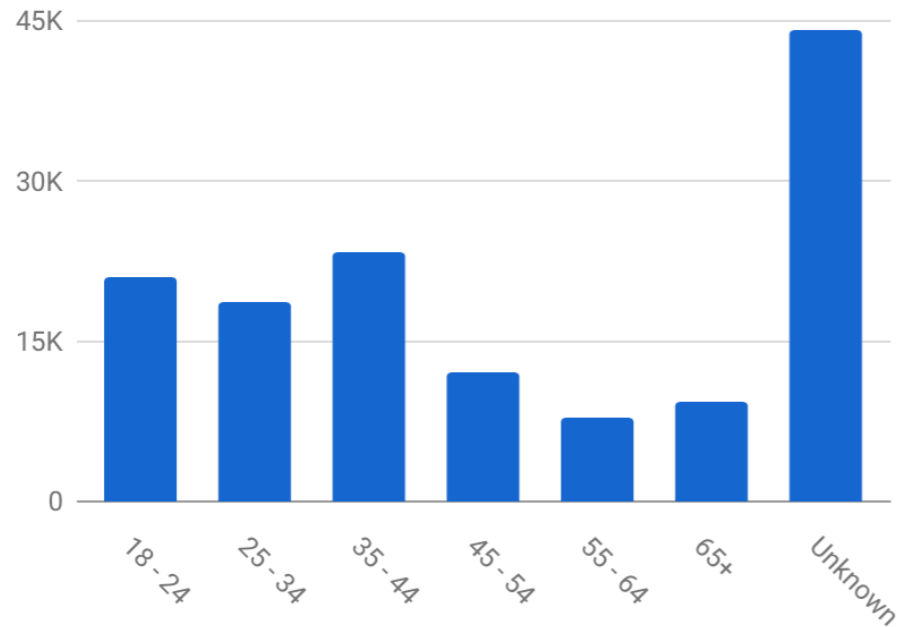


Impressions

Number of times Ad was seen.

52.3K Male 39.3K Female 44K Unknown

Age



See more details

[Manage your demographics](#)

Impressions - People that saw the advert.
Demographics (Age & Gender)

Views

2120

£76.43 Spend all time



136K

Impressions

How often your ads were shown



2.12K

Views

How often people watched your video

How often people watched your video

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

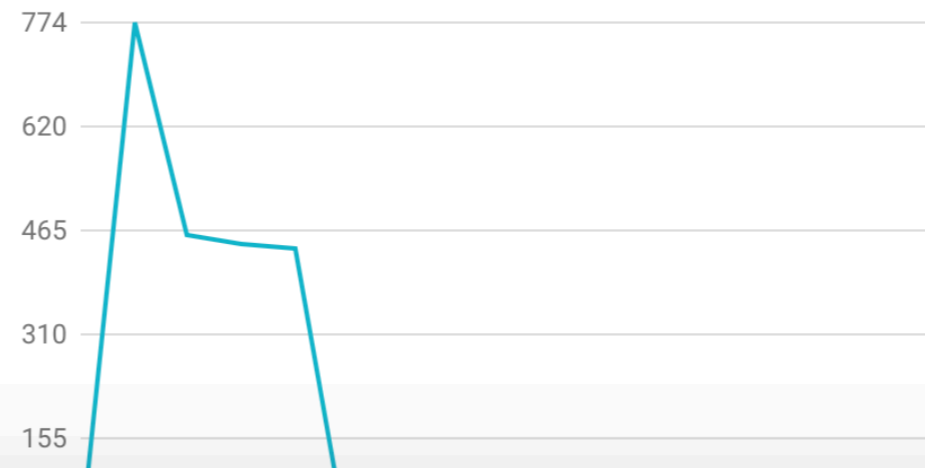
To see how your ads are reaching people by interests and demographics that you chose, see the insights below.

Gender



2.12K

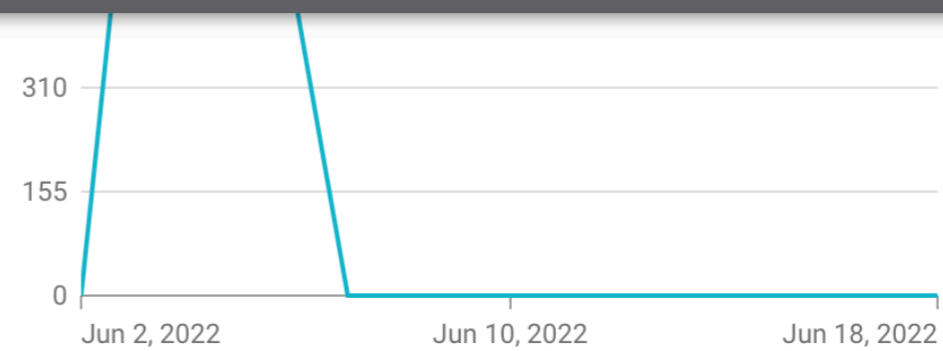
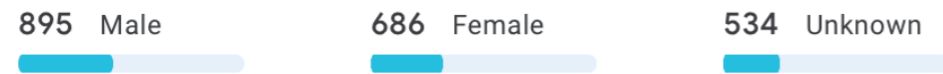
Views



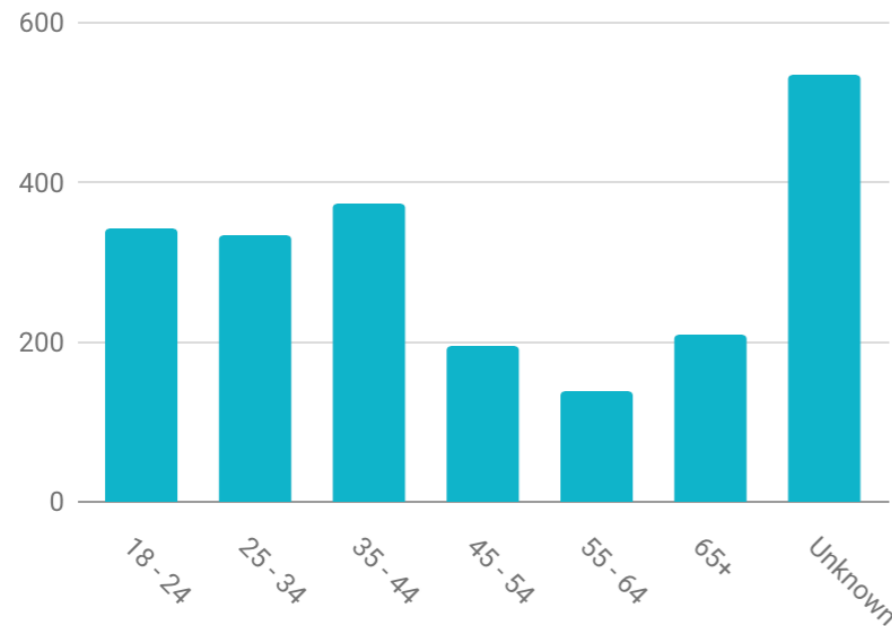
View Count

People that pressed play and watched the video

Gender



Age



See more details

[Manage your demographics](#)

Views

Demographics (Age & Gender)

Summary

- **Ad Spend: £76.43**
- **137000 Impressions. Number of times the ad was shown.**
- **2120 views - Number of people that clicked and watched**
- **Targeting was generic - all ages, genders,**
- **Location UK**
- **Ad creative was a One minute video with Pastor Jonathan making an invitation.**
- **The call to action was to watch the Sunday event.**

Recommendations

Use a stronger Call to Action

This would be a link in description that leads to a landing page. The idea is to make the results more measurable.

Incorporate Ads with email marketing

Ad should aim to collect email addresses through some form of registration

Run regular ads for awareness

Instead of advertising only when you have an event, one can run ads to create awareness of the activities of the organisation as well as encourage people to subscribe to the page. Even if its as simple as a 3-5 day campaign monthly or even quarterly.

← Channel content



Your video

Let's Dedicate the UK and Ireland to ...

Details

Analytics

Editor

Comments

Subtitles

Settings

Video analytics

Overview

Reach

Engagement

Audience

This video has gotten 2,013 views since it was published

Views

2.0K ↑

1.9K more than usual

Watch time (hours)

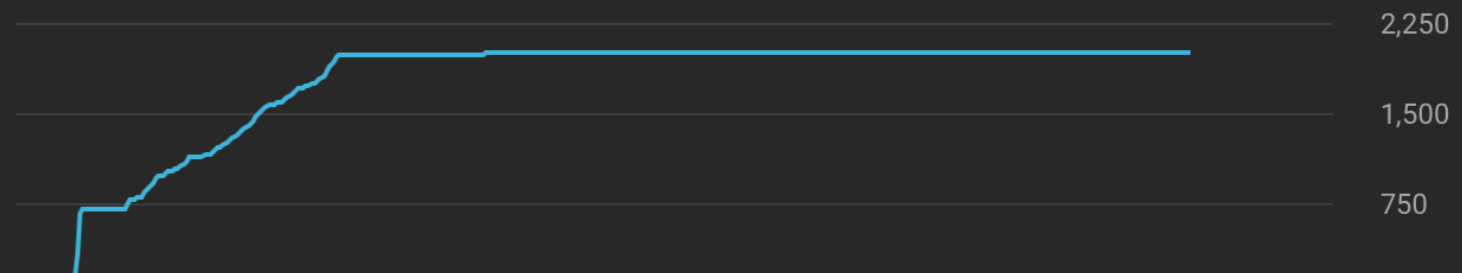
7.3 ↑

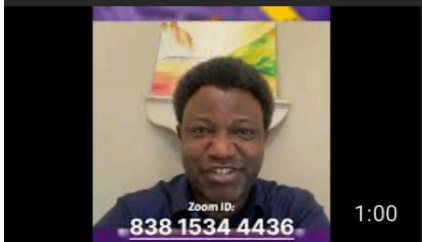
0.3 more than usual

Subscribers

+7

● This video ● Typical performance





Your video
Let's Dedicate the UK and Ireland to ...

Details

Analytics

Editor

Comments

Subtitles

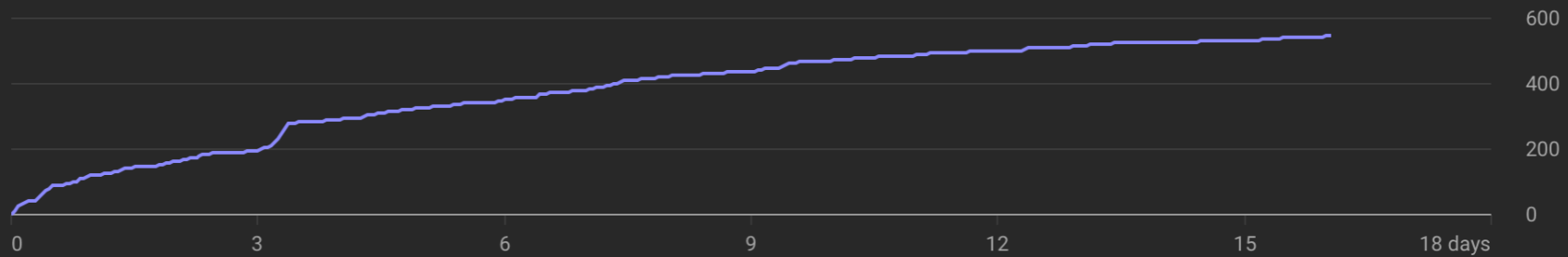
Video analytics

ADVANCED MODE

Overview **Reach** Engagement Audience

Jun 2, 2022 – Now
Since published

<p>Impressions</p> <p>547</p>	<p>Impressions click-through rate</p> <p>3.7%</p>	<p>Views</p> <p>2.0K ↑</p> <p><i>1.9K more than usual</i></p>	<p>Unique viewers 🕒</p> <p>2.0K</p>
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SEE MORE

Jun 2, 2022 – Now

Since published

Overview

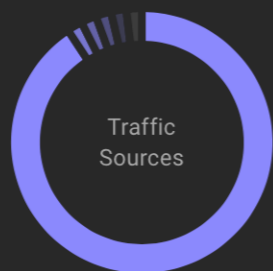
Reach

Engagement

Audience

How viewers find this Short

Views · Since published

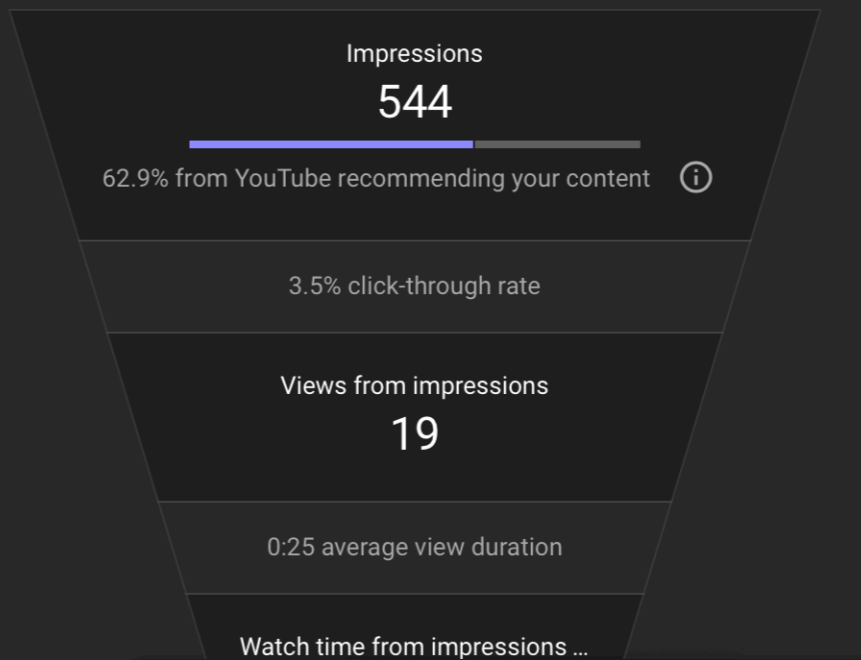


YouTube advertising	98.1%
Browse features	0.8%
Shorts feed	0.5%
External	0.2%
Suggested videos	0.2%
Others	0.3%

[SEE MORE](#)

Impressions and how they led to watch time

Data available Jun 2 – 17, 2022 (16 days)



Watch time that originated from impressions for the selected date range. This does not include watchtime from sources where we do not track impressions. Total watch time is shown in the graph above.

Video details

UNDO CHANGES

SAVE



Title (required)

Let's Dedicate the UK and Ireland to God.

Description

Sunday June 5th is PENTECOST - the birthday of the church!

Inviting ALL Christians in the United Kingdom to the largest online prayer gathering in the UK.

At 7pm on Sunday the 5th of June we are PRAYING OVER THE HIGH PLACES:
Join us here live to pray for your street, your city or your town.

We are praying:

- For the Kingdom Of God to spread throughout the Land.
- Let There Be Light all over the Isles Through Prayer, Unity and Mission.
- For the Revival of God's Church



Video link

<https://youtube.com/shorts/W8Ru3oW...>



Filename

WhatsApp Video 2022-06-01 at 3.44.11 PM.m...

Video quality



Visibility

Public

Overview

Reach

Engagement

Audience

Jun 2, 2022 – Now
Since published

Watch time (hours)

7.3 ↑

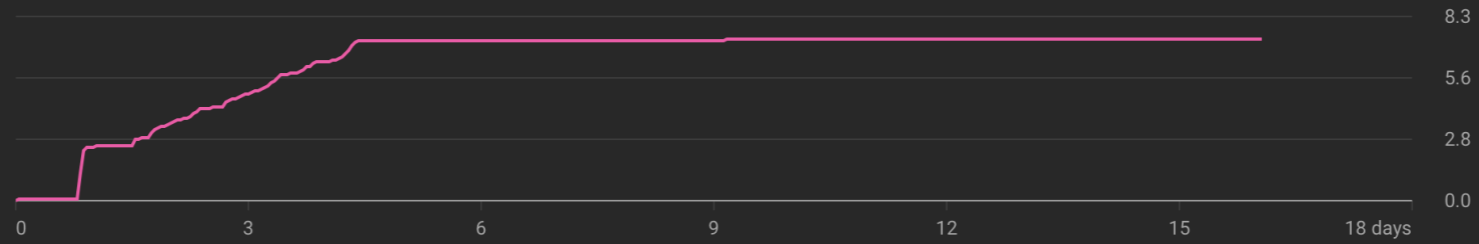
0.3 more than usual

Average view duration

0:13 ↓

3:27 less than usual

● This video ● Typical performance



[SEE MORE](#)

Audience retention

Since uploaded (lifetime)

Average view duration

0:13

Likes (vs. dislikes)

Since published

Let's Dedicate the UK and Ireland...



60.0%

Video analytics

ADVANCED MODE

Overview Reach Engagement **Audience**

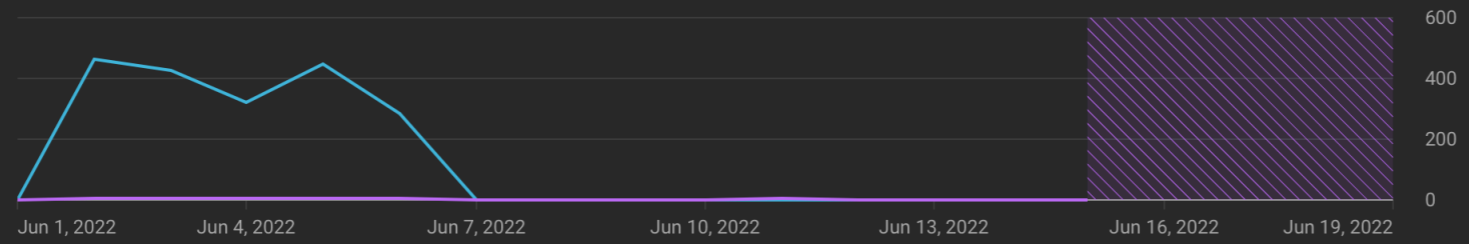
Jun 2, 2022 – Now
Since published

Returning viewers 🕒
23

Unique viewers 🕒
2.0K

Subscribers
+7

● Returning viewers ● New viewers



SEE MORE

Overview

Reach

Engagement

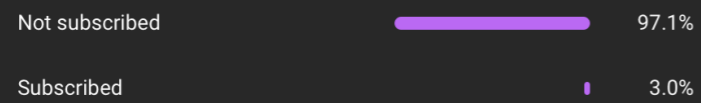
Audience

Jun 2, 2022 – Now

Since published

Watch time from subscribers

Watch time · Since uploaded (lifetime)



[SEE MORE](#)

Top geographies

Views · Since uploaded (lifetime)



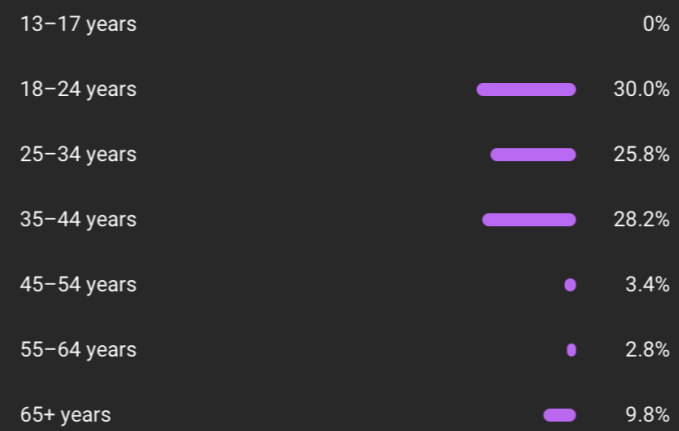
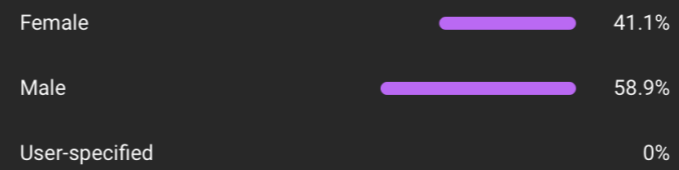
[SEE MORE](#)

Top subtitle/CC languages

Views · Since uploaded (lifetime)

Age and gender

Views · Since uploaded (lifetime)



-

FACEBOOK ADS

Ad 1. ADVERT pointing to Youtube Channel

NDOPW - Send to YouTube Channel > 1 Ad set > 1 Ad

Off

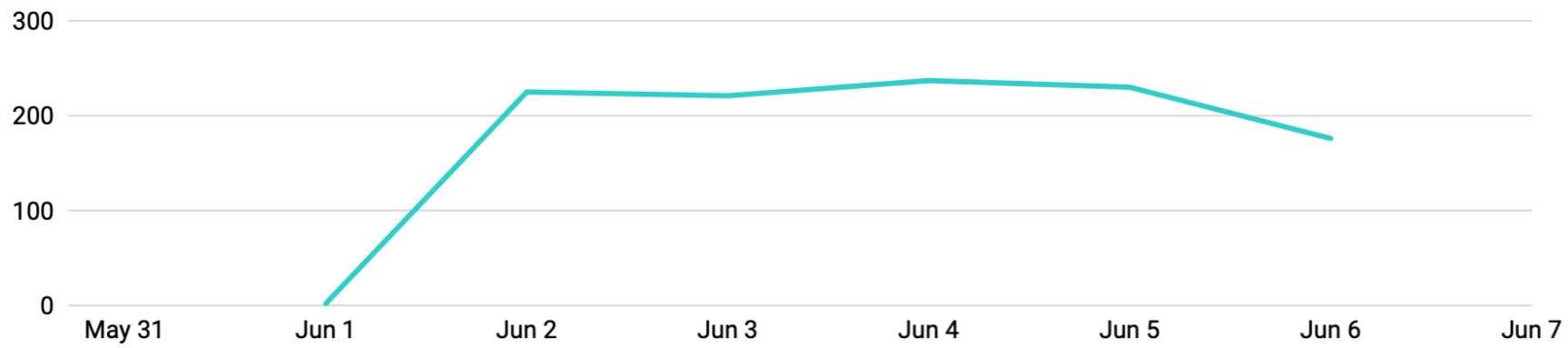
Maximum: May 31, 2022 – Jun 7, 2022
Note: Does not include today's data

Performance overview

Customize metrics

ThruPlays 1,091 --	Cost per result ⓘ \$0.06 --	Amount spent ⓘ \$65.09 --
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ThruPlays



Ad 1: Creative - Pentecost Video (Edited with Zoom ID)

This is an example.



June 5th is PENTECOST - the birthday of the church!

Inviting ALL Christians in the United Kingdom to the largest online prayer gathering in the UK.

On Sunday the 5th of June we are PRAYING OVER THE HIGH PLACES:
Join us to pray for your street, your city or your town.

We are praying:

- For the Kingdom Of God to spread throughout the Land.

- Let There Be Light all over the Isles Through Prayer, Unity and Mission.

- For the Revival of God's Church

- For Healing of the Land

- For Transformation of Society.

- For Salvation of Souls

May the Body of Christ in the United Kingdom and Isles truly unite so that His Kingdom may Come and His Will be done in Jesus Name.

Agenda:

Daily: Praying at 7pm on Zoom (ZOOM 1D: 83815344436) or Youtube (click the link)

Sunday: Pentecost Celebration at 7pm

Click to go to the YouTube channel where you can watch or set reminders.



youtube.com

Watch on Youtube

Join the prayer

Watch more

Advanced preview

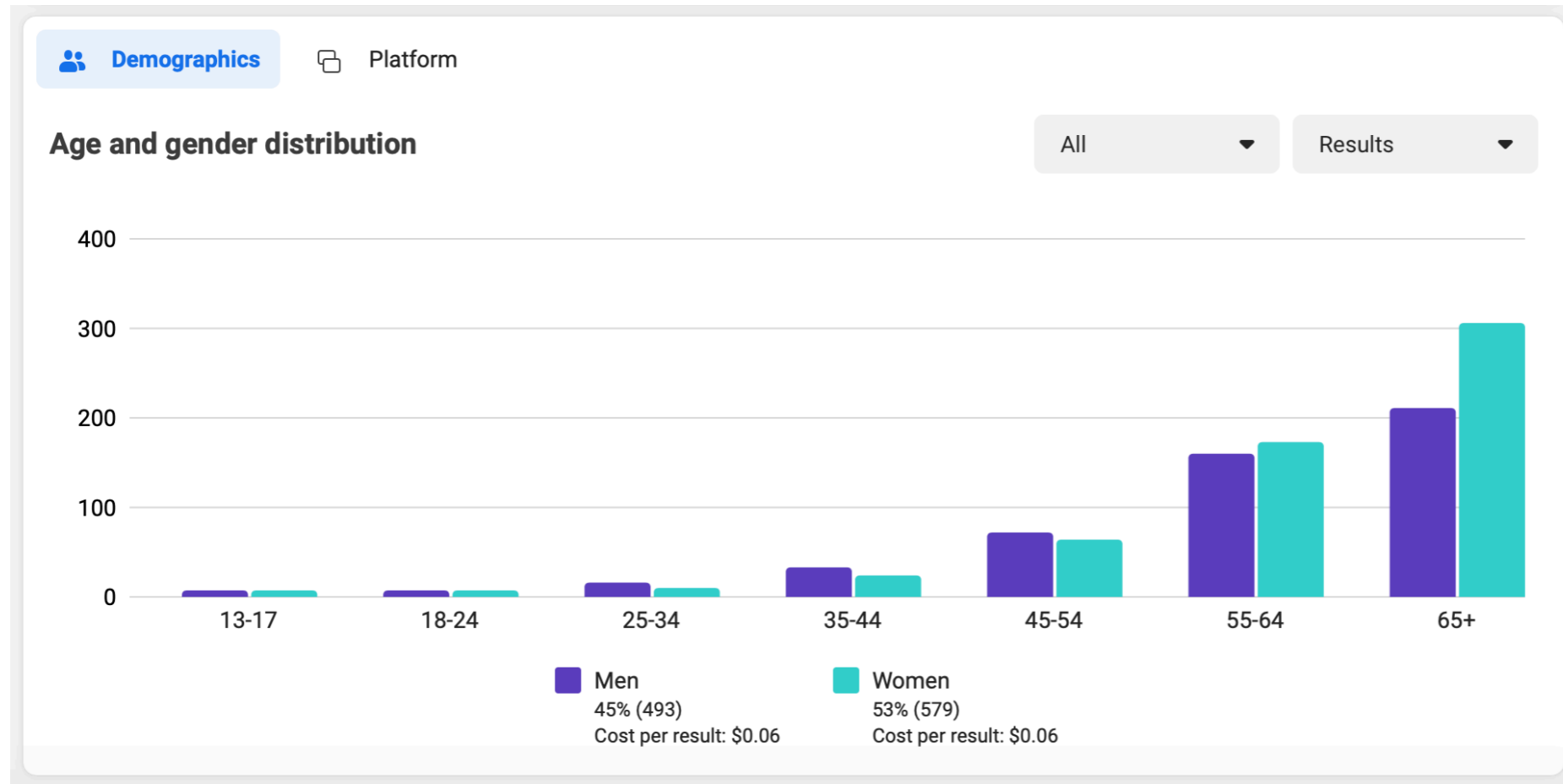


Comments not supported

Comment previews are not supported for dynamic ads.



Comment previews are not supported for dynamic ads.

Ad 1: Analytics




How the Ad appeared on all platforms

This is an example.

 **City Chapel**
Sponsored · 


June 5th is PENTECOST - the birthday of the church!
[...See more](#)


www.unitedatpentecost.com



[youtube.com](https://www.youtube.com)
Watch on Youtube
Join the prayer [Watch more](#)

Like Comment Share

 Advanced preview


Comments not supported
Comment previews are not supported for dynamic ads.

Ad 2: Invitation from Pastor Jonathan

CTA is NDOPW website. Targeting is Generic broad UK audience. (Facebook no longer allows faith/religion as a targeting option so we had to get creative.)

This is an example.

City Chapel
Sponsored · 🌐

(Save this video)

At 7pm on Sunday 5th June, [...See more](#)

Everyone!!

ndopw.com
Get all the details
How to join

[Learn more](#)

(Save this video)

At 7pm on Sunday 5th June, Christians all over the UK are invited to join the largest online prayer gathering in the United Kingdom.

🙏🙏🙏 To Join from Zoom:
ZOOM 1D: 83815344436

🙏🙏🙏 To watch on YouTube:
<https://www.youtube.com/channel/UC7MISpRG0iMvCxhraVSF6PA>

🙏🙏🙏 To get all links:
www.unitedatpentecost.com

What better way to end the Jubilee weekend than by dedicating the United Kingdom and Ireland to the Lord!

It will be a powerful time of prayer worship and fellowship.

All Christians and church denominations will be represented.

Share this with your networks and let's get together on Sunday 5th June at 7pm.

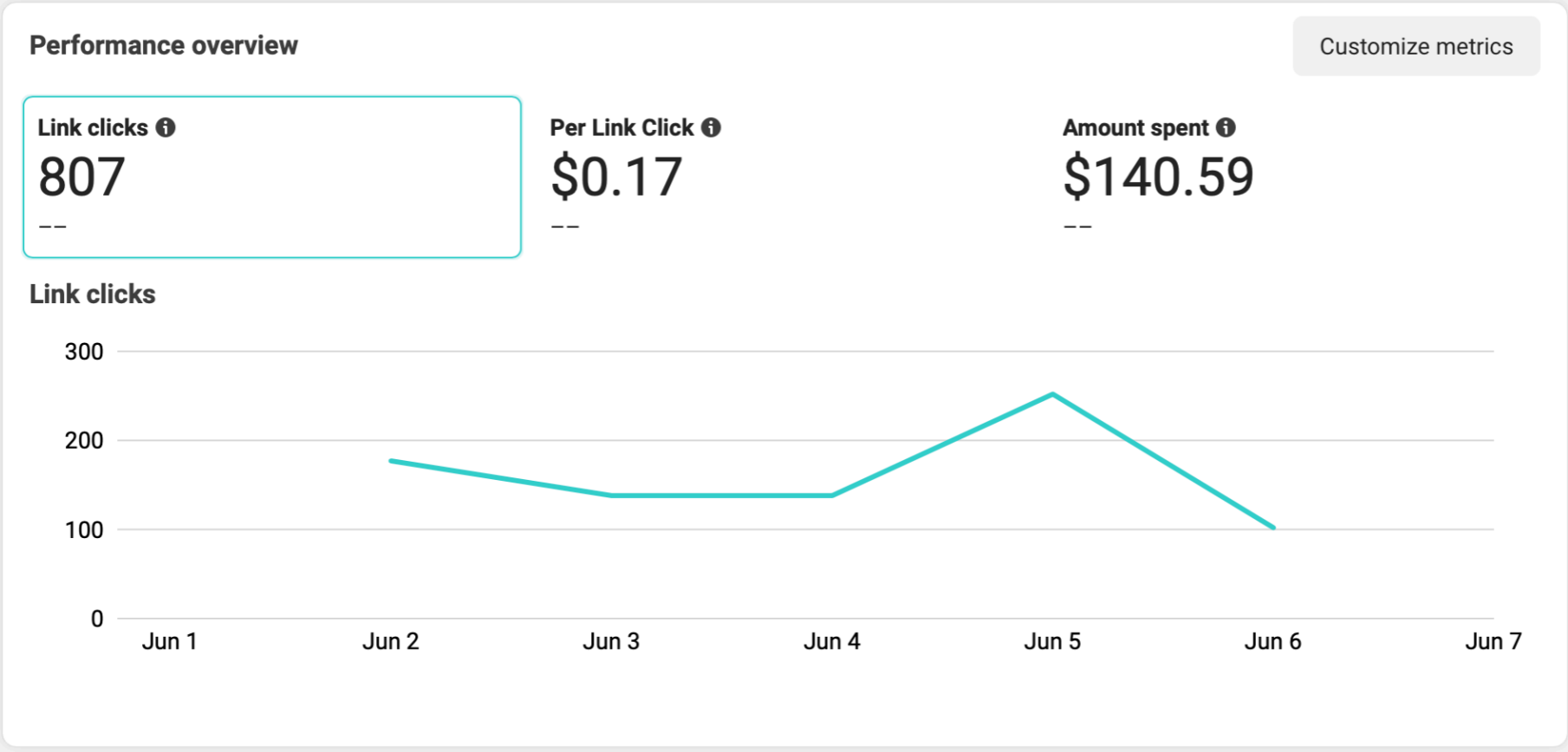


Comments not supported

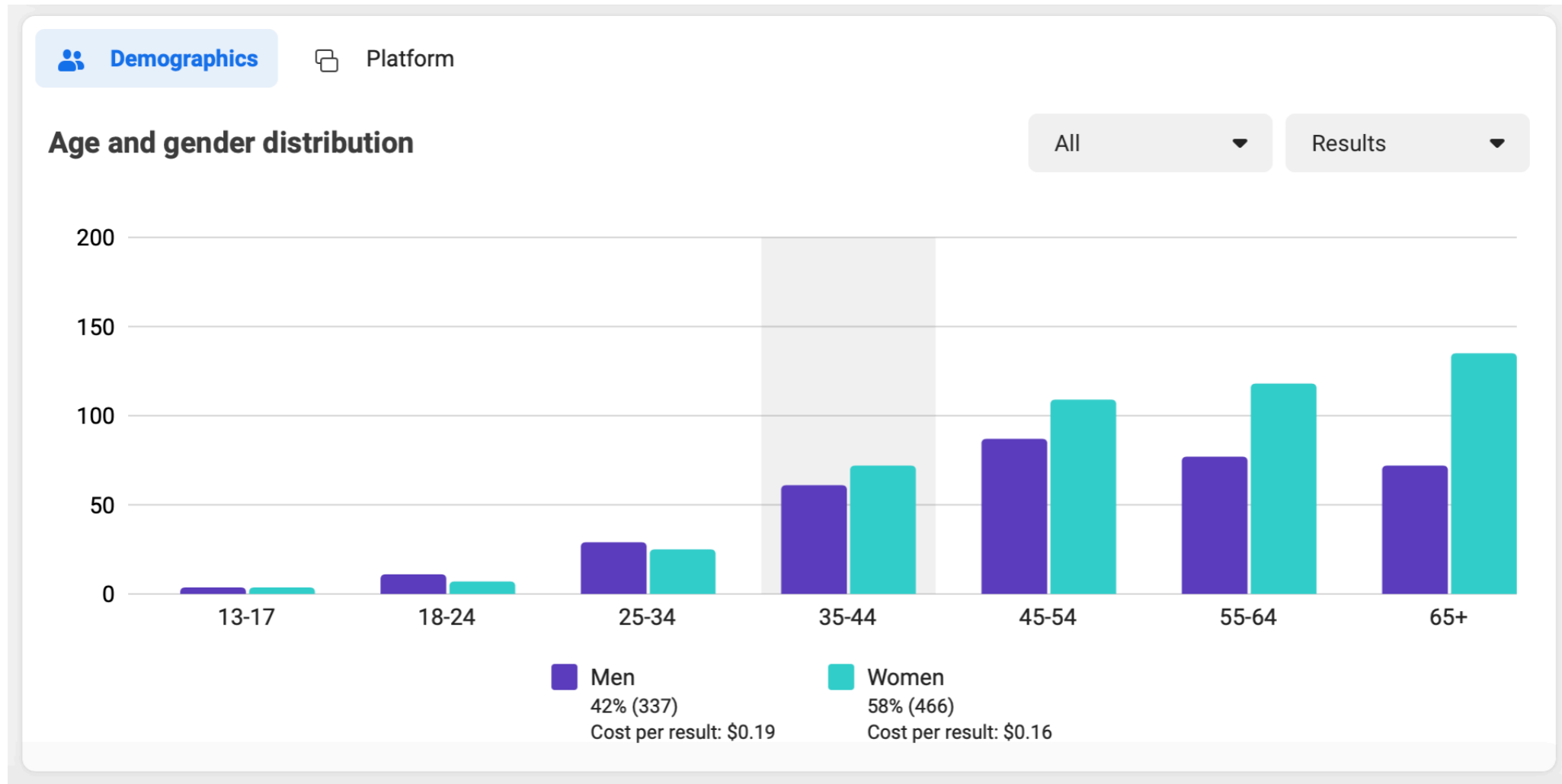
Comment previews are not supported for dynamic ads.

Ad 2: Results/Performance

Maximum: Jun 1, 2022 – Jun 7, 2022
Note: Does not include today's data



Ad 2: Analytics



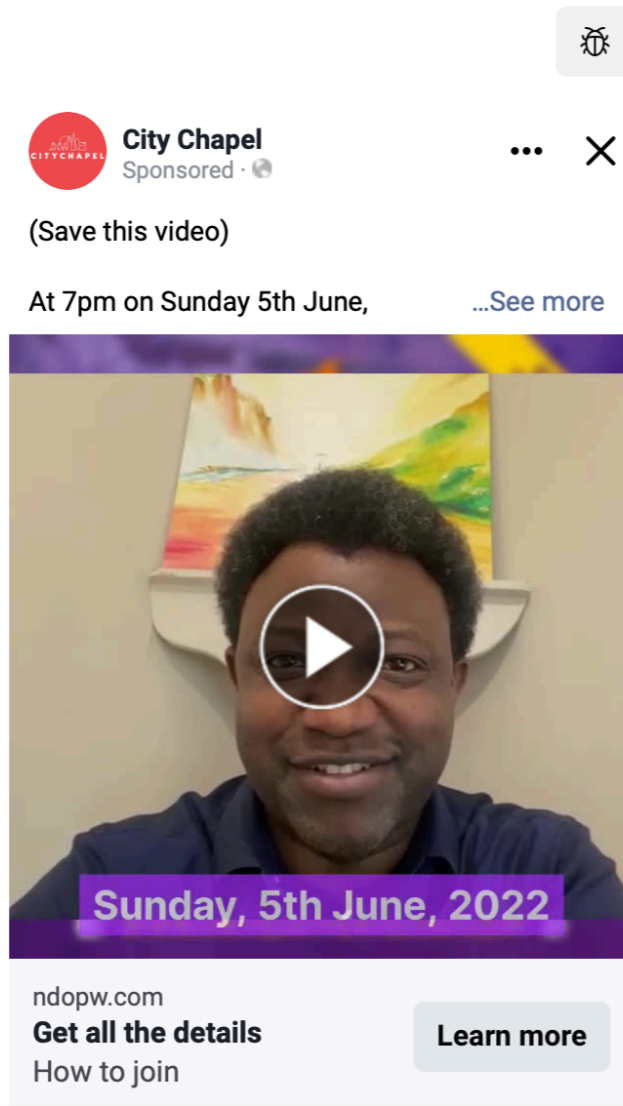
Ad 3: Invitation from Pastor Jonathan

CTA is NDOPW website

Targeting is email subscribers list plus 1 Million lookalikes of same.

This is an example.

Advanced preview



A Facebook ad preview for City Chapel. The ad features a video thumbnail of a man speaking, with a play button icon overlaid. The video is titled "Sunday, 5th June, 2022". The ad is sponsored by City Chapel and includes a "Learn more" button. The text "ndopw.com" and "Get all the details How to join" is visible at the bottom of the ad.

City Chapel
Sponsored ·

(Save this video)

At 7pm on Sunday 5th June, ...See more

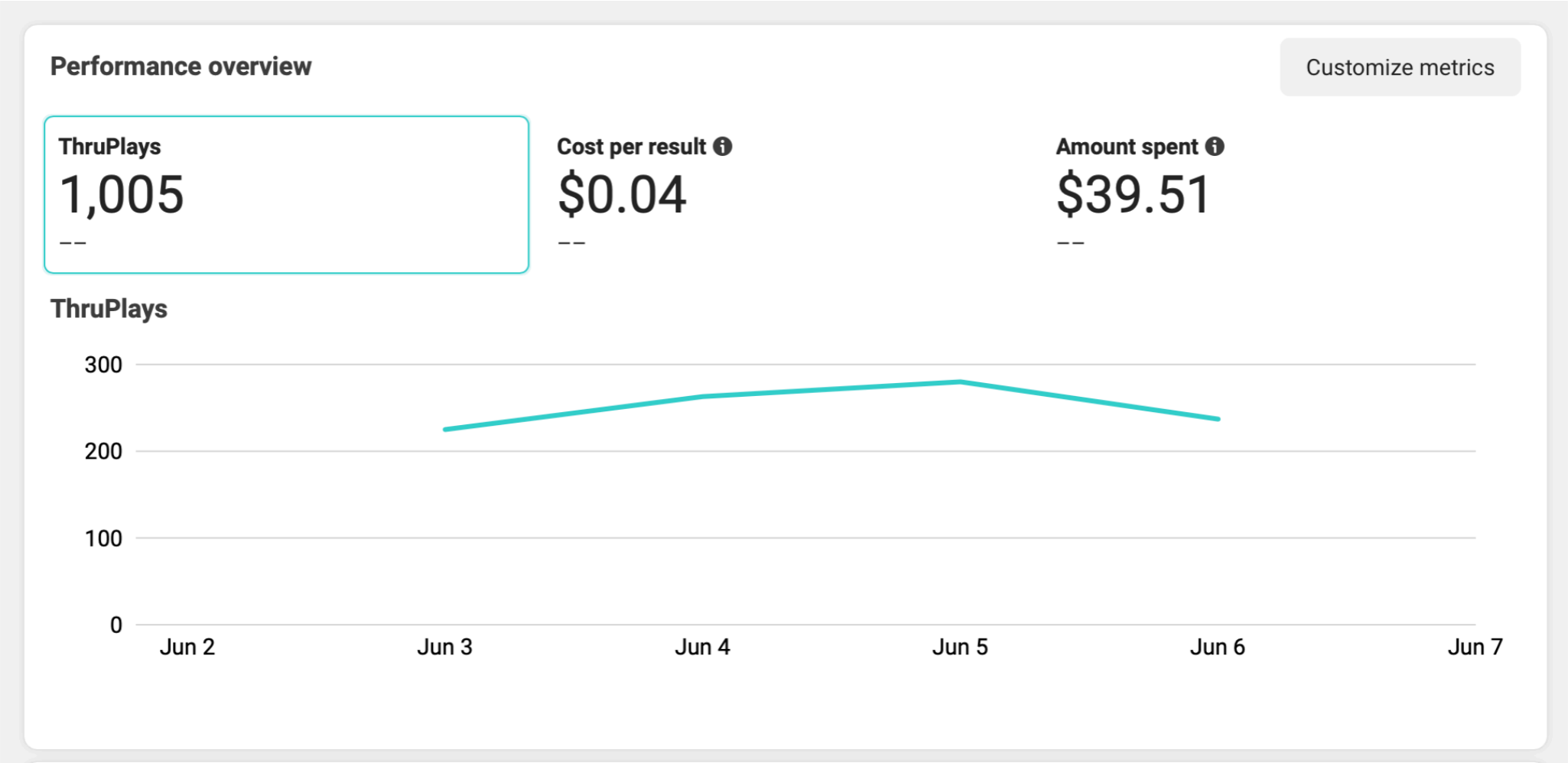
Sunday, 5th June, 2022

ndopw.com
Get all the details
How to join

Learn more

Comments not supported
Comment previews are not supported
for dynamic ads.

Ad 3: Results/Performance



Ad 3: Analytics

