



Standards of Excellence

COURSE

IDENTIFY WINNERS AND LOSERS



Dennis Yu
Chief Executive Officer

GUIDE VERSION

coachyu_standards_excellence_v3.9_2022_0406

Table of Contents

About the Author	2
Diagnose performance at each stage	4
Standards of Excellence for Facebook Page	5
Standards of Excellence for Video	7
Diagnose performance at each stage	8
Critical Video Metrics and How Use Them to Improve your Business	10
8 Critical video metrics and how to use them to improve your business	11
Metrics Decomposition	31
What to do if you DON'T meet the Standards of Excellence in any area	35
METRICS THAT MATTER	36
What's next?	38

About the Author

Dennis Yu is the CEO of CoachYu, a digital marketing company which partners with schools to train young adults.

He's a former Yahoo search engine engineer who optimizes ads and analytics across search and social that he's turned into training to create good jobs for aspiring digital marketers.

Dennis's personal mission centers around mentorship from his experience with helping people from all walks of life grow their expertise in digital marketing, sharing his insights from managing campaigns for enterprise clients like The Golden State Warriors, Nike, and Rosetta Stone.

He's an internationally recognized lecturer in Facebook Marketing and has spoken over 730 times in 17 countries, spanning 5 continents, including keynotes at L2E, PubCon, Conversion Conference, Social Media Marketing World, Gultaggen, and Marketo Summit.

Dennis has been featured in The Wall Street Journal, New York Times, LA Times, National Public Radio, TechCrunch, Fox News, CNN, CBS Evening News and co-authored "Facebook Nation" – a textbook taught in over 700 colleges and universities.

He's a regular contributor to Adweek's SocialTimes column and is published in Social Media Examiner, Social Media Club, Tweak Your Biz, B2C, SocialFresh, and Heyo.

Dennis has held leadership positions at Yahoo! and American Airlines and studied Finance and Economics at Southern Methodist University and London School of Economics. He ran collegiate cross-country at SMU and has

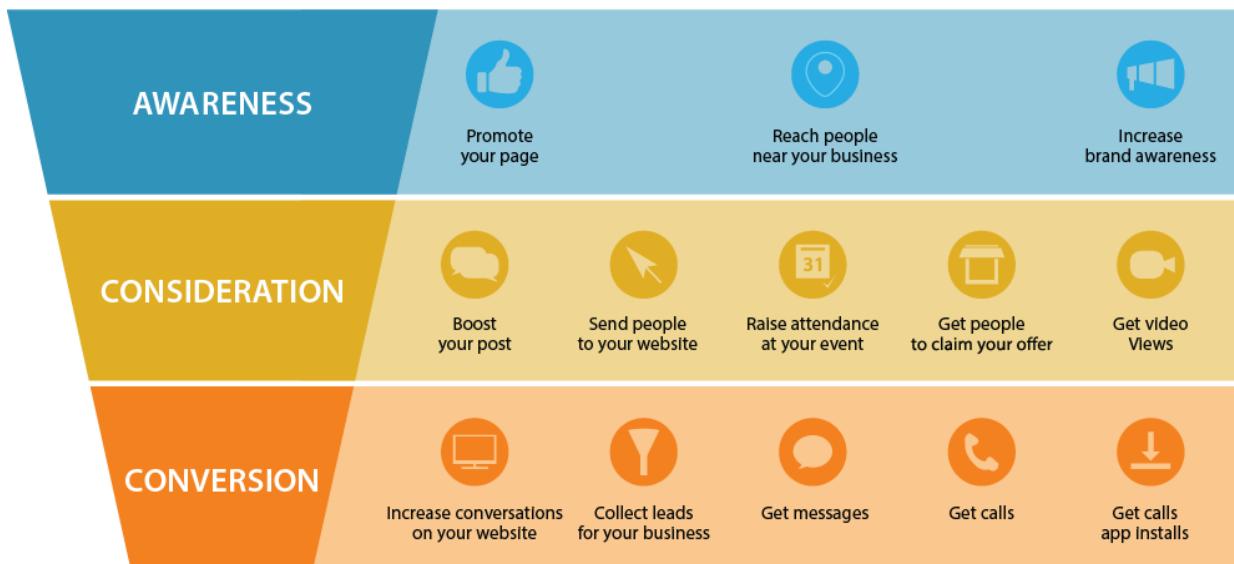


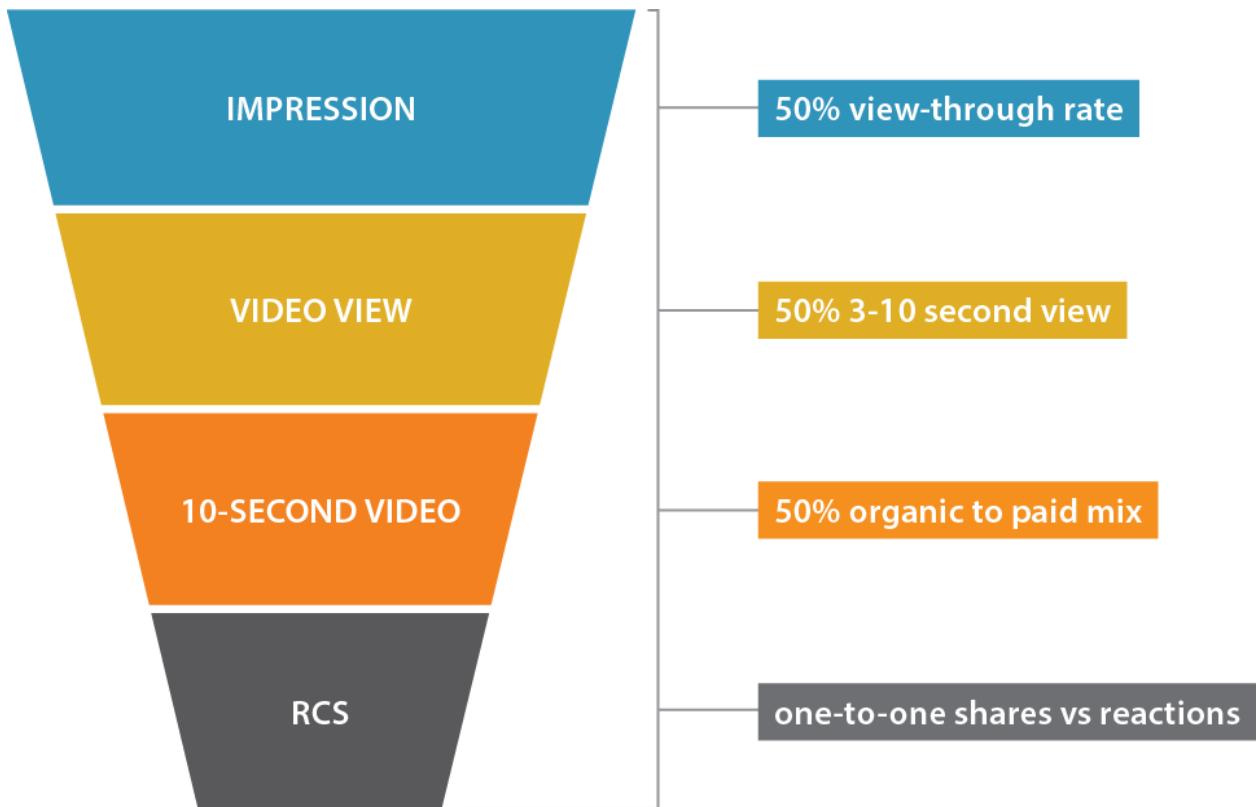
competed in over 20 marathons including a 70-mile ultramarathon.

He was ranked as the number one speaker of the conference at the PPC Caesar's Award 2018.

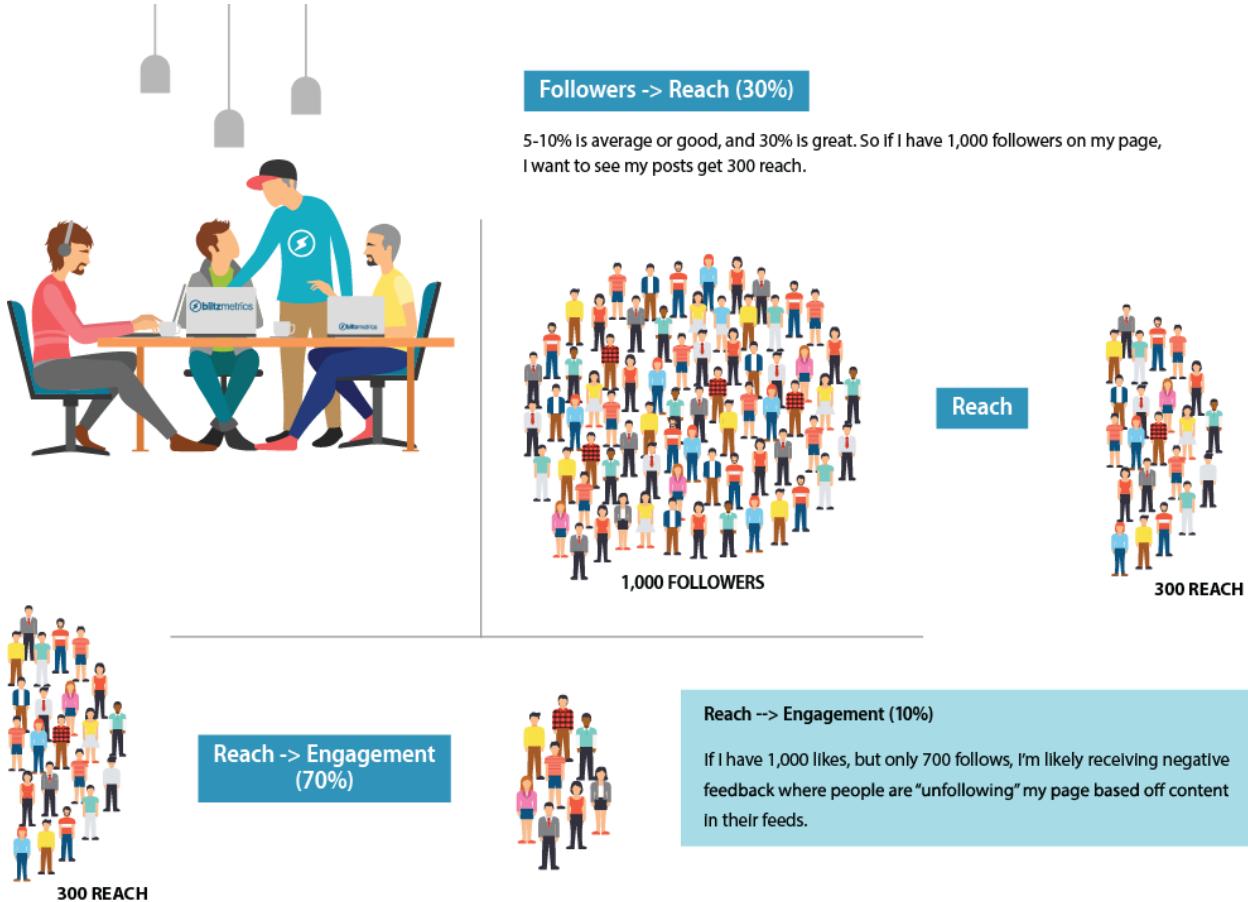
Besides being a Facebook data and ad geek, you can find him eating chicken wings or playing Ultimate Frisbee in a city near you.

Diagnose performance at each stage





Standards of Excellence for Facebook Page

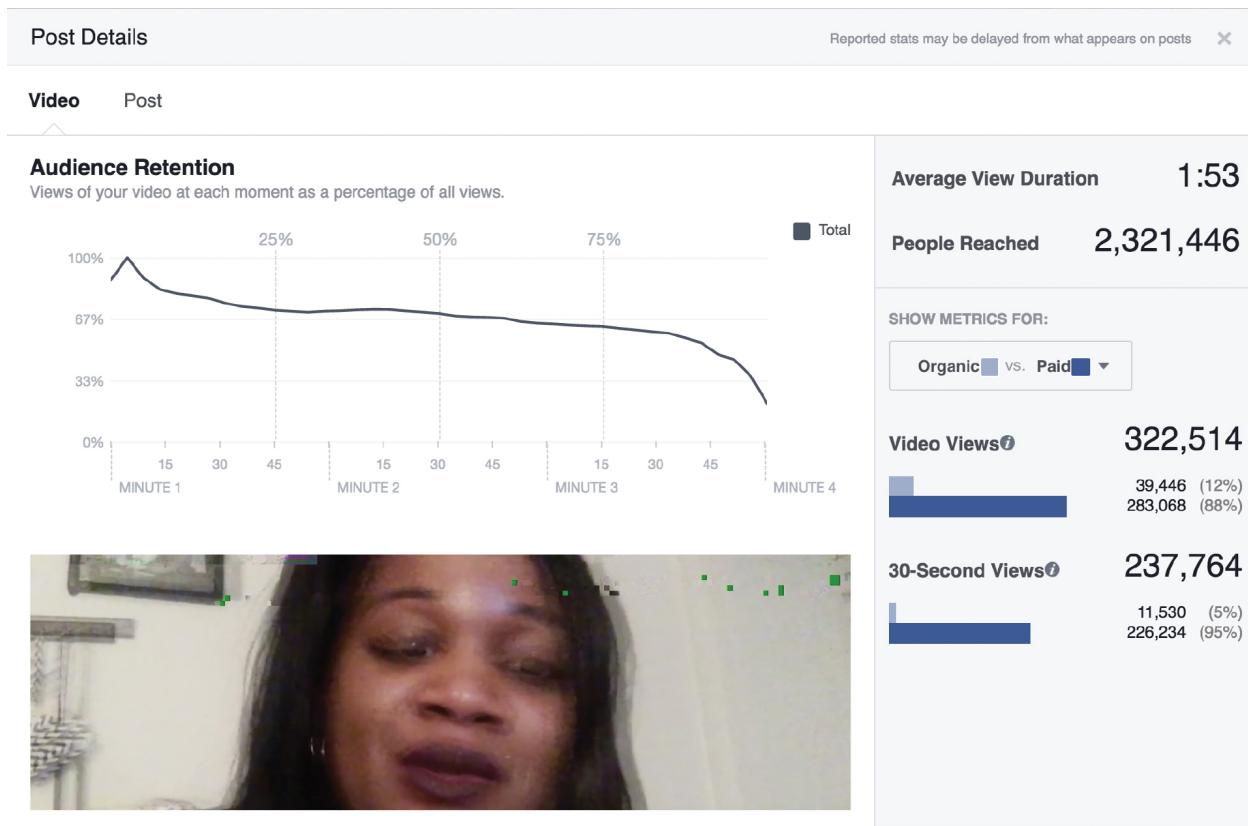


Standards of Excellence for Video

Diagnose performance at each stage



Diagnose performance at each stage



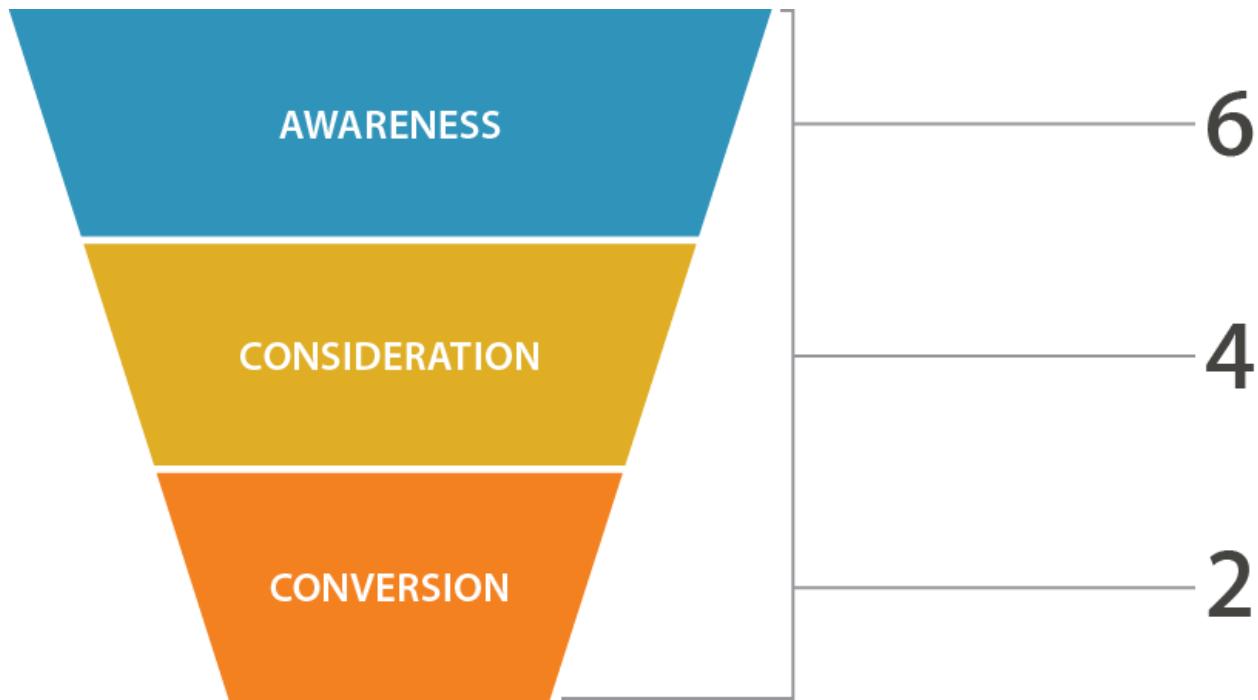
This deserves a quick mention as the highest average watch time on video we've ever seen.

Some people may show what appears to be a higher watch time on a small audience base or super long video (3 viewers of an hour long live video, for a 5-minute average watch time).

But this example is mainly paid media on a 4-minute long video.

It happens to be us boosting a video BuzzFeed made for one of our clients.

Standards of Excellence by Stage of the Funnel



Critical Video Metrics and How Use Them to Improve your Business

- 1. Video Viewing Time**
- 2. Average Watch Time**
- 3. View-through Rate**
- 4. Engagement Rate**
- 5. Applause Rate**
- 6. Consumption Rate**
- 7. Cost Per View**

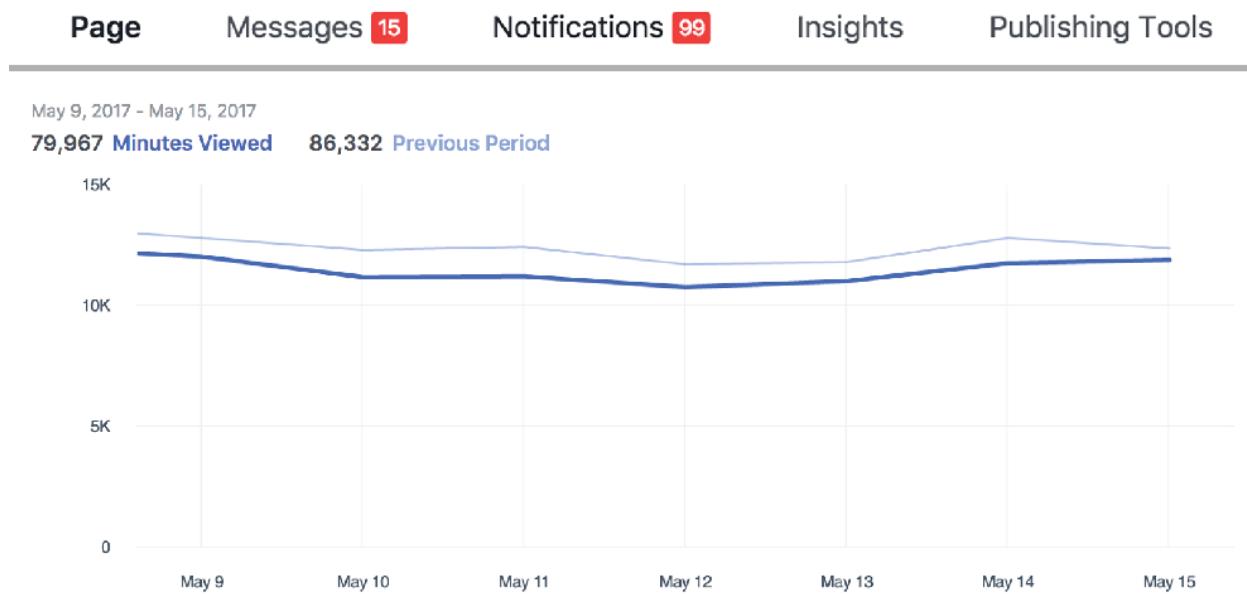


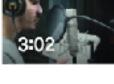
8 Critical video metrics and how to use them to improve your business

TL;DR: show funnel slide with 4 signals to detect when your video is doing well.

#1 & 2: Video Viewing Time & Average Watch Time

6 seconds is the average view time on Facebook. It can't be lower than 3 seconds since Facebook counts a view as a user seeing the video for 16 seconds or more in their feed, even if autoplay is utilized.



Video	Published	Minutes View...	Video Views
 "We both end up having a good night sleep and feeling rested." - The O'Briens 0:31	● 05/24/16 10:33AM	2.9K	13K
 We started Tuft & Needle because we learned the truth about the mattress... 1:45	● 06/16/15 3:58PM	124	87
 Tuft & Needle Presents: How It's Made There's been a lot of mystery behind the... 1:30	● 08/17/15 6:48PM	51	38
 "In my opinion, you cannot find an uncomfortable position to lay in because..." 0:33	● 10/11/16 12:13PM	42	101
 This is how fast and easy it is to unbox a Tuft & Needle Mattress. Not to mention i... 0:44	● 06/22/15 1:02PM	25	33
 "Not a lot of people get to know the answer to the question of 'what if I...' 3:02	● 09/06/16 11:21AM	22	33

The longer your video, the longer your average view time, all else being equal since you're averaging in longer views. Technically, you could have a 2-hour view time, which is the current maximum allowed on Facebook.

Get 10 seconds on your video, and you're doing well. 15 seconds is excellent, and 20 seconds is out of this world. The best performance we've seen is 55 seconds on an 8-minute video. Of course, if you have just one view so far, don't get too excited by a 2-minute average view. With more people now using Facebook Live, it will be a more common occurrence.

Your average view times won't matter until you have at least 50 people watching. And you can't judge Facebook Live performance based on average watch times unless you look at what happens during your broadcast versus during replays. Look only at average watch times for replay if you want an apples-to-apples comparison against your other videos.

When you boost a video, expect average watch times to fall over the next few days.

Include a screenshot of metrics that shows falling average watch times for a boosted video post.

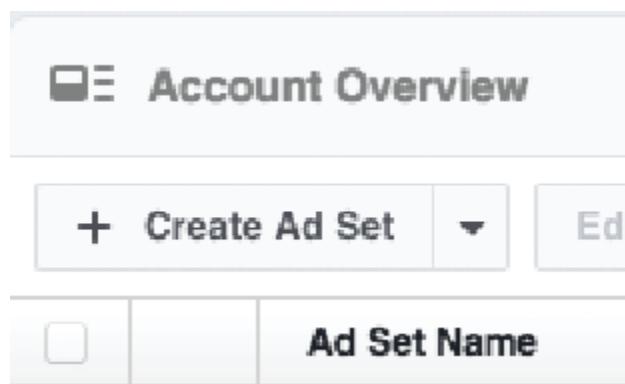
Why? The initial people exposed to your video are the highest potential engagers, as selected by the algorithm organically to show in the News Feed.

Plus, the period directly following when the video was posted (or when you went live) is when you drive the most engagement, especially with live notifications. Advertisers often don't know who their best audiences are, so paid efforts suffer from it.



Average watch times vary by time of day. If you have a video that is over a minute in length, run it in the evenings when people are more likely to be at home. Day-parting your ads is easy. Even if you don't want to pay, you can still carefully choose when you post the video- to not only get maximum views, but longer watch times, though not the same quality.

In fact, I'd even take ten people watching for 30 seconds rather than 200 people watching for 5 seconds. The former are more likely to engage and buy (more on this later).



, and when you'd like your ads to appear. [Learn more](#)

Daily Budget	\$40.00
\$40.00 USD	

Actual amount spent daily may vary.

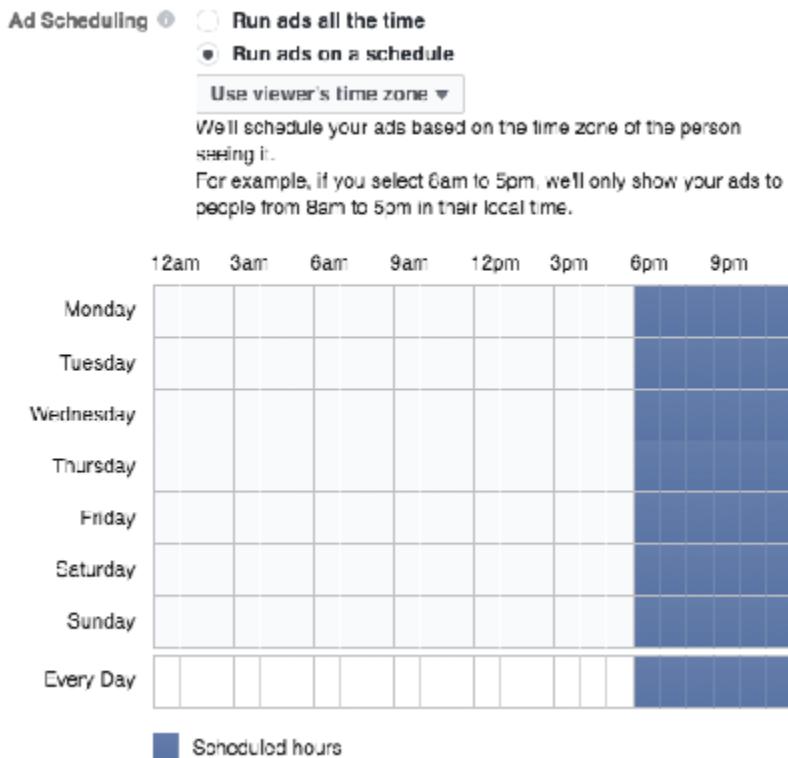
Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more](#).

Budget	Lifetime Budget	\$1300.00
\$1300.00 USD		

#3: View-Through Rate

View-through rate (VTR) is a derived metric, meaning that Facebook doesn't tell you this outright. You have to calculate it by dividing views by impressions.



The average view-through rate on Facebook is 30%, meaning that, of the people exposed to a video, 30% were counted as a view. Of course, expect 86% of these to be autoplay.

The higher the autoplay ratio, the more likely you are to have mobile watchers who aren't scrolling fast enough and the higher your reported view-through rate.

Video Performance In This Post

(i)

	Minutes Viewed	122,276	>
	Video Views	547,782	>
	10-Second Views	145,528	>
	Video Average Watch Time	0:13	>
	Audience and Engagement		>

50% is fantastic, while 71% is the highest we have ever seen. Note that your VTR is often higher when you are running ads (especially if you choose the Video View objective or boost post) since Facebook is deliberately seeking out people who have shown themselves to watch a lot of videos historically.

They want to deliver against whatever business objective you've chosen, so this isn't a malicious thing.

Audience and Engageme... ▾

	People Reached	980,005	>
	Unique Viewers	314,200	>
	Post Engagement	5,821	>
	Top Audience	--	>
	Top Location	--	>

The main reason why 70% of people bail before the 3-second mark is because there is no hook to capture attention within the video. Many marketers start their video with a bumper, their logo, an animation, or worse: a still picture such as a slideshow.

There are so many tools that generate videos from a photo montage. Small businesses love the ease of creating such videos, but they rarely work. The big brands are just as guilty for posting videos that obviously look like commercials. They might not realize their average watch times and VTR metrics are getting killed.

Facebook recommends that we use real people in our videos who are saying interesting things in front of interesting backgrounds.

Include the URL to a video that successfully illustrates the best practices you are describing here.

Post something that looks like it would belong in that user's feed. It's seemingly obvious in hindsight, but few realize this, and even fewer implement it, and so they miss out on the rewards.

We've seen one-minute user-generated videos shot from the bathroom with an iPhone consistently beat \$50,000 professionally made videos.

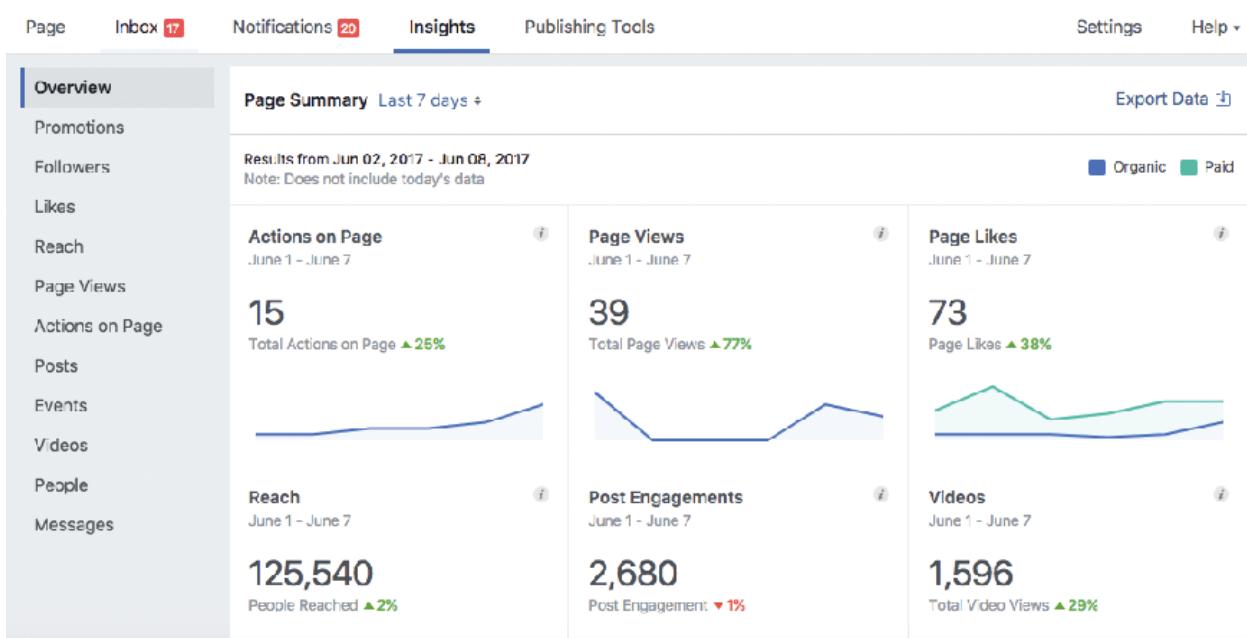
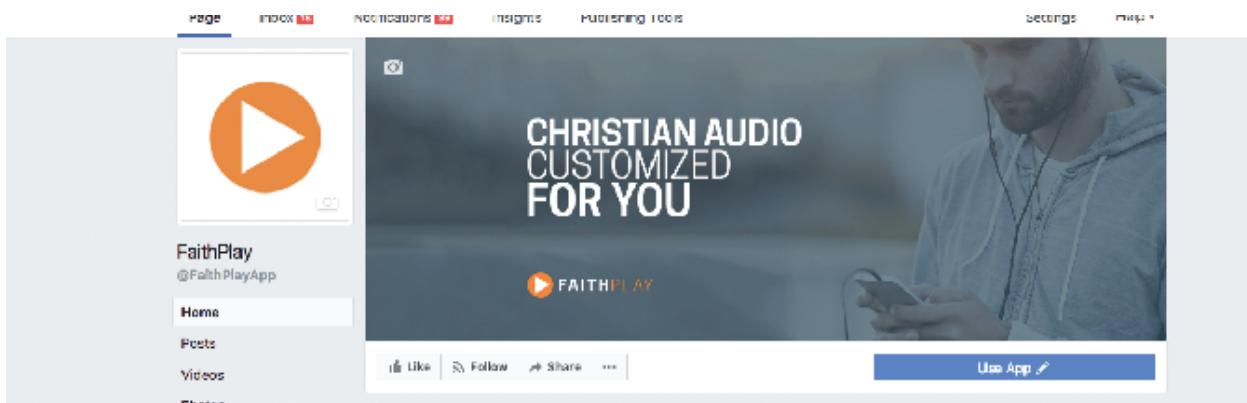
#4: Engagement Rate

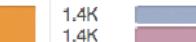
Your engagement is the people who viewed the video. What percentage reacted, commented, or shared? Some people want to calculate engagement using impressions as the denominator. Even Facebook does this in your page insights section, which is why your videos seem to dramatically outperform other types of posts. However, if you do this, you're counting a view as engagement, leading to an artificially high engagement rate of over 30% consistently.

We like to treat each view as being worth 1/5th as much as a reaction. Of course, not all views are worth the same, as we just discussed. But yes, it's easier to get a 30% VTR on a video than to get 6% of people engaging on non-video post types, hence the 1:5 ratio. That's why a share is worth 13 times as much as a reaction, and a comment is worth half as much as a share (so 6 times as much as a like).

And that means a share is worth 65 times more than a view. Be sure to validate this with your funnel, as your content and users are different. Not all engagement types are equal.

Video is so important to Facebook that it's a prominent part of the user navigation. Because of this, video gets its own insights section, along with page-level and post-level data.

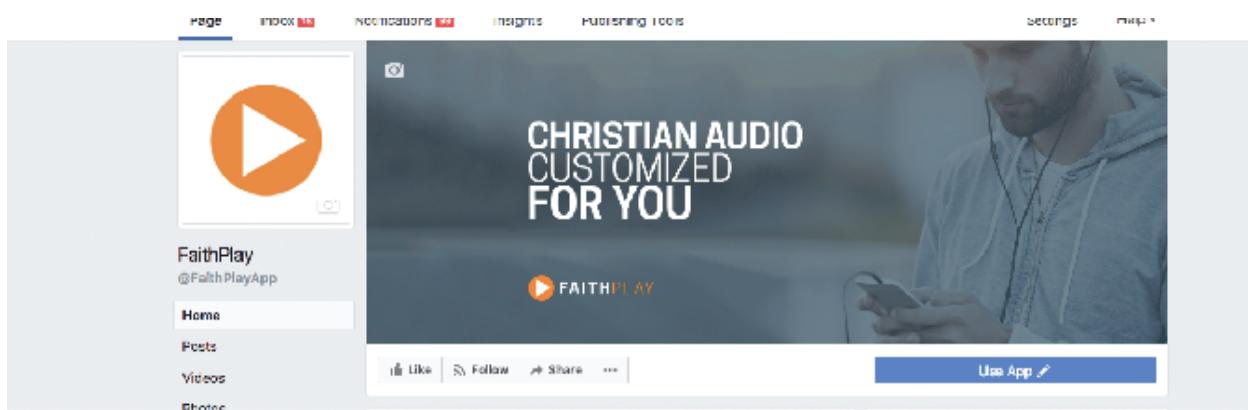


All Posts Published							
		Type	Targeting	Reach	Engagement	Promote	
Published	Post						
05/12/2017 8:07 pm	 "If you try to stick with the world, you are in and out. Sometimes you are in and out." - Sadie Robertson			20.2K 	818 562 		\$9.90 Left Boosted: \$32.60
04/28/2017 2:31 pm	 Listen to Sadie Robertson share about her strong Christian faith in Jesus.			4.2K 	99 321 		Boosted: \$33.95
04/27/2017 12:35 pm	 Watch this inspiring message from Sadie Robertson as she talks about her strong Christian faith in Jesus.			3.5K 	39 99 		Boosted: \$20.00
04/19/2017 1:52 pm	 "Every Sunday we go to church to enhance our vertical relationship with God."			36.1K 	1.4K 1.4K 		Boosted: \$88.00
04/18/2017 9:05 am	 Life-changing messages from Paul Washer are now available on FaithPlay.			3.7K 	42 179 		Boosted: \$10.00

#5 & 6: Applause Rate (RCS) and Consumption Rate

Let's get back to engagement. We like to take the sum of reactions, comments, and shares and divide by views. The average engagement rate is 3%, and a winning post is north of 10%.

That means that if 100 people view your video, then you want to see at least 10 create "applause", which is a public endorsement of your video to their friends.



Business Manager

Search business

BlitzMetrics

Help ?

Home Ad Account Overview Business Settings

Ad account ID: 870797338405969

Campaigns	Amount Spent
0 Active Campaigns	\$0.00 Amount Spent
9 Active Campaigns	\$802.39 Amount Spent

Pages

Search Pages Last 7 days

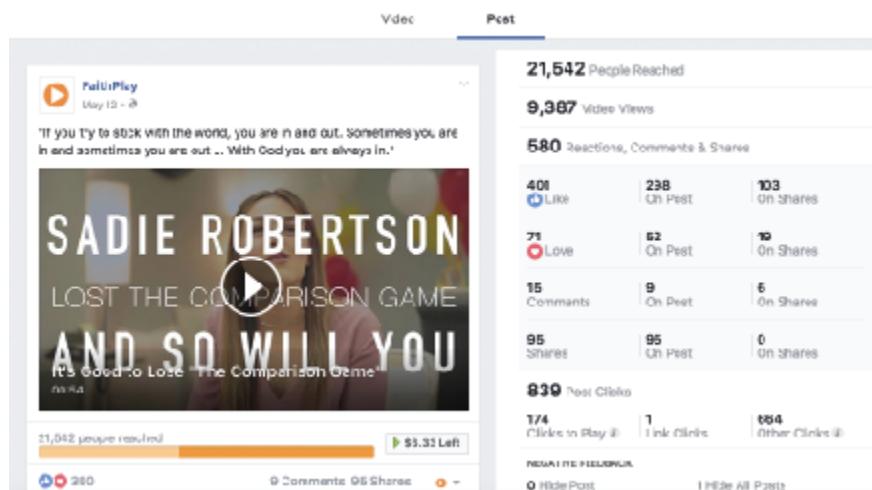
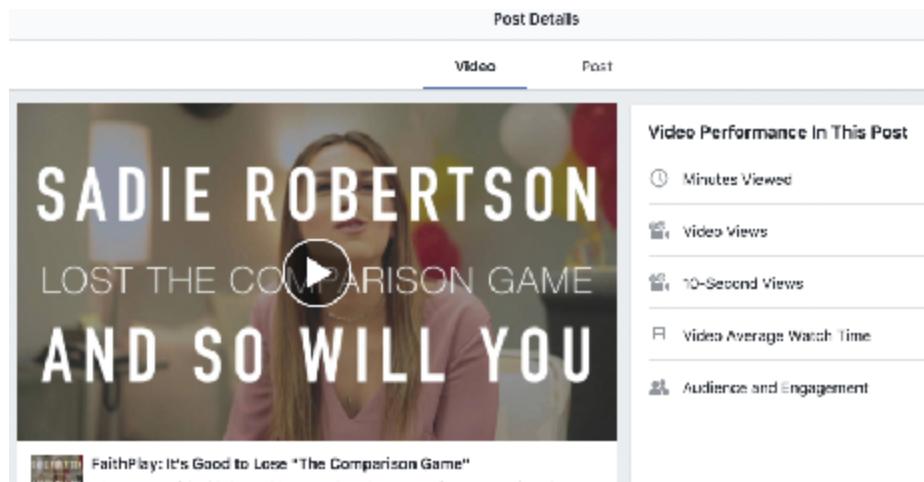
Page	Page Likes	People Reached	Post Engagements
FaithPlay	167 +15%	130,537 +2%	2,420 +15%
Scott Crawford	—	675 +95%	11 +98%
MARK A. LACK	59 +22%	32,617 +38%	1,186 +47%
Baller Yoga	5 +25%	41 +15%	—

Notifications 96 Insights Publishing Tools Settings Help

Your 5 Most Recent Posts >

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/12/2017 8:07 pm	"If you try to stick with the world, you are in and out. Sometimes you	Video	Targeted	21.5K	839 580	\$6.33 Left Boosted: \$36.17
04/28/2017 2:31 pm	Listen to Sadie Robertson share about her strong Christian faith n	Video	Targeted	4.3K	101 321	\$17.48 Left Boosted: \$34.52
04/27/2017 12:35 pm	Watch this inspiring message from Sadie Robertson as she talks	Video	Targeted	3.5K	39 99	View Results Boosted: \$20.00



Usually, you can expect reactions to be 90% of engagement, especially if the video is a highlight reel, targeted internationally, is female, or has a younger demographic. Yes, female and younger means more likely to react, but that is a topic for separate article.

Sometimes, you get more shares than reactions. If it isn't statistical noise, then you have a "unicorn" on your hands. Boost the heck out of it, expand to similar audiences, and create more content like it.

In post insights, Facebook does break out interactions into public and nonpublic interactions. The public ones you can see are the "applause," when people react, comment, and/or share.

The non-public engagement is called "consumption" and is primarily photo views and navigational clicks put into a bucket called "other clicks."

When you have a gallery or multiple media in a post, expect a lot of consumptions, and potentially more applause. Total interactions are the sum of applause and consumptions. For our purposes, we care about the public applause when calculating engagement, since we have no proof yet that consumptions drive News Feed exposure. Anecdotally, you'd expect that social proof would have to be most important since people want to see with whom their friends are visibly interacting.

Facebook Insights Dashboard - Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/12/2017 6:07 pm	"If you try to stick with the world, you are in and out. Sometimes you...	Post		21.5K	809 580	\$6.33 Left Boosted: \$36.17
04/28/2017 2:31 pm	Listen to Sadie Robertson share about her strong Christian faith in...	Post		4.3K	101 321	\$17.48 Left Boosted: \$34.52
04/27/2017 2:35 pm	Watch this inspiring message from Sadie Robertson as she talks...	Post		3.5K	39 99	View Results Boosted: \$20.00

Post Details

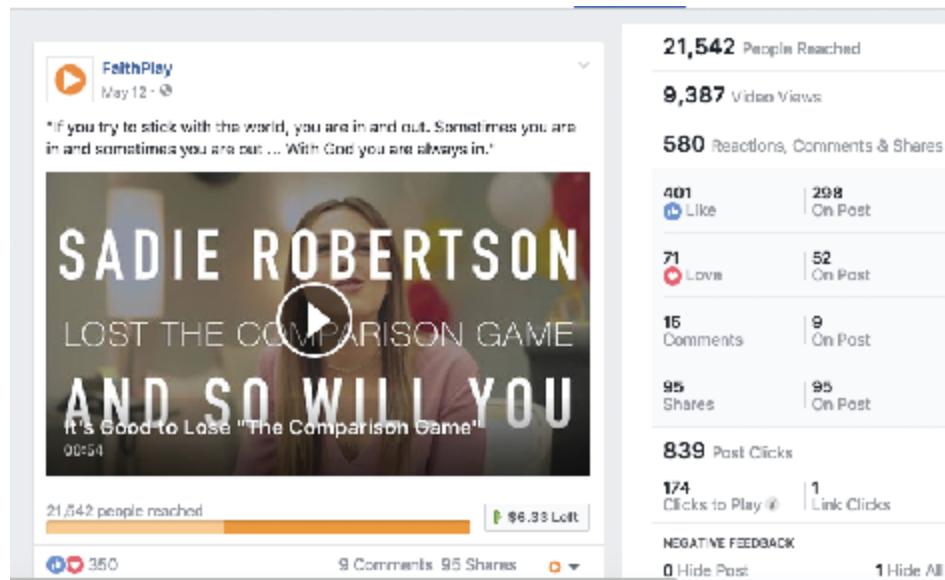
Video

SADIE ROBERTSON
LOST THE COMPARISON GAME
AND SO WILL YOU

FaithPlay: It's Good to Lose "The Comparison Game"

Video Performance in TI

- Minutes Viewed
- Video Views
- 10-Second Views
- Video Average Watch Time
- Audience and Engagement



When your video engagement rate is over 10%, Facebook's algorithm sees that it's hot and will keep giving you more News Feed love. Yes, you can pay your way to get there, and it's not unethical of Facebook to do this. After all, if someone did actually like the video, it shouldn't matter that the original exposure was a paid one.

The follow-on engagement (second, third degree, and more) from your boosted posts are lumped into the organic bucket, by the way. So be careful of accidentally undercounting paid efforts and over-attributing to organic.

Video views = 3 seconds or more, as we discussed. Did you know that Facebook shows views for profiles as well as pages, even if you're not admin?



adidas

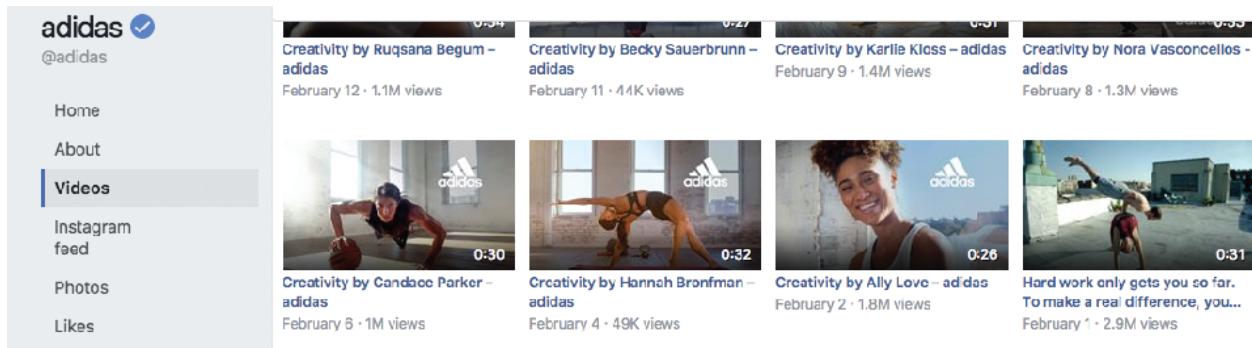
Company · 27,462,012 like this

Kirsten Roberts, Dayna Fletcher Hicken and 13 other friends like this

Página Oficial da adidas Brasil.

Shop Now

Like



One of my favorite competitive intelligence techniques is to scan through the video library of a competitor to see how much they are spending. You can quickly identify the ones that are paid since they have the most views and usually have a horrible engagement rate. Look at their average engagement rates to spot the ones that have more views than you'd expect for that level of engagement, then multiply the views on that video by 3 cents to get the approximate spend.

While you don't have average watch time on the video as a public metric, you can guess at it pretty quickly. I've seen enough videos that I play a fun game (fun for me, at least) of imagining the average watch time on client videos before clicking on the post details to reveal the answer.

If you really need to know how a competitor's video is performing and are willing to be a little grey-hat about it, you could boost it against their target audiences from a quick spoof page you create. We don't advocate doing this, but some people are in such competitive markets with such high spending that they want to know about techniques like this.

Of course, we bid on competitor keywords all day long on Google, and the engagement is not only usually non-public, but often intentionally hidden.

When I did analytics for Yahoo!, over 30% of search activity was Google, which saw the same trends consistently. And that's not even counting looking for a divorce lawyer, how to overcome depression, or other personal problems.

Though most actions on Facebook are not public, people behave as if they are, so the algorithm gives News Feed love in proportion to the perceived prominence of that action.

The video that may have worked for someone else might not perform the same for you because your audience is smaller, you've not developed social proof from many views and engagement, you're targeting the wrong audience (especially if they are using a custom audience), or because the page name doesn't fit.

#7: Cost Per View

Cost Per View (CPV) is what you spend divided by how many views you have. The average CPV on Facebook is \$0.03 cents. However, we know that most averages lie and that context matters.

The first screenshot shows a dropdown menu for 'Columns: Performance' with 'Video Engagement' selected. The second screenshot is a detailed view of the 'Campaigns' section showing four ads with their respective delivery, results, reach, cost, and end dates. The third screenshot shows a breakdown of video engagement costs per 3-second and 10-second video view.

Campaign Name	Delivery	Results	Reach	Cost	Amount	Ends
Post: "If you try to stick with the world, you are in..."	Active	1,231 3-Second ...	2,335	\$0.01 Per 3-Secc.	\$7.16	Jun 19, 2017
Post: "Listen to Sadie Robertson share about her str..."	Active	11 Post Enga...	528	\$0.48 Per Post E...	\$5.27	Jun 19, 2017
Post: "Watch this inspiring message from Sadie Rob..."	Completed	Post Enga...	—	Per Post E...	\$0.00	May 5, 2017
Post: "Every Sunday we go to church to enhance o..."	Completed	3-Second ...	—	Per 3-Secc.	\$0.00	Apr 28, 2017

Campaign Name	3-Second ...	Cost per 3-Second Video View	10-Sec... Cost per 10-Second Video View
Post: "If you try to stick with the worc, you are in..."	1,231	\$0.01	\$0.01

Getting views for under a penny is often a gleeful boast of a novice marketer, much like their cheap Facebook fans bought in bulk, internationally. Please do not use this as a

primary metric; otherwise, you may find yourself one day promoting silly cat videos to teenagers in the Philippines.

The lower in the funnel and the more sophisticated the audience, the higher the cost per view. For example, boosting a video targeting journalists via the “dollar a day” strategy for a B2B software company might cost 10 cents a view.

If it gets you a mention in an article, helps close a deal, or generates just one good lead, then it's worth it. That said, if your content and targeting are solid, evidenced by strong average watch times (good content) and strong view through rates (proper targeting), then CPV is a secondary, diagnostic metric.

Videos on FB are the best and cheapest way to build custom audiences. Usually, a remarketing pool will cost a dollar per audience member, since you have to pay for a click to get them to your website.

If you have the right targets and decent video, you can build remarketing pools for a couple of pennies.

The value of your video views is not based on an arbitrary CPV benchmark you read here or somewhere else. Preferably, it's based on how well you monetize that remarketing audience to a conversion ad, email, brand searches on Google, or whatever your main conversion sources are.

Thus, the most important metric for you in video marketing on Facebook must come from outside Facebook.

The logarithmic scale of 1 to 10, with 10 being the highest. This uses the same logic as Google's Quality Score. It is driven by CTR/engagement as the primary factor rather than negative feedback, landing page quality, and so forth. Facebook shows only for ads, but we know they calculate it for all posts, boosted or not.

They used to reveal this by utilizing a News Feed point score, much like a batting average. Since video generates more engagement than all other post types, you should have higher in video, especially since Facebook counts a view as engagement.

Campaign Name		Delivery	Resu...	Reach	Cost ...	Amount ...	Ends
<input type="checkbox"/>	2_engagement	Active	11 Mobile Ap...	1,913	\$6.26 Per Mobile ..	\$68.89	Ongoing
<input type="checkbox"/>	3_app_install	Active	334 Mobile Ap...	49,864	\$1.30 Per Mobile ..	\$433.35	Ongoing
<input type="checkbox"/>	3_beta_app_install	Active	158 Mobile Ap...	18,977	\$1.10 Per Mobile ..	\$174.07	Ongoing
<input type="checkbox"/>	3_testing_app_install	Active	510 Mobile Ap...	54,585	\$1.15 Per Mobile ..	\$586.94	Ongoing

Ad Name		Reach	Cost ...	Amou...	Relevance Score	People ...	+
<input type="checkbox"/>	3_if_Android_Faithlt_email_exclude_app_install_30...	11 people	\$3.16 Per Mobile...	\$34.97	8	32	
<input type="checkbox"/>	3_if_android_joyce_moyer_oharismailo_affinity_int...	27 people	\$1.30 Per Mobile...	\$36.00	9	55	
<input type="checkbox"/>	3_if_Android_joyce_meyer_interest_exclude_app_in...	04 people	\$1.01 Per Mobile...	\$105.50	10	398	
<input type="checkbox"/>	3_if_Android_tony_evans_interest_exclude_app_in...	32 people	\$1.53 Per Mobile...	\$48.85	8	135	
▶ Results from 111 Ads		— 123,921 People	—	\$1,278.27 Total Spend		4,080 People	

I've long believed that engagement of any sort requires a click. My recommendation to Facebook has been to exclude autoplay views under 10 seconds.

There is no single bar to meet. Most people ask me for a particular number, so they can use this magic threshold to decide when to kill or add budget to an ad. Instead, you want to have at least a 6 for the top of the funnel, at least a 4 mid-funnel, and at least a 2 at the bottom of the funnel. And, yes, you can use video at every stage of the funnel.

Video will help convert and persuade users better when you add it anywhere, just like adding bacon makes everything better! If you trigger a video based on a custom audience, you might get a lower VTR and if you are using the same videos over and over or using videos that may look the same (similar thumbnails).

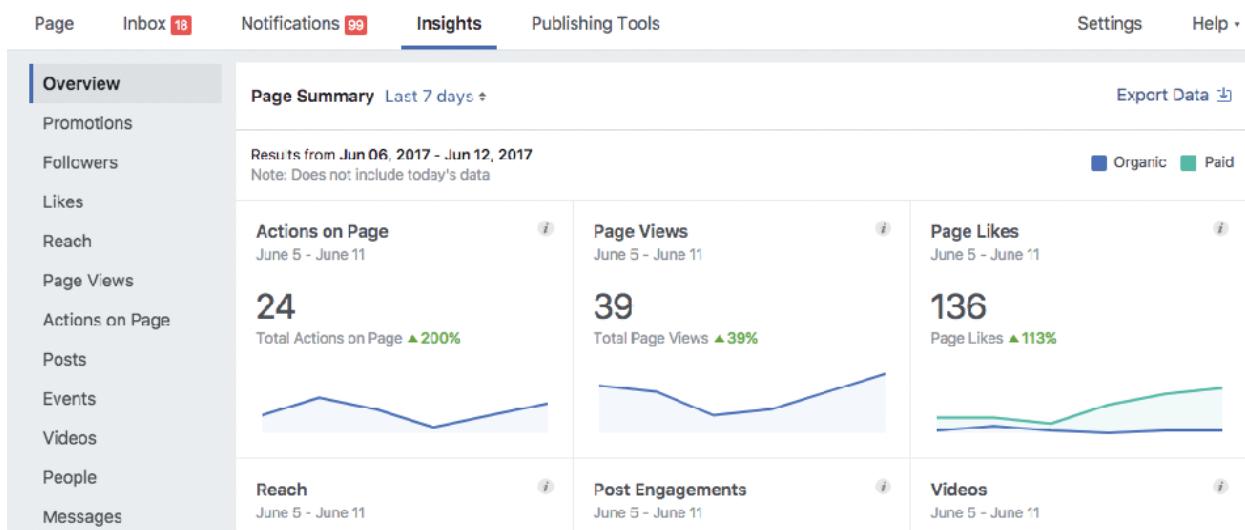
Burning people out on video is easy to do when your budget is high relative to the size of your audience. For example, if you are over a frequency of 2 per week per ad set, you risk burning out that audience.

All of the metrics above are your “check engine light” letting you know if one of your videos is approaching the burnout point. Instead of killing the video, usually, you can reduce the budget and keep that ad evergreen, allowing the, frequency, VTR, and other metrics to stay healthy.

If this video is driven by a custom audience (perhaps folks who watched video A were on your website yesterday, or just bought something), then growing that upstream audience will let this particular video spend more and perform better. So be watchful of how audiences move down the funnel when you sequence videos together, like the bulge in a snake that has swallowed a mouse.

A lot of people who don't spend time analyzing their video performance like to say that Facebook's video metrics are inflated or aren't accurate. For those who do, the top complaint is that the default view is counted at only 3 seconds instead of 10 seconds.

We don't believe there is a magic number since what's important is the view curve, which shows how long people stayed from start to finish, showing the decay from beginning to end.



The kinks in this curve are what matter if you care about improving your performance since any particular metric doesn't tell you the whole picture. Plus, averages lie; they wash out the underlying trends.

YouTube marketers like to say that YouTube yields “better” quality views since a TrueView is counted at 30 seconds instead of 3 seconds. I would generally agree with this but have to point out that paying \$0.50 cents for a 30-second view isn't necessarily better than spending \$0.02 cents for a 3-second view.

			Reach: Organic / Paid	Post Clicks	Reactions, Comments & Shares		
Promotions							
Followers	Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
Likes	05/12/2017 8:07 pm	SADIE ROBERTSON "If you try to stick with the world, you are in and out. Sometimes you are in and sometimes you are out... when God you are always in."			21.5K	839 590	\$6.32 Left Boosted: \$36.18
Reach	04/28/2017 2:31 pm	▶ Listen to Sadie Robertson share about her strong Christian faith n			4.5K	101 321	\$17.42 Left Boosted: \$34.58
Page Views	04/27/2017 12:35 pm	Watch this inspiring message from Sadie Robertson as she talks			3.5K	39 99	View Results Boosted: \$20.00
Actions on Page	04/19/2017 1:52 pm	JES "Every Sunday we go to church to enhance our vertical relationsh			36.1K	1.4K 1.4K	View Results Boosted: \$88.00
Posts							
Events							
Videos							

Post Details

Video Post

Video Performance In This Post

- Minutes Viewed: 2,789
- Video Views: 9,394
- 10-Second Views: 4,130
- Video Average Watch Time: 0:06
- Audience and Engagement

FaithPlay: It's Good to Lose "The Comparison Game"

Video Post

Video Average Watch Time

0:06 Video - 11% Average Percent Watched

Audience Retention

Autoplayed: 98%
Clicked-to-Play: 2%

What matters is what your decay curve looks like and whether your content is arranged correctly to take advantage of the differences between Facebook and YouTube.

For example, the best practice on both Facebook and YouTube is to have a “hook” (attention-getter) in the first 3 seconds (not your logo or bumper), which leads into igniting pain or pleasure.

On YouTube, you want to explicitly disqualify people from watching from 15-30 seconds, since you are charged for a view only when people stay for 30 seconds. In other words, you might say “If you are facing X as your issue and understand that it costs \$Y, then please continue watching since this message is for you. If this doesn’t describe you, please don’t continue.”

This tactic of explicit disqualification by mentioning your important buyer criteria works great on YouTube. However, copy this same video to Facebook, and you might wonder why it’s not performing, perhaps even claiming Facebook “doesn’t work.”

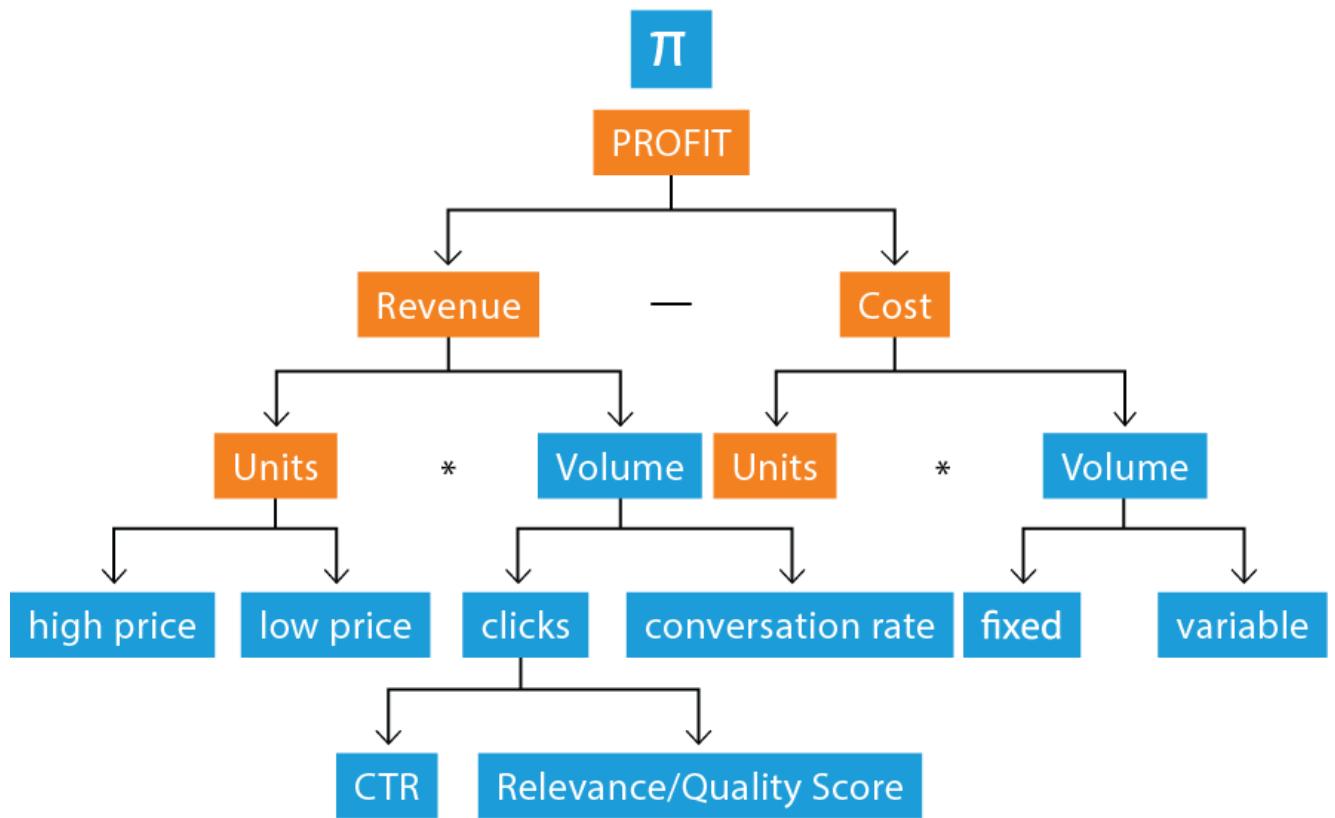
The same is true for brands who take their 30-second and 60-second TV spots and copy them to Facebook. Seems logical, right? Not when most of Facebook is autoplay, sound off, and on mobile. These users have shorter attention spans, different expectations, and can skip (except for the new in-video ads).

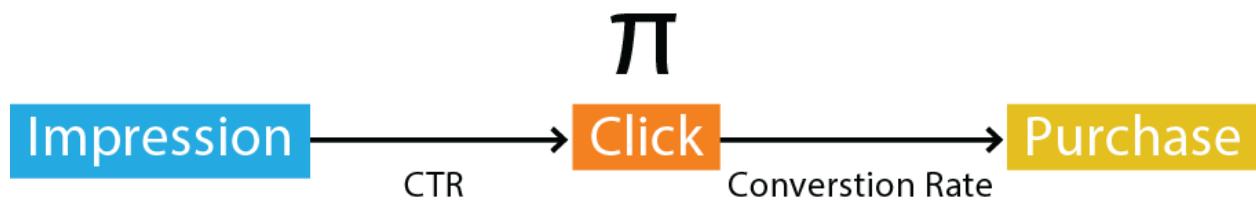
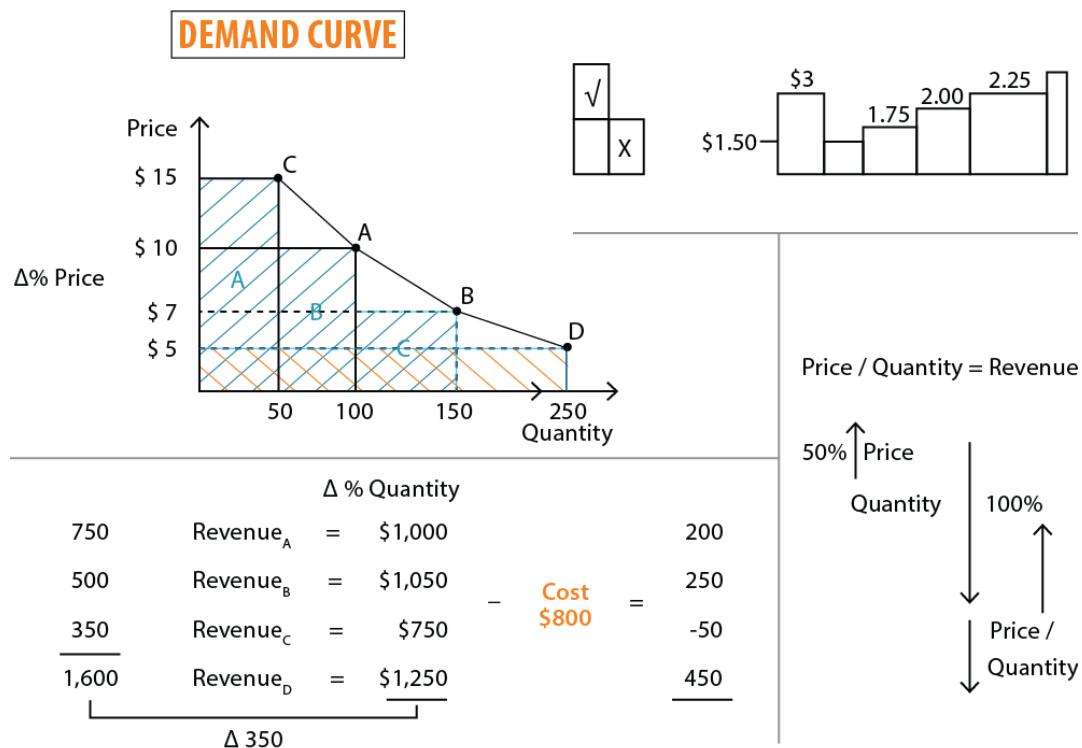
TV ads are based on the fundamental assumption that you have a captive audience who is sitting down to watch a show, instead of giving you partial attention while they’re on the go.

Another bucket of general misunderstanding is around derived metrics, which are the calculated metrics. For example, you can’t add up organic and paid reach to get to total reach. Some users were exposed to a video organically and paid, so they should be counted only once for total reach.

This is still a bug on Facebook’s side and has been for years. The same goes for adding up total watch time for one or many videos and expecting it to equal the average view time multiplied by total views. Remember that Facebook doesn’t count the time that is under 3 seconds when counting views.

Metrics Decomposition





cost per efficiency	CPM	CPC	CPA
volume	1,000	100	5
derived	1,070	100	5%

		Dennis	π	Class π
1)	\$1	\$10	9	9
2)	\$2	\$10		
3)	\$3	\$10		
4)	:			
9)	\$10	\$10	1	

$$ROAS_1 = 1,000\%$$

$$ROAS_2 = \frac{20}{30} = 700\% \quad \times \quad \text{Revenue}$$

$$ROAS_3 = \frac{30}{6} = 500\%$$

$$\frac{20}{ROAS} = MCOS \quad (\text{Marketing Cost of Sale})$$

$$\frac{1}{5} = 20\%$$

TV

\$100
CPA

\$ / CPC
/ 10 conversion
rate

\$1,300
\$1,100

\$200 π
- 100
=100

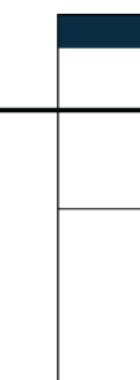
$\text{ROAS} = 13$

$\frac{1}{\text{ROAS}} = 7.3\%$

\$1.00 }
 π } 20

Operating 80%

=50¢



What to do if you DON'T meet the Standards of Excellence in any area

"I tried it and it didn't work" is one of the most bone-headed things we hear from clients and wannabe marketers. One shot, and they're done.

In digital marketing, there is no penalty for taking many shots on goal. We learn quickly and iterate constantly. We expect failure 90% of the time.

Make another ad, try another subject line, choose another set of keywords, adjust your budget, tweak the landing page, and so forth. Via many cycles of experimentation, we'll undoubtedly find some winners.

The [Optimization Course](#) will help you efficiently go through this testing cycle via a framework called MAA (Metrics > Analysis > Action) in conjunction with CID (Communicate > Iterate > Delegate).

METRICS THAT **MATTER**



METRICS THAT MATTER

CHOSEN METRIC: AVERAGE WATCH TIME

My intention of putting out great content is for people to be impacted by it. Nowadays, the average watch time is 6 seconds on most videos, and that's a reaction that most people are bored by the content they see online. So here are three quick ways to increase your average watch time on video content:

- 1. Authority Alignment:** Align yourself with influencers and thought leaders through interviewing them and boosting the interviews.
- 2. Powerful Framing or Hook:** Ask questions and make them feel understood by tapping directly into their world, or hook them with a big claim that makes them have to watch to see what's going to happen.
- 3. Entertain or “Edutainment”:** People crave entertainment. Bring some fun and creativity and maybe even a little craziness to your content to spice it up. The point is to test and keep testing to see what generates the results you want.

MARK LACK

Entrepreneur | Best-Selling Author |
International Speaker | Radio/TV Host



What's next?

You have completed the Standards of Excellence Course



Now take the quiz to receive the badge!



Thank You!

