

Measuring Video Impact Checklist

Print off this checklist and tick off each step as you go through the '[Easily Track and Measure Video Impact Without Technical Skills](#)' guide on our Talk About Digital Podcast website.

Maximising Your Video's Potential Through Measurement

- Understand the value of tracking video performance
- Recognise how measuring impact can accelerate customer growth

Accessing Your Video Analytics

- Log in to your video platform and find the 'Analytics' or 'Insights' section
- Select the video you want to review in the analytics dashboard
- Focus on key metrics: Views, Watch Time, and Engagement Rates
- Generate an analytics report using platform tools or Google Analytics (GA4)

Tracking Viewer Engagement

- Identify high and low engagement points in your video

- Use heatmaps (if available) to visualise viewer interaction
- Compare viewer behaviour across different videos
- Adjust content based on engagement insights to improve future videos

Measuring Conversion and Lead Generation

- Set up conversion tracking using Google Analytics (GA4)
- Link video views to customer actions, such as clicks, sign-ups, or purchases
- Monitor lead generation and sales directly from your videos in GA4
- Analyse the conversion data to assess video impact on business goals

Assessing Viewer Demographics and Behaviour

- Access demographic data in Google Analytics (GA4) or your video platform
- Identify key audience segments (age, location, gender)
- Compare actual viewer demographics with your target audience
- Tailor future content based on demographic insights
- Track and compare the behaviour of returning viewers versus new viewers

Evaluating Social Sharing and External Impact

- Measure the spread of your video on social media using platform analytics
- Track shares, comments, and external mentions using social media tools and Google Alerts
- Check referral traffic to your video in GA4
- Track conversions from social media in GA4
- Analyse the engagement-to-conversion rate
- Identify high-impact channels for focused efforts

Simplifying Data Interpretation for Actionable Insights

- Collect key metrics and create a simple summary of your video's performance
- Identify patterns and key takeaways from the data
- Compare high-performing and low-performing videos for insights
- Set specific, measurable goals for your next video
- Create an action plan for implementing changes
- Monitor and adjust your video strategy based on new data

Leveraging Your Insights for Continuous Improvement

- Use insights from measurements to drive business success
- Regularly review and adjust your video strategy



- Stay relevant by adapting to new trends and viewer behaviours
- Commit to ongoing measurement and adaptation for long-term growth

By using this checklist and following the related guide on the TAD website you will understand how to track and measure the reach, awareness, and impact of your recorded and published videos so you are able to tweak your video marketing campaign based on informed data, helping you to grow both your brand awareness online and grow those all-important new customers.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.