YOUTUBE BENCHMARKS REPORT

MARCH 2020

INFLUENCER DB

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YouTube gets more important as a marketing medium as products and services can be explained more intense through videos. More than 2 billion people use the platform regularly, which shows the immense reach a YouTube influencer can have. In between all these numbers, how can marketers evaluate the performance of YouTube channels?

At InfluencerDB, we strive to shed light on the influencer industry by providing the software solution that covers all of the needs of members and leaders of influencer marketing teams across the globe as well as content and educational material on how to truly succeed when working with influencers.

By establishing industry benchmarks for success, we help to level the playing field and create a marketplace for anyone to feel comfortable participating without fear of wasted investment.

The benchmarks outlined in this report will give influencer marketers an independent perspective on standard YouTube performance and help them make the right strategic and tactical decisions.

We analyzed 116 million videos of 104,899 YouTube channels in 180 different countries and their performance.

This report considers four main performance metrics: Like to Vote, View to Subscriber, Comment to View and Like to View. These metrics display how engaged a YouTube channel's audience is behaving.
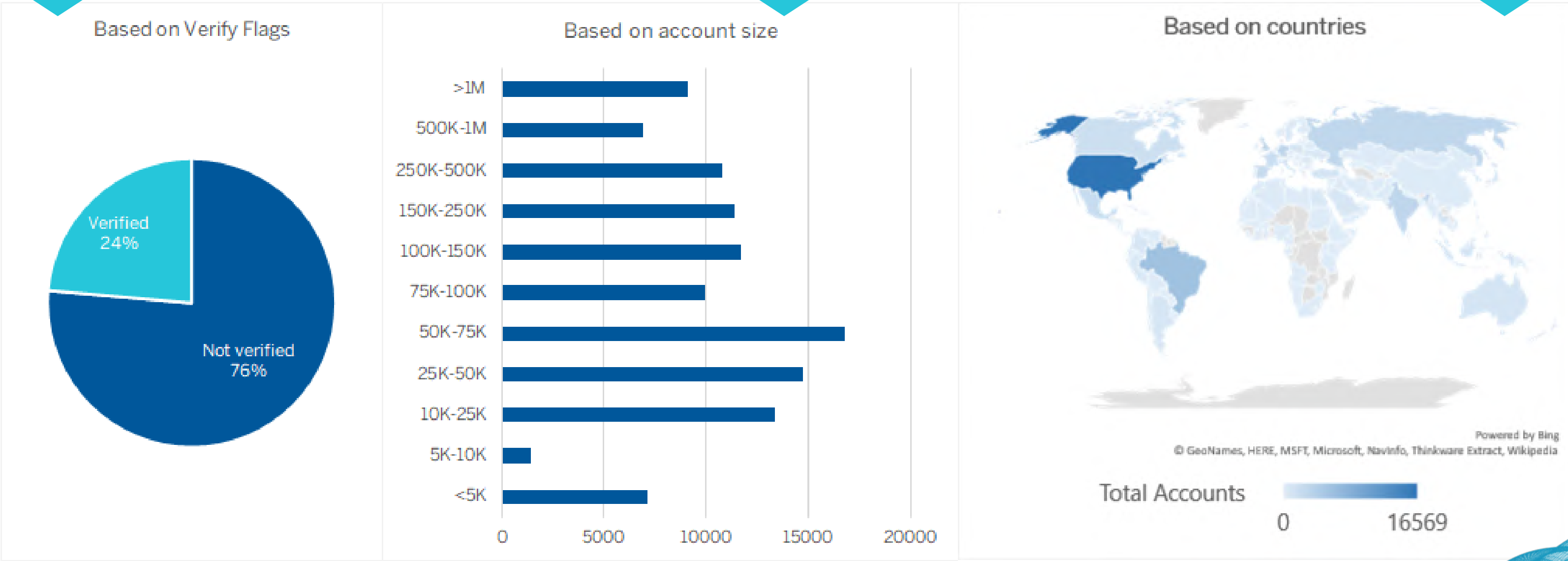
1. OVERVIEW OF THE DATA SET

2. HOW TO READ THE BENCHMARKS

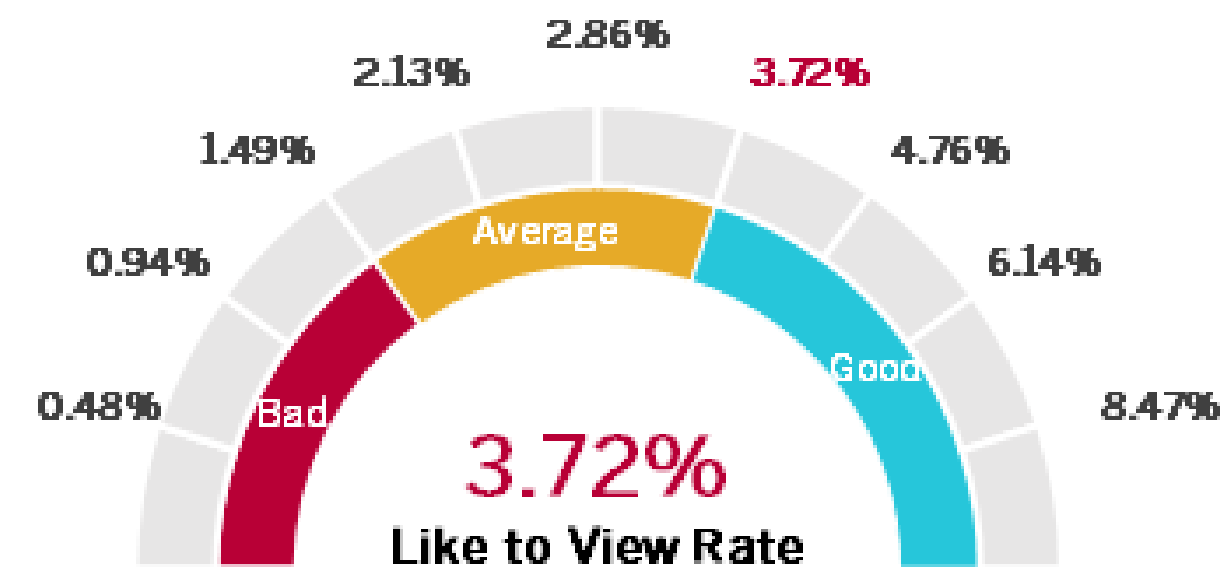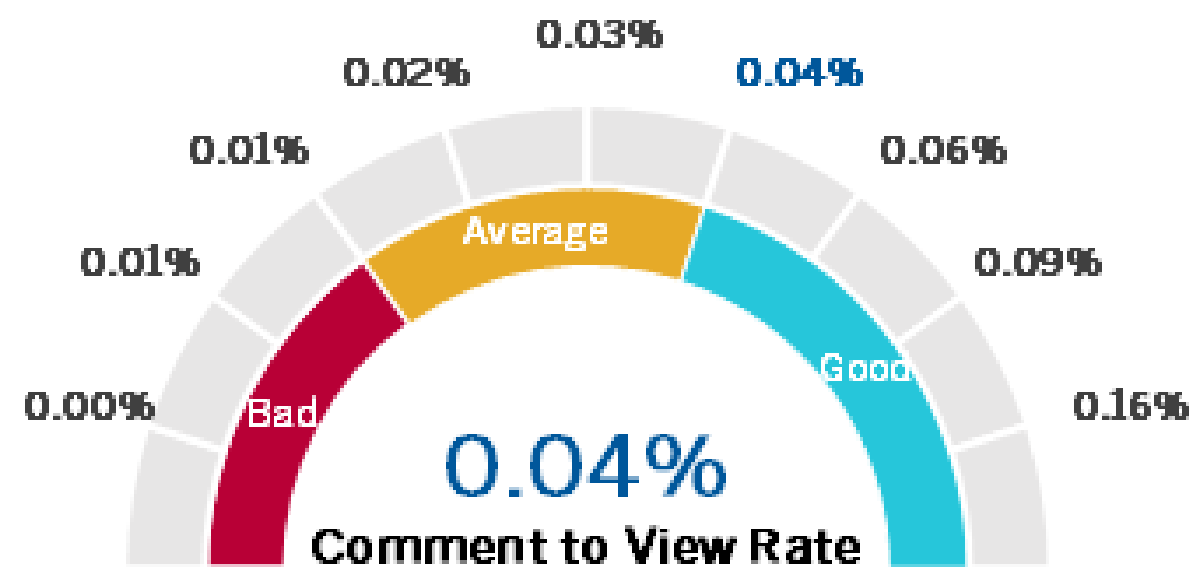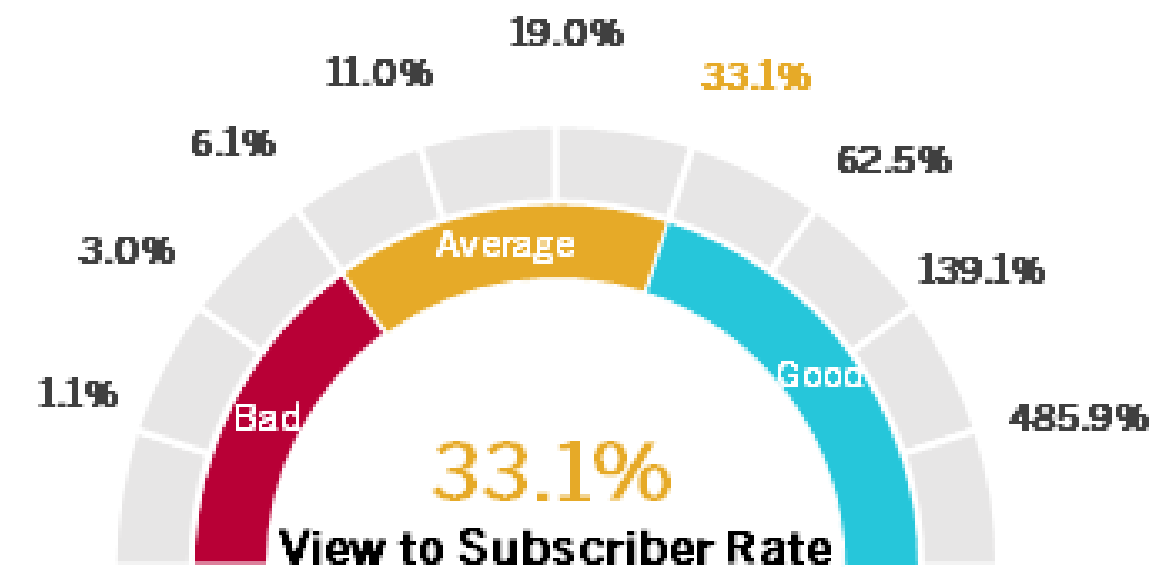Each metric is presented in percentiles distribution.
For example, if you find that a channel's metric is in the 90th percentile,
that means that this channel scored better than 90% of all analyzed channels.

A score of 60 is considered to be in the good range already.
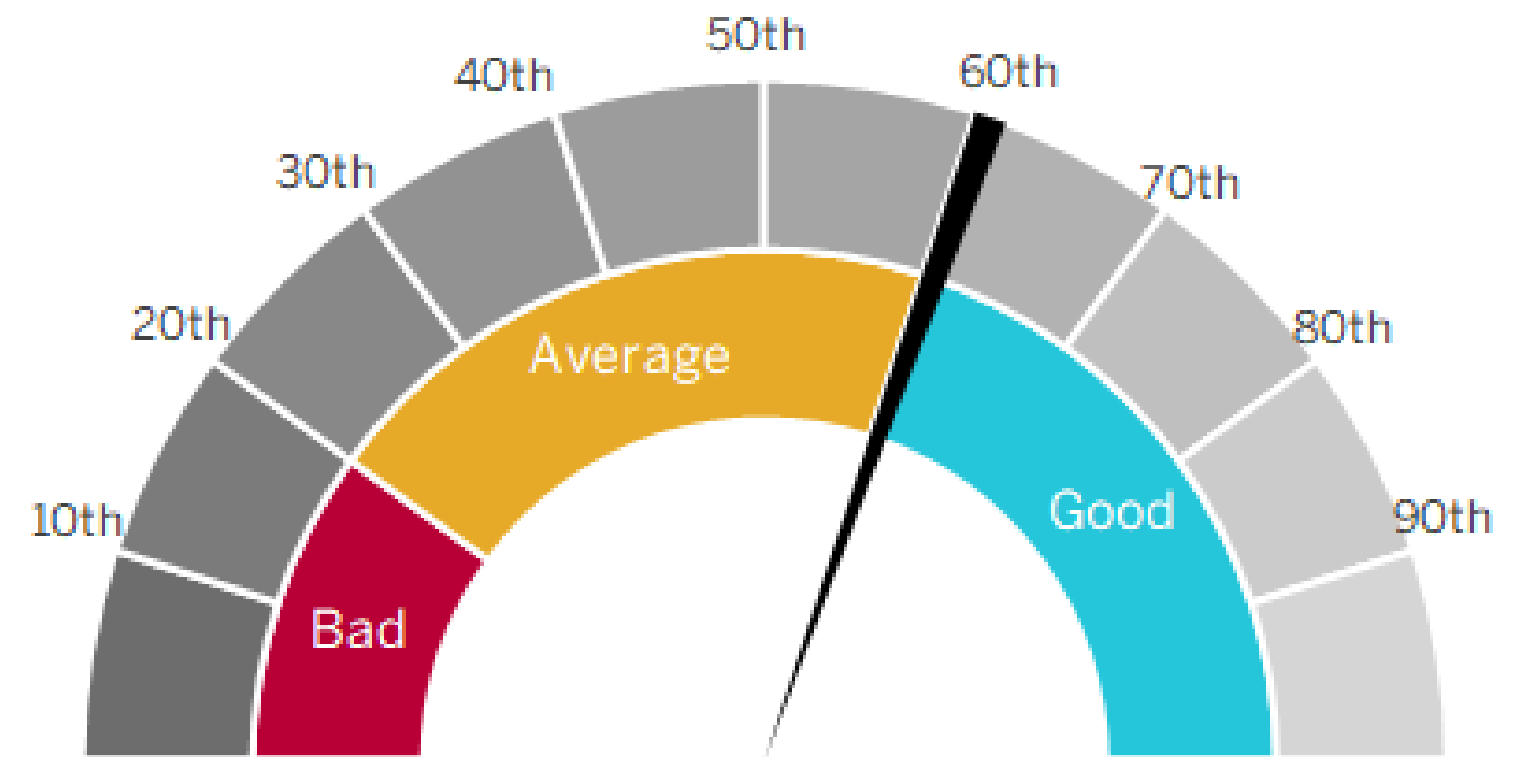
3. GOOD RANGES IN GENERAL
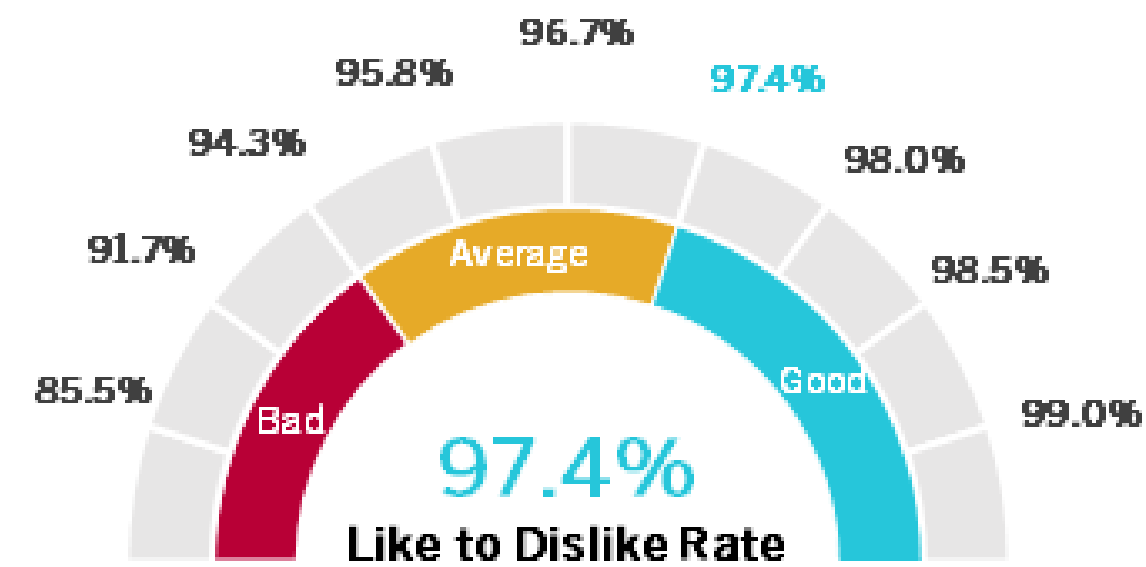
Accounts that show values higher than the numbers stated above are considered as having a good performance.

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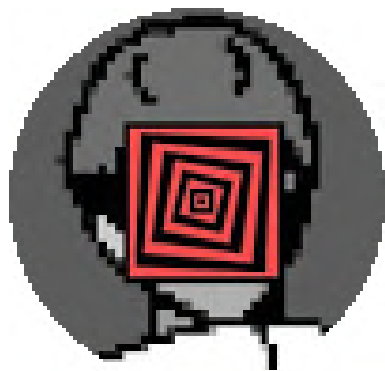
PewDiePie

98.56% ☑
Like to Dislike Rate

6.86% ☒
View to Subscriber Rate

0.07% ☑
Comment to View Rate

8.07% ☑
Like to View Rate

The account @pewdiepie scores in the good range for 3 out of 4 metrics. His View to Subscriber Rate, however, only shows an average performance.

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4. BENCHMARKS BASED ON ACCOUNT SIZES

BENCHMARKS BASED ON ACCOUNT SIZES

Like to Vote Ratio

Account Size	Like to Vote Ratio
<5K	98.36%
5K-10K	98,19%
10K-25K	96,88%
25K-50K	97,00%
50K-75K	97,15%
75K-100K	97,30%
100K-150K	97,39%
150K-250K	97,57%
250K-500K	97,69%
500K-1M	97,74%
>1M	97,74%
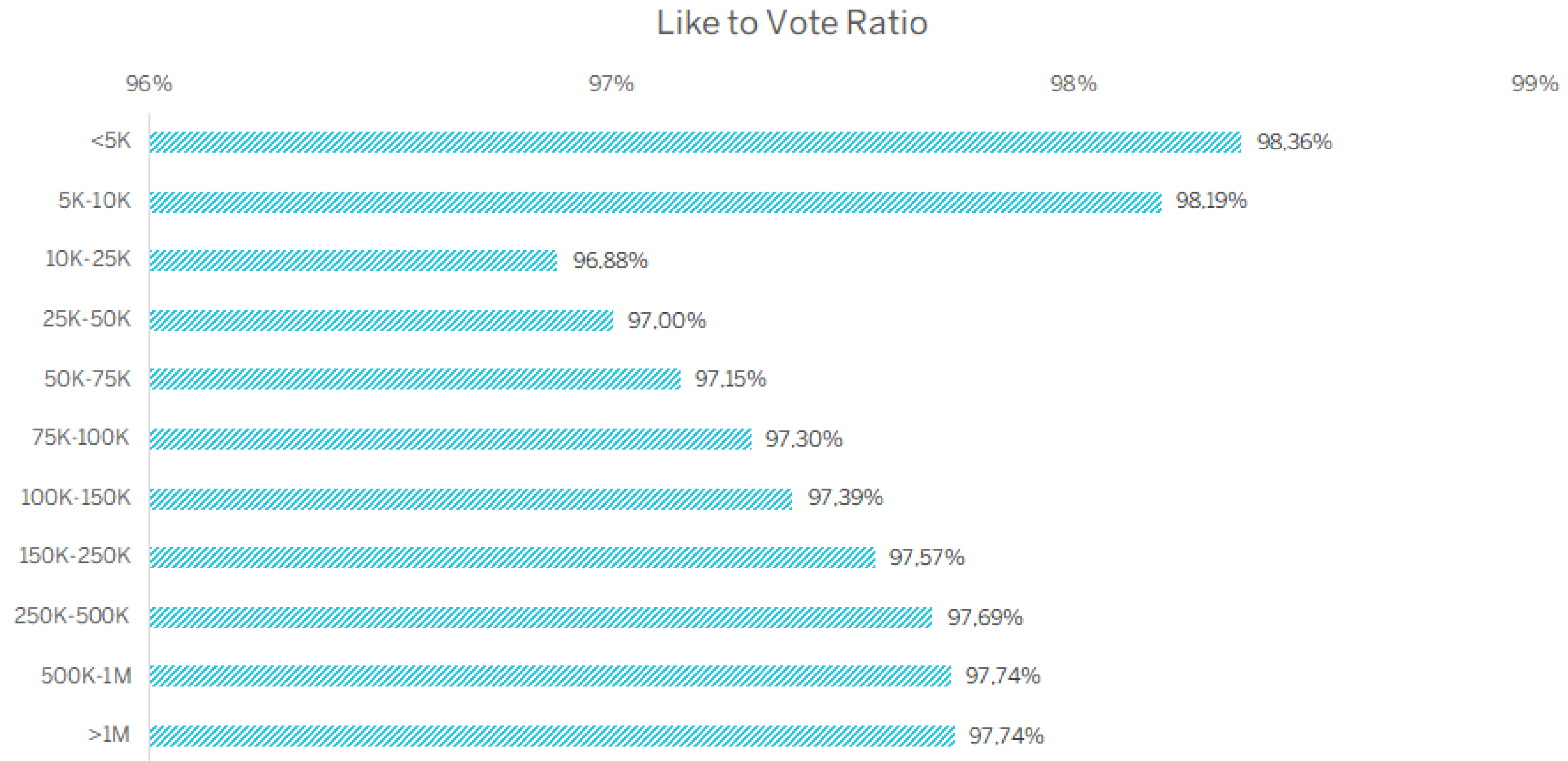
Read: For accounts smaller than 5k subscribers, 98.36% of the users that have voted a video have liked that video. The drop between 5-10k and 10-25k might look severe at first glance. However, note that the difference only accounts for less than 2%.

BENCHMARKS BASED ON ACCOUNT SIZES

View to Subscriber Ratio

Account Size	View to Subscriber Ratio
<5K	177,78%
5K-10K	87,40%
10K-25K	62,63%
25K-50K	49,06%
50K-75K	33,11%
75K-100K	31,43%
100K-150K	25,42%
150K-250K	23,90%
250K-500K	20,61%
500K-1M	18,42%
>1M	15,82%
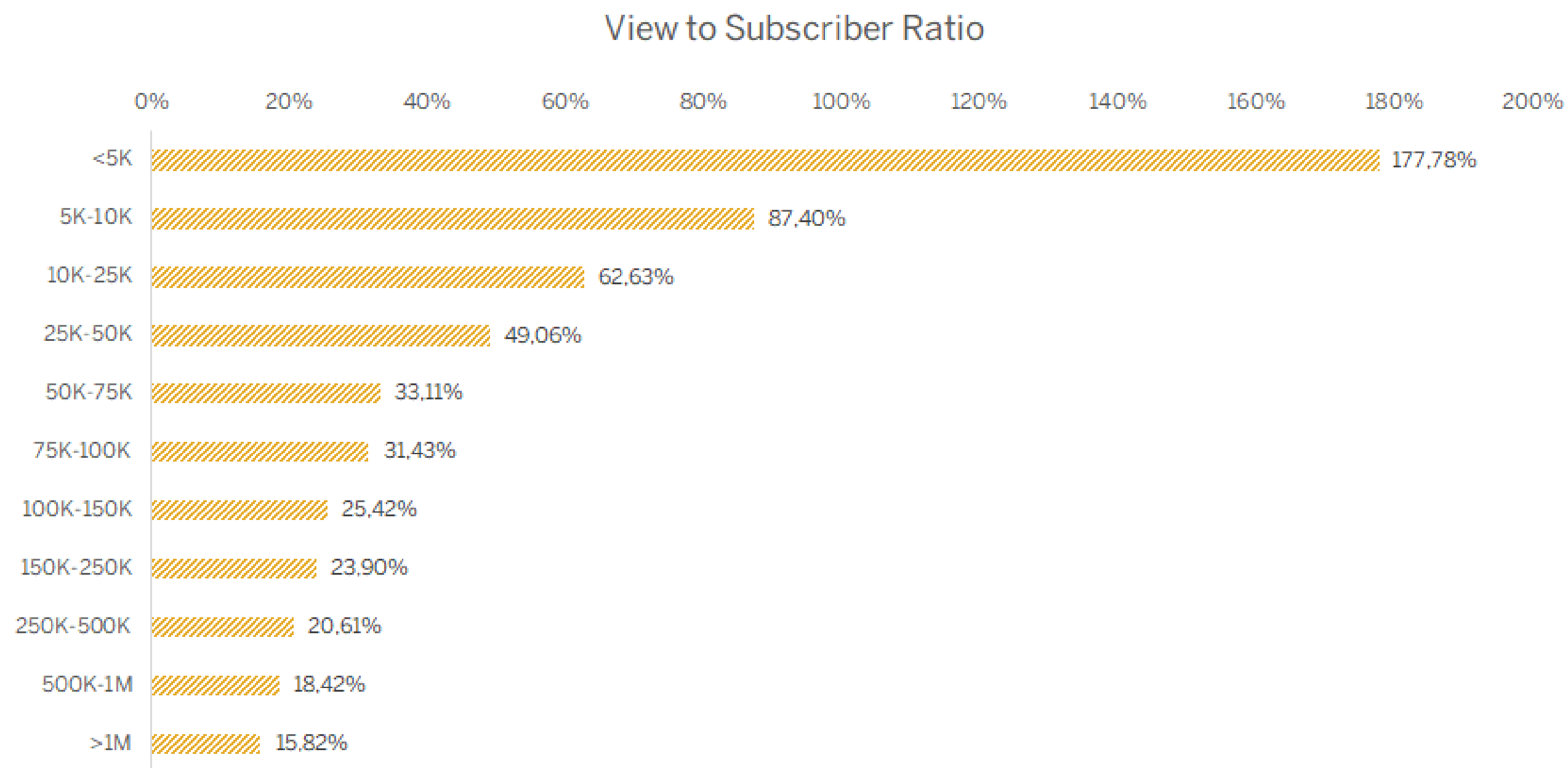
**Read: For accounts smaller than 5k subscribers, 177.78% of the users that are subscribed to the channel have watched a video.
In this case, it means that the videos have been watched by more users than only those that are subscribed to the channel.**

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BENCHMARKS BASED ON ACCOUNT SIZES

Comment to View Ratio

Account Size	Ratio
<5K	0,15%
5K-10K	0,11%
10K-25K	0,04%
25K-50K	0,04%
50K-75K	0,04%
75K-100K	0,04%
100K-150K	0,05%
150K-250K	0,05%
250K-500K	0,04%
500K-1M	0,04%
>1M	0,03%
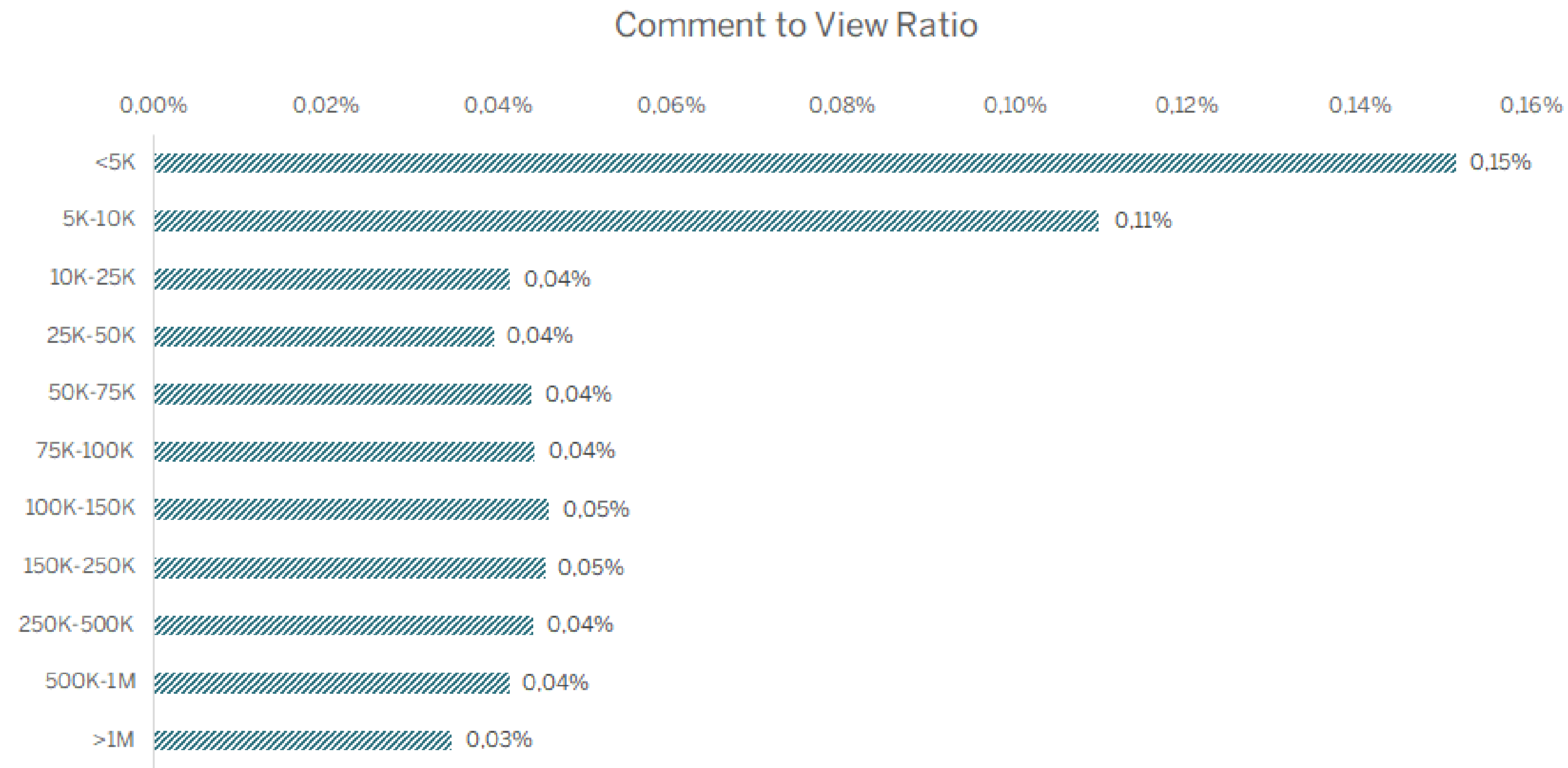
Read: For accounts smaller than 5k subscribers, 0.15% of the users that have watched a video have also commented on that video.

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BENCHMARKS BASED ON ACCOUNT SIZES

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Like to View Ratio

Account Size	Like to View Ratio
<5K	5,56%
5K-10K	5,71%
10K-25K	2,78%
25K-50K	2,90%
50K-75K	3,23%
75K-100K	3,51%
100K-150K	3,78%
150K-250K	4,05%
250K-500K	4,27%
500K-1M	4,38%
>1M	4,37%
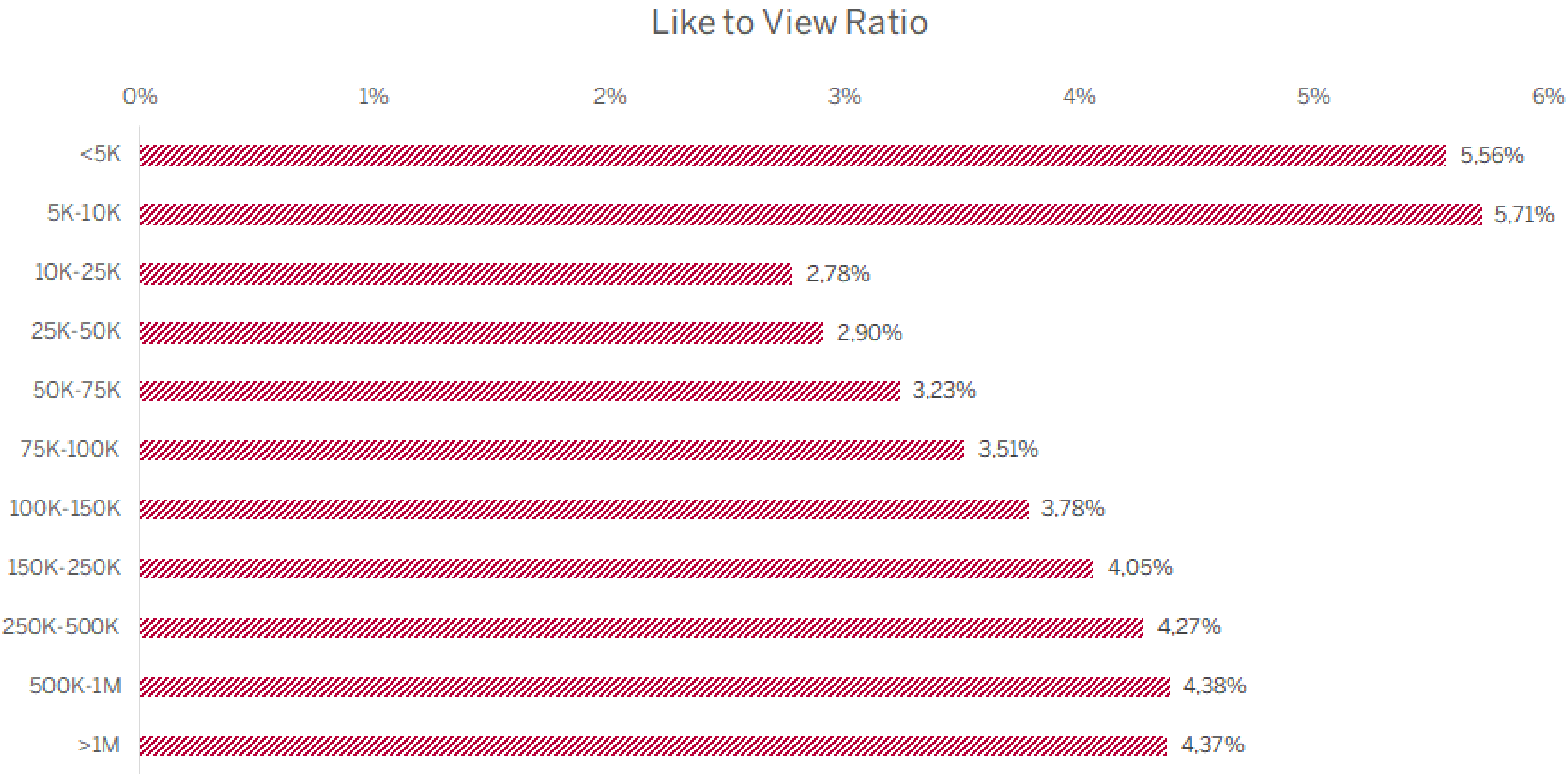
Read: For accounts smaller than 5k subscribers, 5.56% of the users that have viewed a video have liked that video.

5. BENCHMARKS BASED ON COUNTRIES

BENCHMARKS BASED ON COUNTRIES (main markets)

View to Subscriber Ratio

Country	Ratio
Australia	27,2%
Austria	38,6%
Brazil	9,2%
France	34,7%
Germany	35,0%
India	9,8%
Italy	25,0%
Netherlands	31,2%
Others	39,5%
Poland	17,5%
Spain	48,7%
Sweden	29,0%
Switzerland	24,0%
United Kingdom	18,1%
United States	10,7%
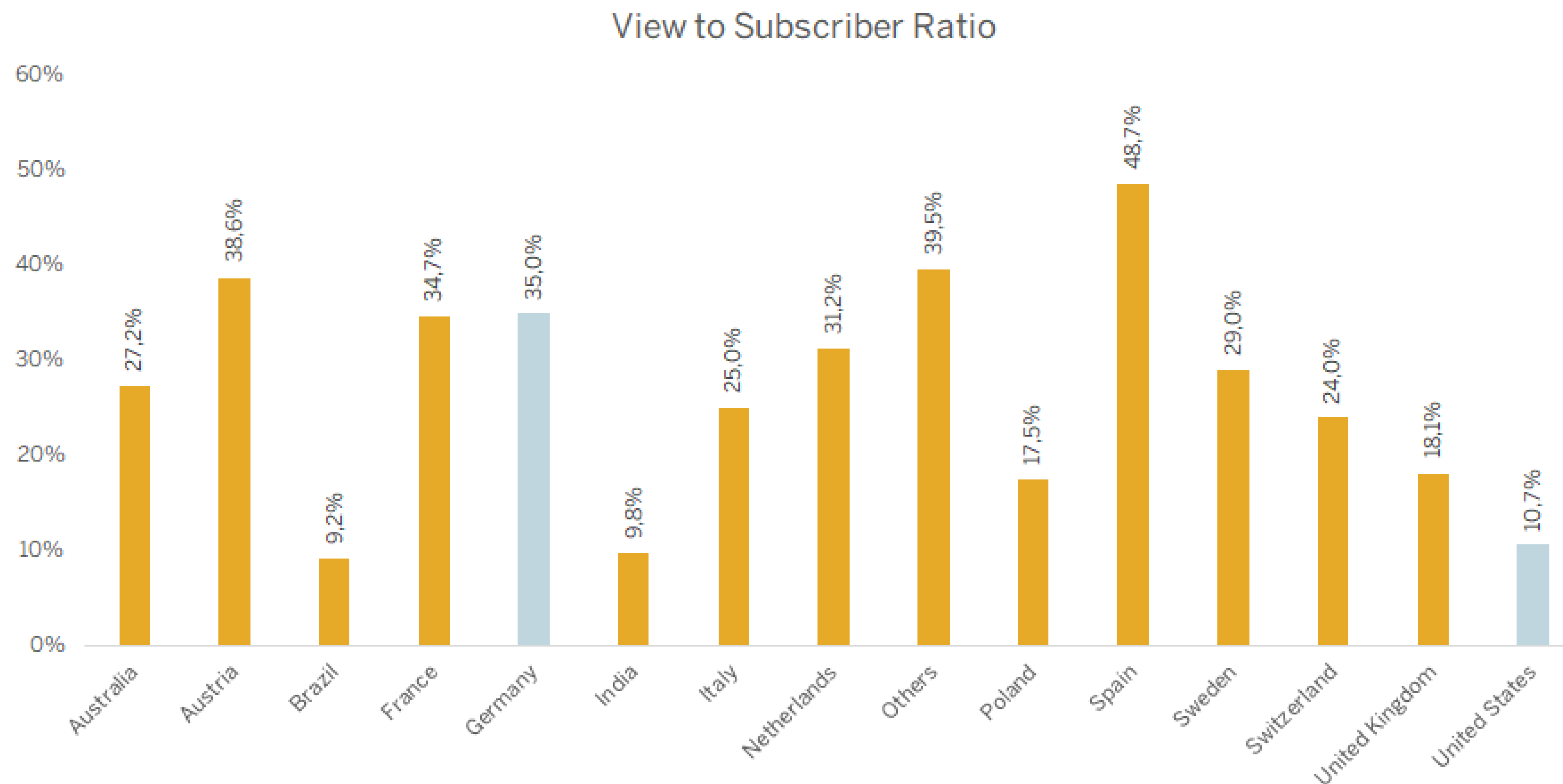
Read: For accounts based in Australia, 27.2% of the users that are subscribed to the channel have watched a video.

BENCHMARKS BASED ON COUNTRIES (main markets)

INFLUENCER^{DB}

Comment to View Ratio

Country	Ratio
Australia	0,056%
Austria	0,055%
Brazil	0,080%
France	0,050%
Germany	0,061%
India	0,021%
Italy	0,051%
Netherlands	0,041%
Others	0,052%
Poland	0,060%
Spain	0,039%
Sweden	0,059%
Switzerland	0,057%
United Kingdom	0,061%
United States	0,045%
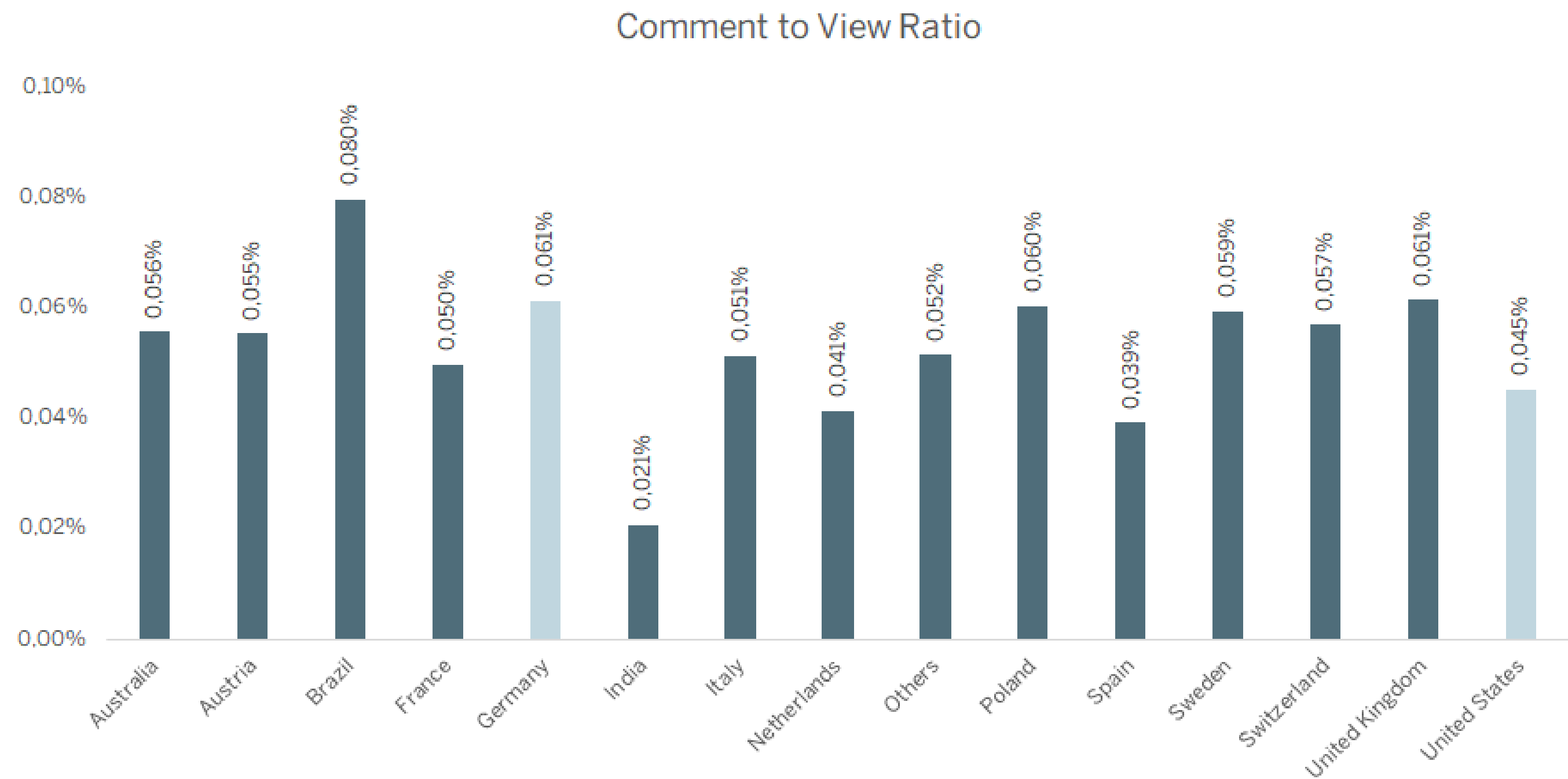
Read: For accounts based in Australia, 0.056% of the users that have watched a video have also commented on that video.

Like to View Ratio

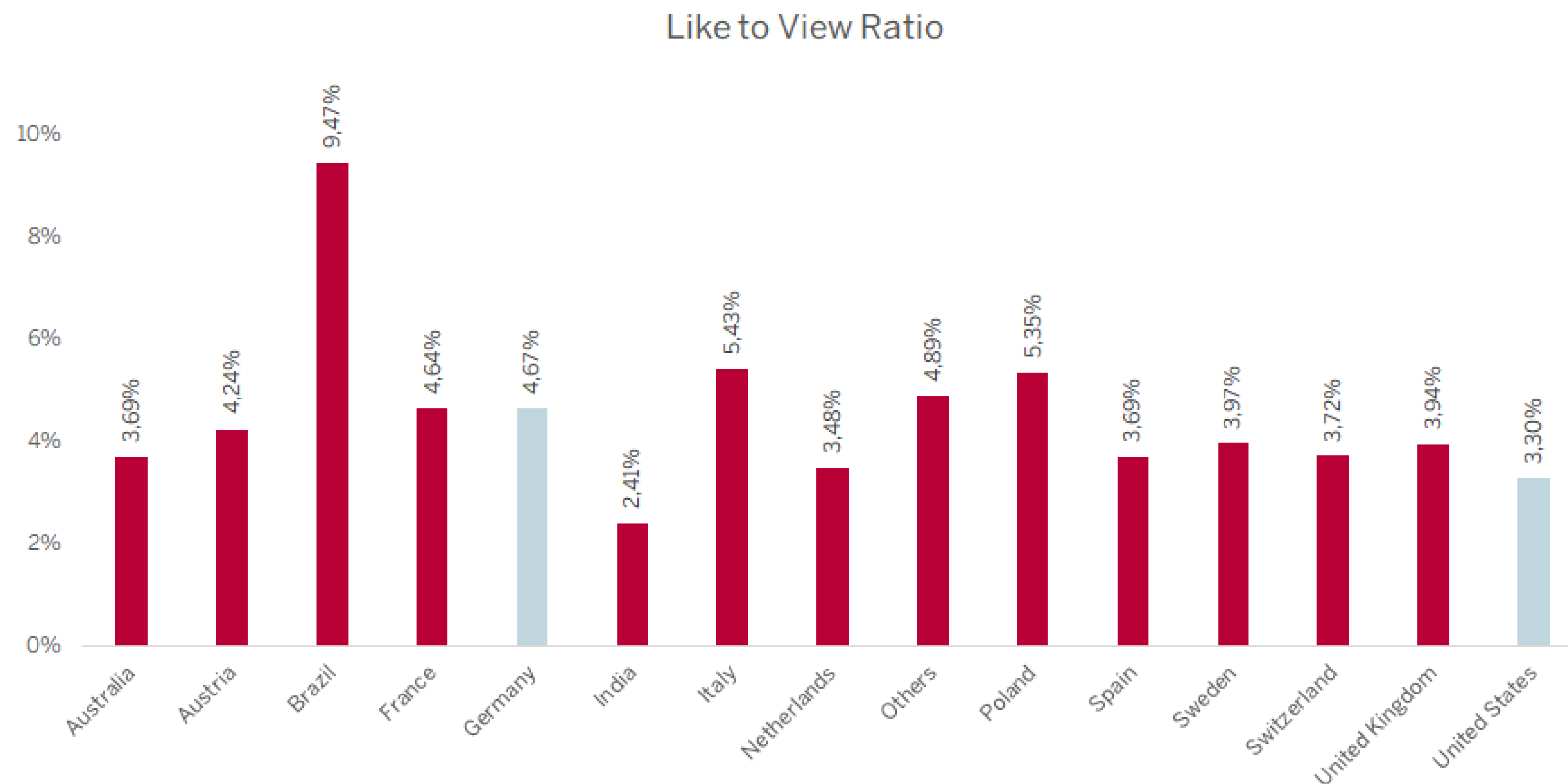| Country	Like to View Ratio
Australia	3,69%
Austria	4,24%
Brazil	9,47%
France	4,64%
Germany	4,67%
India	2,41%
Italy	5,43%
Netherlands	3,48%
Others	4,89%
Poland	5,35%
Spain	3,69%
Sweden	3,97%
Switzerland	3,72%
United Kingdom	3,94%
United States	3,30%

Read: For accounts based in Australia, 3.69% of the users that have viewed a video have liked that video.
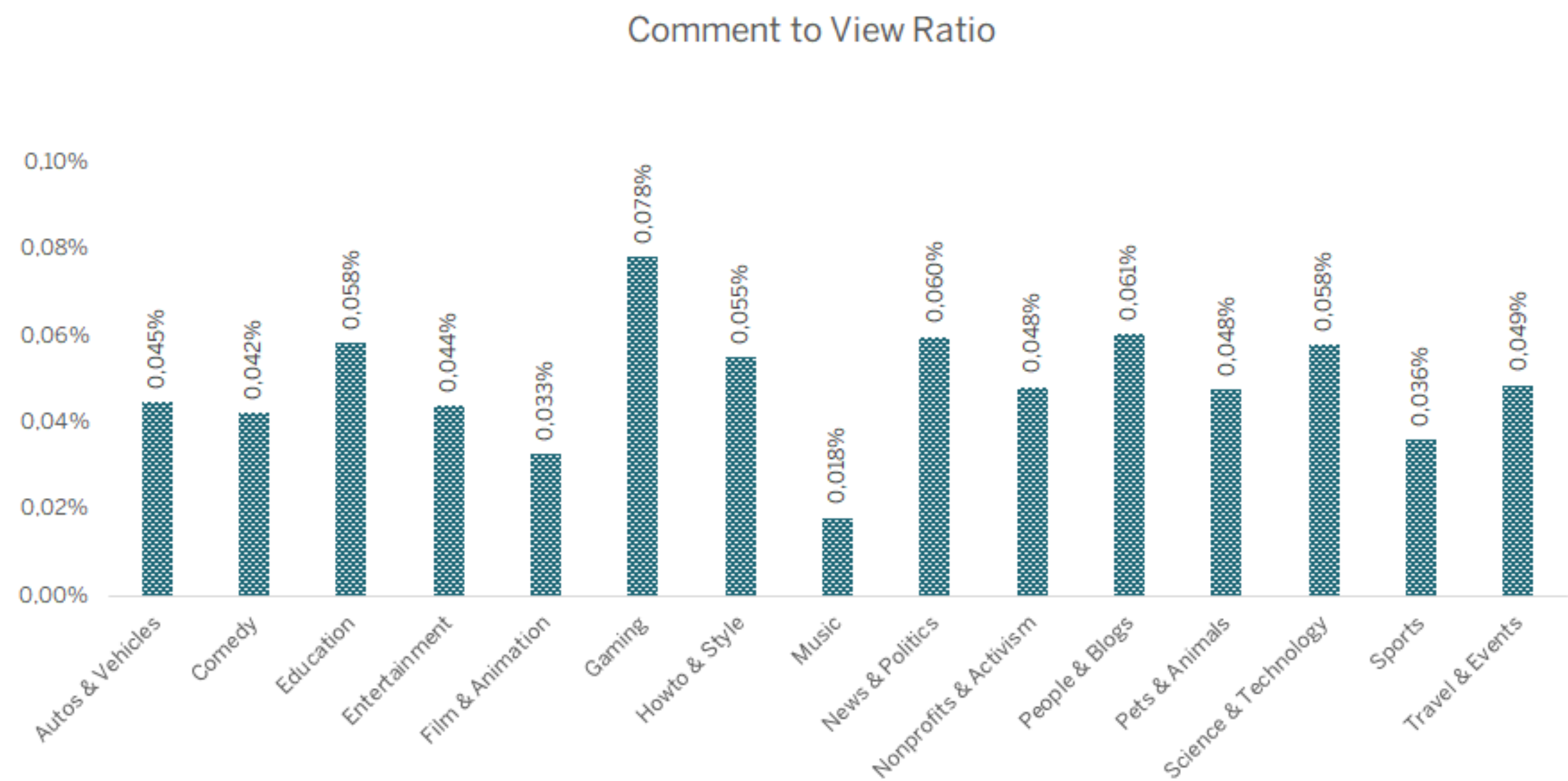
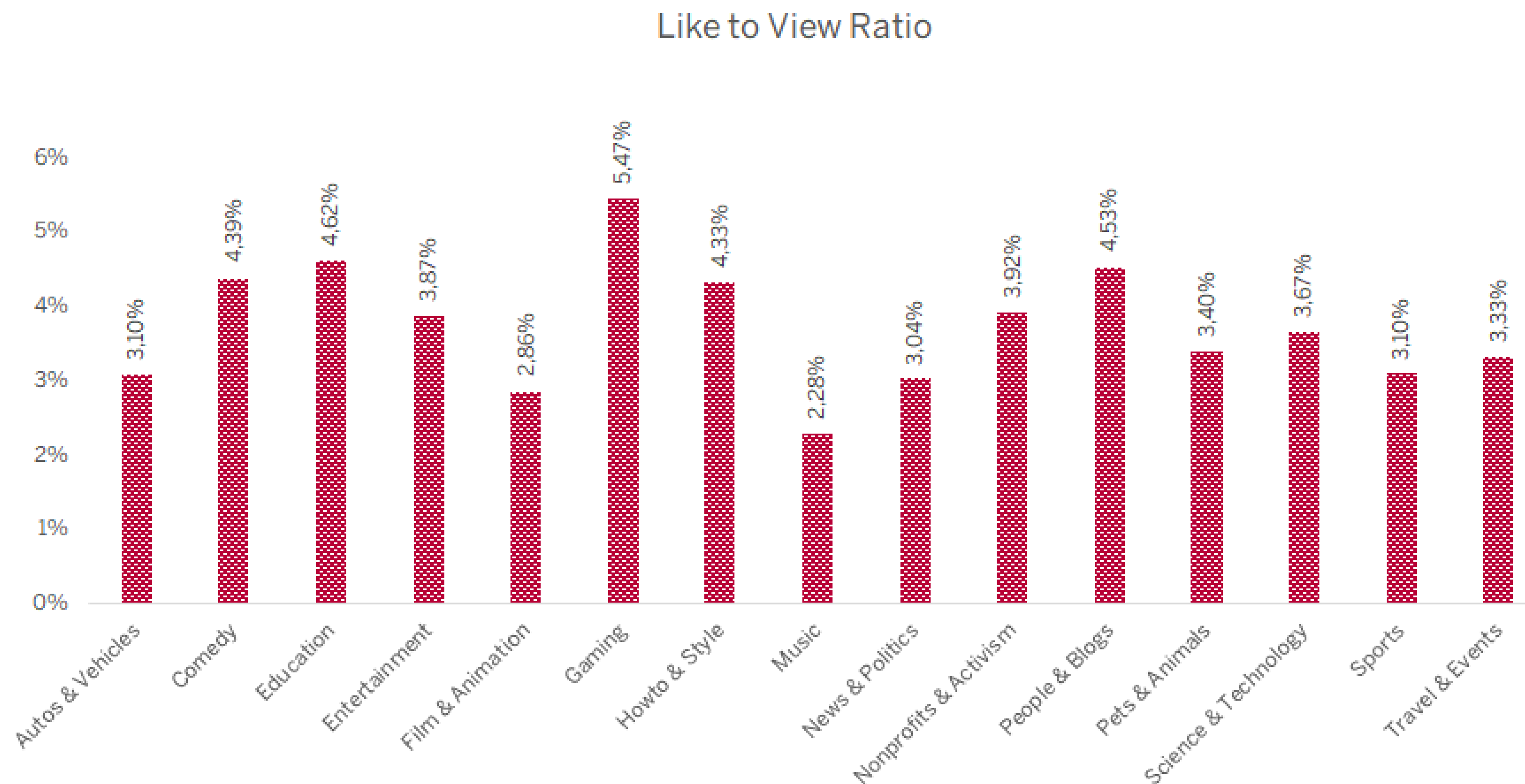# 6. BENCHMARKS BASED ON CATEGORIES

BENCHMARKS BASED ON CATEGORIES

Like to Vote Ratio
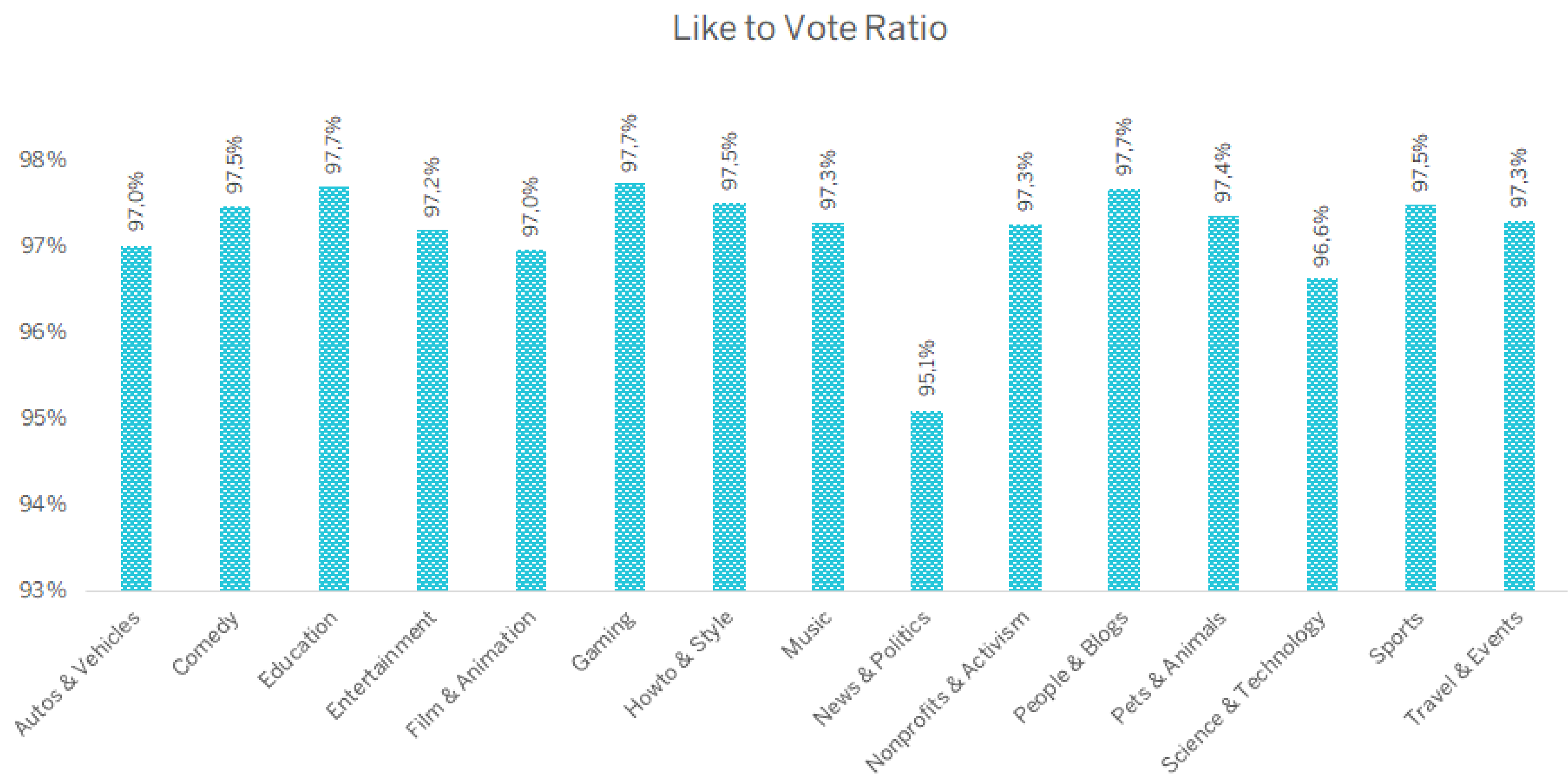
Read: For accounts from the category 'Autos & Vehicles', 97.0% of the users that have voted a video have liked that video.

Comment to View Ratio

Read: For accounts from the category 'Autos & Vehicles', 31.6% of the users that are subscribed to the channel have watched a video.

BENCHMARKS BASED ON CATEGORIES

Like to View Ratio

Category	Ratio
Autos & Vehicles	3,10%
Comedy	4,39%
Education	4,62%
Entertainment	3,87%
Film & Animation	2,86%
Gaming	5,47%
Howto & Style	4,33%
Music	2,28%
News & Politics	3,04%
Nonprofits & Activism	3,92%
People & Blogs	4,53%
Pets & Animals	3,40%
Science & Technology	3,67%
Sports	3,10%
Travel & Events	3,33%

Read: For accounts from the category 'Autos & Vehicles', 3.10% of the users that have viewed a video have liked that video.

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