

## **Mark Thorn's five powerful tips for optimising your online video:**

### **Video 5:**

#### **Use video reporting to improve results**

How do you know if your videos are earning their keep, giving you a healthy return on investment?

The key is data analysis and reporting.

By its very nature, online video is a great tool for gathering market intelligence, and this is where a lot of commercial value can be gained.

From the moment you upload or email your first videolinc we can gather and combine reports from your email provider, your web analytics and of course from our video back-end. These reports will show stats and trends that reveal things like:

- How many people watched each video?
- Who were they?
- Did they answer your call to action?
- From where did they access the video?
- How long did they watch for? Even...
- Did they rewind and re-watch the video and
- Forward it to someone else?

These stat's help you gauge how effective your campaigns are and point to how we might improve results.

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About Mark Thorn: Mark is the founder and visionary behind VideoLinc. Across a 30-year career in broadcast media and online video delivery, he has designed and implemented substantial new businesses and solutions in video delivery platforms, targeted advertising and content production. Mark is an exemplary producer, writer and technical architect who is always ahead of the curve.

See other videos in this series at [www.videolinc.com.au/videoblogs](http://www.videolinc.com.au/videoblogs)

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