

AT A GLANCE

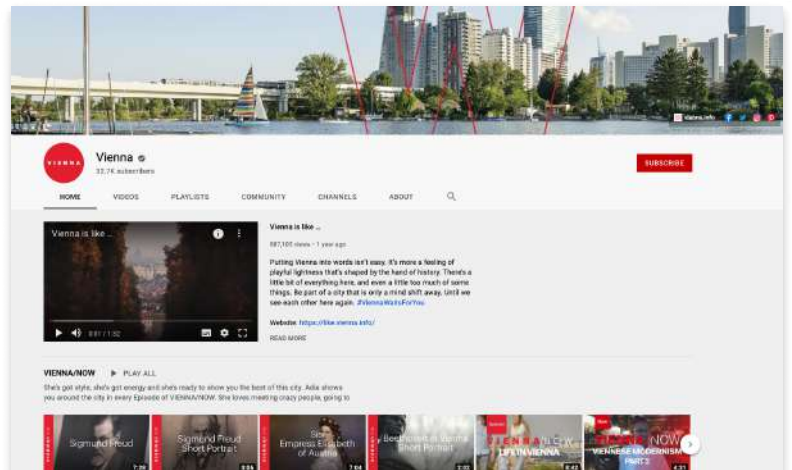
Organisation: Wien Tourismus

Industry: Tourism

Location: Austria

Use of YouTube:

- Content Marketing
- Video Hosting
- Paid Advertising



CUSTOMER PROFILE

The Vienna Tourist Board inspires and assists travelers, visitors, and locals with **information and services about Vienna**, the capital city of Austria.

OBJECTIVE

Vienna Tourism Board aimed to get more views on their videos by optimizing them for search without the use of any paid media.

The goal was to **organically reach target audiences** through both YouTube and Google and to rank better with their videos.

STRATEGY

Vienna Tourism Board analyzed their YouTube channel with the help of the tubics software and identified **11 videos with high potential** for initial optimization.

Within the first three months of the project, video metadata of the respective content was successfully optimized with tubics.

The development and growth were measured, tracked, and analyzed in the tubics dashboard weekly.

The set of videos got improved regarding **video title, description, tags, subtitles, and thumbnails**.

KEY RESULTS

+447%

Watch time via Suggested Videos

+114%

Organic watch time via Google

+235%

Organic views via YouTube search

+192%

Organic views via YouTube suggestions

Ready to grow your brand on YouTube?

Contact us and get a free consulting session to discover your potential on YouTube.