

## AT A GLANCE

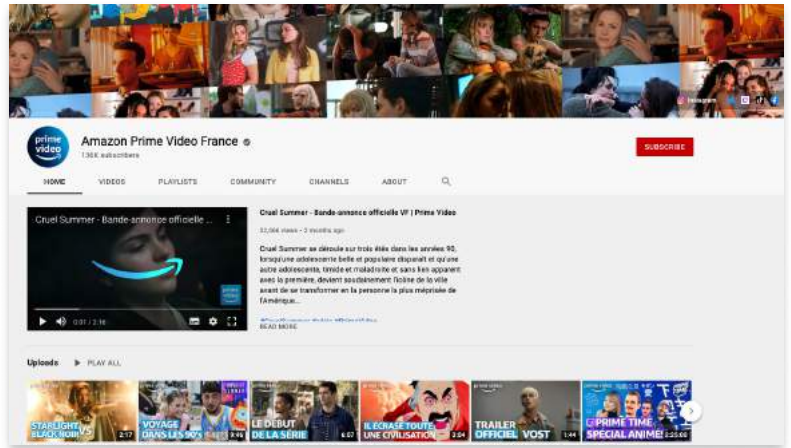
Organisation: Prime Video France

Industry: Media

Location: France

Use of YouTube:

- Content Marketing
- Video Hosting
- Paid Advertising



## CUSTOMER PROFILE

Prime Video France is the french service organization of the **leading global paid subscription program** from Amazon.

## OBJECTIVE

Prime Video France aimed to get more views and more organic watch time by optimizing existing videos and creating new data-driven video formats.

The goal was to **organically reach target audiences** through both YouTube and Google and to increase watch time with their videos.

## STRATEGY

Prime Video France's YouTube channel was connected to the tubics Video SaaS platform. As a result, numerous **optimization recommendations** were implemented and **new videos** were created based on a **data-driven video ideation** process.

As a foundation for further video production **quantitative video briefings** were generated with the platform.

Within 6 months new videos were created and their video metadata was successfully optimized with tubics. The development and growth were measured, tracked, and analyzed in the tubics dashboard weekly.

## KEY RESULTS

+799.000

Organic views via YouTube & Google

+75%

Organic views via YouTube

+190%

Organic views via Google

+140%

Organic watch time via YouTube

+290%

Organic watch time via Google

+130%

Views via Suggested Videos

**Ready to grow your brand on YouTube?**

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