BLUE LEOPARD MEDIA

CASE STUDY · FOR RECORD LABELS

GOOGLE ADS ON YOUTUBE · ALEX WARREN

One music video. *3.11 million views* in 11 days.

What our Google Ads campaigns did for one music video between 12 August and 22 August 2026, read straight from our Google Ads account, and what the same setup looks like on every release in a label's roster.

3.11M	4.79M	64.91%	11 days
views	impressions	view rate	12 Aug – 22 Aug 2026

01 · THE RESULTS

3.11 million views, *each one chosen.*

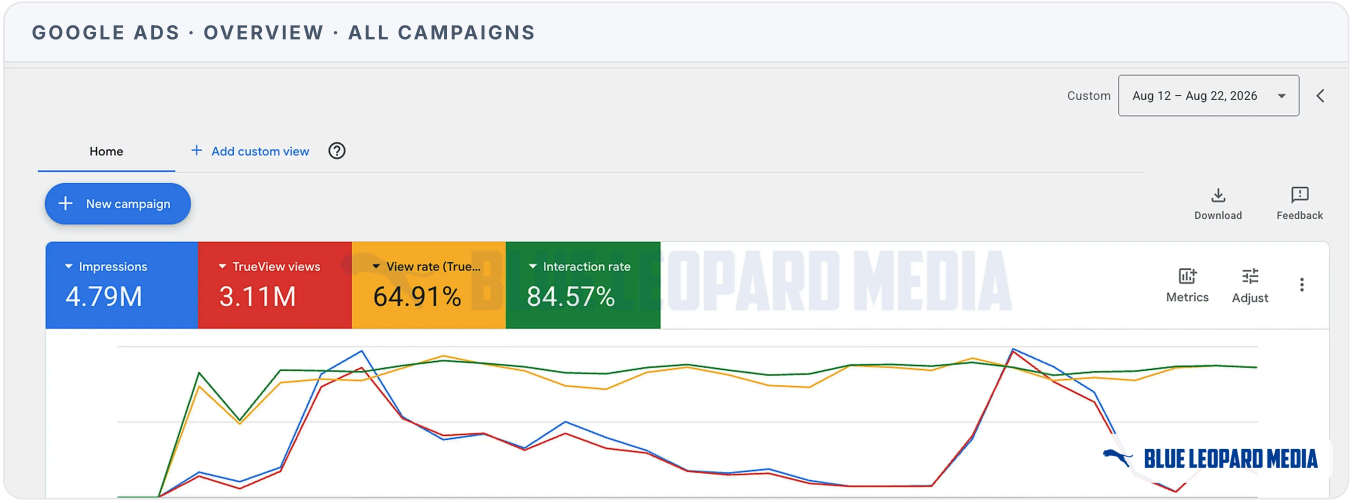
Google Ads video campaigns for the artist's music video on YouTube and the Google Display Network, from 12 to 22 August 2026. Every figure in this case study comes from our Google Ads account. Campaign ordered by Alex Warren's management, who agreed in writing that we can share it.

4.79M
Impressions
Times the video ad was shown.

3.11M
Views
Google Ads (TrueView) views: watched for 30 seconds, or to the end if shorter, or clicked.

64.91%
View rate
Nearly two in three impressions became a view.

84.57%
Interaction rate
How often people who saw the ad went on to interact with it.



Our Google Ads account, 12 August to 22 August 2026. Watermarked; shared with the artist's permission.

Reading the chart

- **Two main pushes.** Views came in two waves: one early in the 11 days and one near the end, with a quieter stretch between them. A campaign can be paced like this around the moments that matter.
- **The rates held.** The yellow line (view rate) and the green line (interaction rate) stay roughly level through both pushes. Showing the video to many more people at the peaks did not lower the share who chose to watch.
- **Views, not plays.** A Google Ads view needs someone to choose to keep watching. People who skip in the first seconds are not counted, and the campaign does not pay for them.

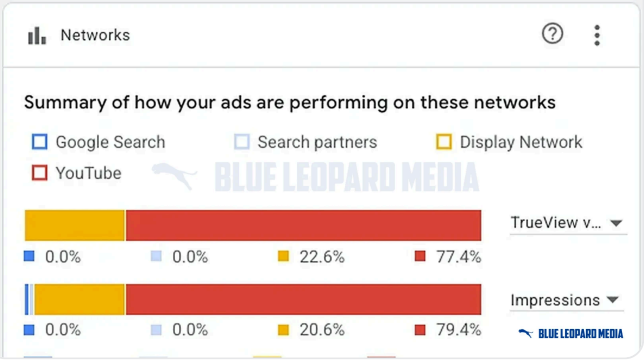
> **For a label, the pushes are the plan.** On a roster, the same budget can be timed around each release week, a remix, a tour announcement or a playlist add, release by release, instead of spread evenly across the month.

02 · WHERE THE VIEWS CAME FROM

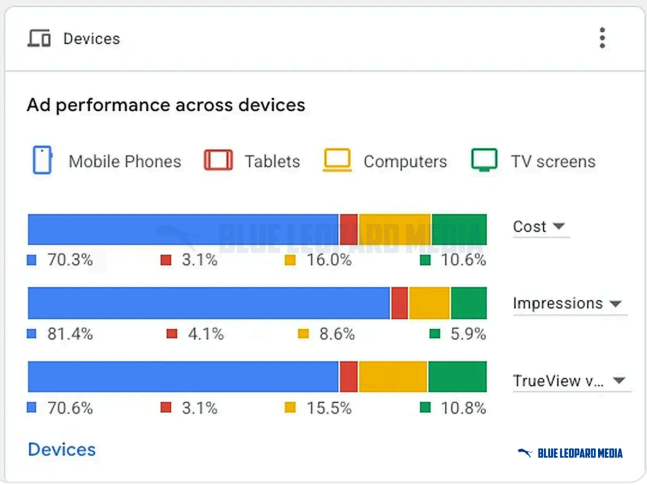
Mostly YouTube, mostly phones, *and the living-room TV.*

Google Ads splits every result by network and by device. These are the shares for the whole campaign, 10 April to 22 August 2026, not only the 11 days above.

GOOGLE ADS · NETWORKS · WHOLE CAMPAIGN



GOOGLE ADS · DEVICES · WHOLE CAMPAIGN



Our Google Ads account, 10 April to 22 August 2026, the whole campaign. Watermarked; shared with the artist's permission.

WHERE	SHARE OF VIEWS	SHARE OF IMPRESSIONS	SHARE OF COST
YouTube	77.4%	79.4%	–
Display Network (partner sites and apps)	22.6%	20.6%	–
Mobile phones	70.6%	81.4%	70.3%
Computers	15.5%	8.6%	16.0%
TV screens	10.8%	5.9%	10.6%
Tablets	3.1%	4.1%	3.1%

Network shares of cost are not shown in the Networks report, so they are left blank.

What labels can take from it

- **Cut the video for the phone.** Seven in ten views were on a phone. The first five seconds, on a small screen, decide whether someone keeps watching.
- **TV screens punch above their weight.** TV screens had 5.9% of impressions but 10.8% of views: people watching on a TV, full screen, kept watching.
- **Mostly YouTube itself.** More than three in four views were on YouTube. The rest came through Google's partner sites and apps.

03 · FOR YOUR ROSTER

The same setup, *on every release.*

On a label plan, every release gets its own Google Ads video campaign, a guaranteed number of views and an editorial feature, reported every week.

PLAN	RELEASES A MONTH	EACH RELEASE GETS	PER MONTH
Label Trial	**1 (once)**	**100,000+ guaranteed worldwide views (or 30,000+ in the US + Top markets), 1 editorial feature, a Day 7 report**	**$647**
Label Starter	3	150,000+ guaranteed worldwide views (or 64,000+ US + Top markets) and 1 editorial feature	$2,500
Label Pro	5	190,000+ guaranteed worldwide views and 2 editorial features; a cover for the lead release	$5,000
Label Scale	8	190,000+ guaranteed worldwide views, 3 editorial features and a cover; launched within 24 hours; a dedicated manager	$8,000

US + Top markets: the US, UK, Canada, Australia, Mexico and Brazil. Month to month, 10% off when you book three months.

How you check our numbers

- **In YouTube Studio:** the views show on the artist's own channel, under the YouTube advertising traffic source.
- **In the weekly Google Ads report:** the same screenshots as in this case study, for every release.
- **No passwords:** we only need the video link. The ads run from our Google Ads account.

The guarantee

Every view count is a guaranteed minimum in the Google Ads report, in every market. If a campaign falls short, the ads keep running at our cost until they reach it.

The counts apply to videos Google approves without limits; if a video is approved with limits, we tell you what to expect before we start. We do not guarantee streams, playlist placements, chart positions or the public view count, which YouTube decides.

Press on every release

Every release gets an editorial feature with the artist's name in the headline, live within 24 hours of your approval. From Label Pro, the lead release also gets the artist's own magazine cover; on Label Scale, every release does.

Right: real client covers from our PR & Media work.







Test it on one release.

100,000+ guaranteed worldwide views, one editorial feature and a Day 7 report with the Google Ads screenshots. Sign a plan within 14 days and the $647 counts toward your first month.

Reply to our email, write to **contact@blueleopardmedia.com**, or WhatsApp **+1 825-589-6826**.

$647
one release · one payment