



GOOGLE ADS ON YOUTUBE · MUSIC VIDEO LAUNCH

One music video. *6.26 million views* in 19 weeks.

What our Google Ads campaigns did for one music video between 10 April 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.

6.26M

views

9.64M

impressions

64.94%

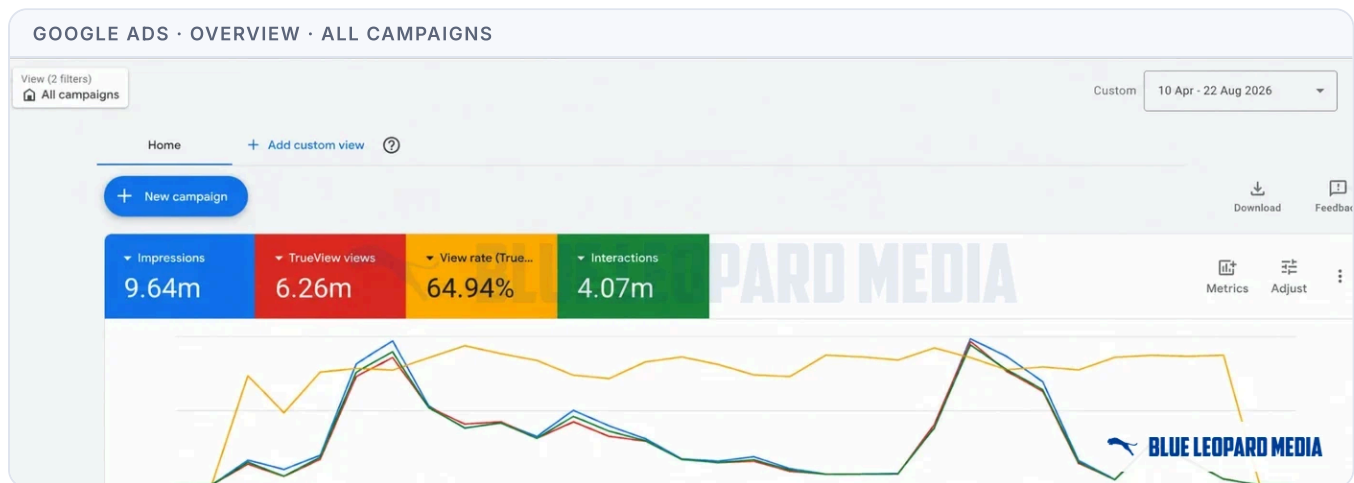
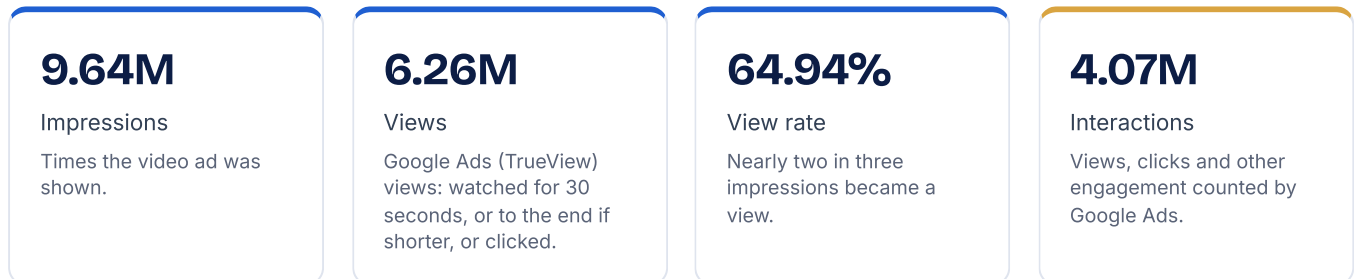
view rate

19 weeks

10 Apr – 22 Aug 2026

6.26 million views, *each one chosen*.

The artist's music video ran as Google Ads video campaigns on YouTube and the Google Display Network for 19 weeks. Every figure in this case study comes from our Google Ads account. The artist agreed in writing that we can share the campaign metrics; we keep their name private.



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

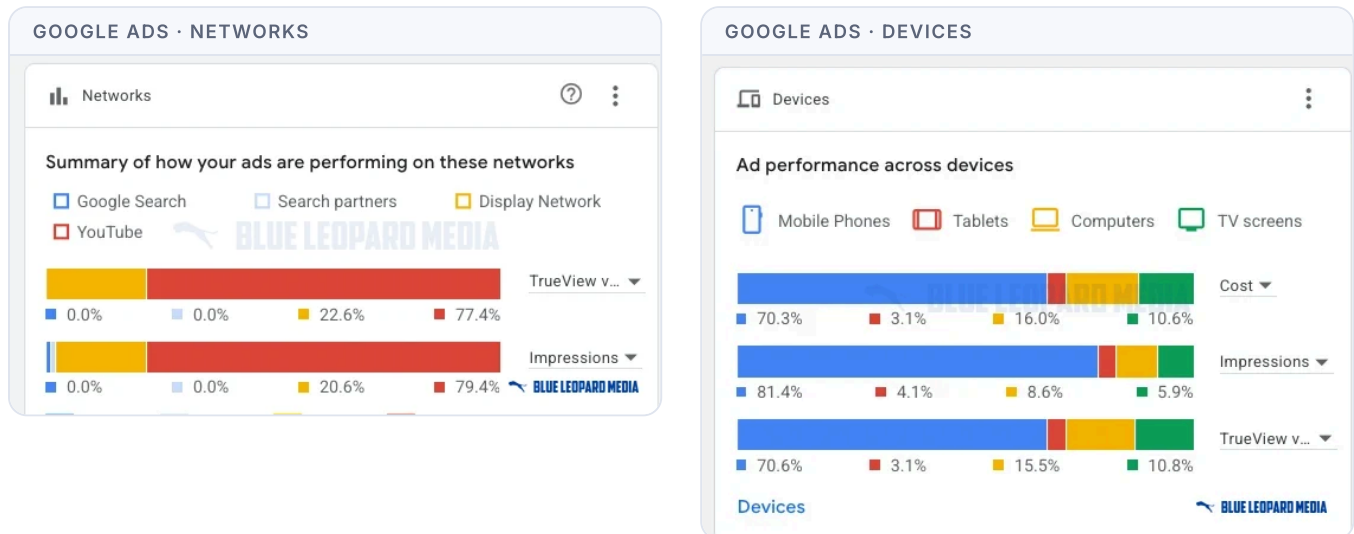
Reading the chart

- **Two main pushes.** Views came in two waves: one in the opening weeks and one in the final third of the run, with quieter weeks between them. A campaign can be paced like this around the moments that matter.
- **The view rate held.** The yellow line (view rate) stays 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. Viewers 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.

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 19 weeks.



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

WHERE	SHARE OF VIEWS	SHARE OF IMPRESSIONS	SHARE OF COST
YouTube	77.4%	79.4%	–
Google Display Network (videos on 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.

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