BLUE LEOPARD MEDIA

CASE STUDY · FOR RECORD LABELS

GOOGLE ADS ON YOUTUBE · SUMMER WALKER

One music video. *1.5 million views* in 8 days.

What our Google Ads campaigns did for one music video between 5 November and 12 November 2025, read straight from our Google Ads account, and what the same setup looks like on every release in a label's roster.

1.50M	4.58M	32.77%	8 days
views	impressions	view rate	5 Nov – 12 Nov 2025

01 · THE RESULTS

1.5 million views, *each one chosen.*

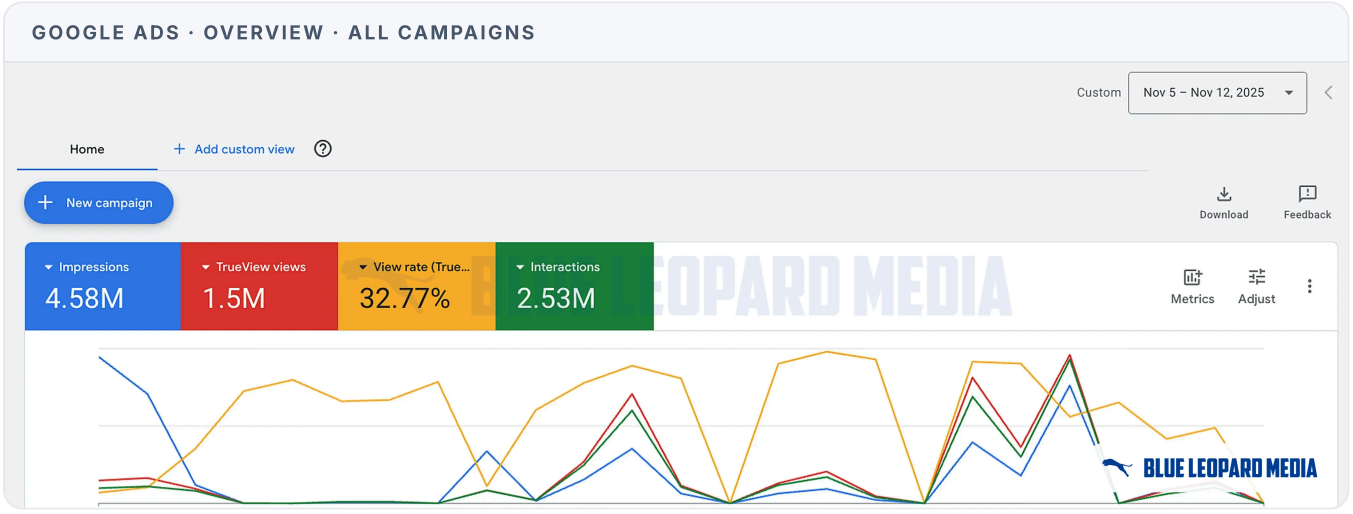
Google Ads video campaigns for the artist's music video on YouTube and the Google Display Network, from 5 to 12 November 2025. Every figure in this case study comes from our Google Ads account. Campaign ordered by Summer Walker's management, who agreed in writing that we can share it.

4.58M
Impressions
Times the video ad was shown.

1.50M
Views
Google Ads (TrueView) views: watched for 30 seconds, or to the end if shorter, or clicked.

32.77%
View rate
About one in three impressions became a view.

2.53M
Interactions
Views, clicks and other engagement counted by Google Ads.



Our Google Ads account, 5 November to 12 November 2025. Watermarked; shared with the artist's permission.

Reading the chart

- **Short and fast.** Eight days, run in pushes: views (the red line) rise and fall several times, with the biggest peak near the end.
- **The view rate held up.** The yellow line (view rate) stays high on the days the ads ran at full pace, and drops only where delivery paused.
- **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.

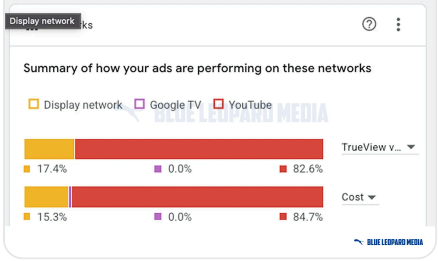
> **For a label, the pushes are the plan.** On a roster, the same budget can be timed around each release week, a remix, a tour announcement or a playlist add, release by release, instead of spread evenly across the month.

02 · WHERE THE VIEWS CAME FROM

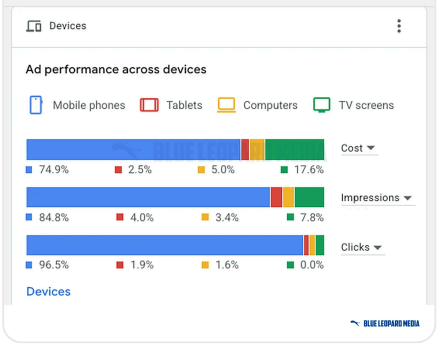
Mostly YouTube, *mostly phones*.

Google Ads splits every result by network, by device and by day and hour. These are the reports for the whole campaign.

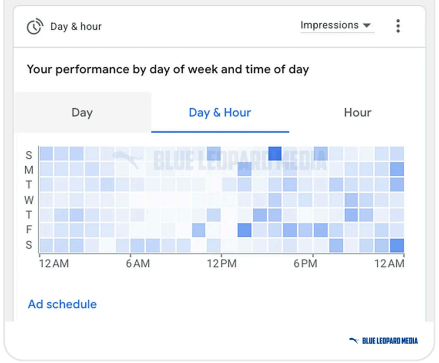
GOOGLE ADS · NETWORKS



GOOGLE ADS · DEVICES



GOOGLE ADS · DAY & HOUR



Our Google Ads account, 5 November to 12 November 2025. Watermarked; shared with the artist's permission.

WHERE	VIEWS	IMPRESSIONS	COST	CLICKS
YouTube	82.6%	–	84.7%	–
Display Network (partner sites and apps)	17.4%	–	15.3%	–
Mobile phones	–	84.8%	74.9%	96.5%
TV screens	–	7.8%	17.6%	0.0%
Computers	–	3.4%	5.0%	1.6%
Tablets	–	4.0%	2.5%	1.9%

Share of each, for the whole campaign. The Networks and Devices reports split different measures, so some cells are blank.

What labels can take from it

- **Mostly YouTube itself.** 82.6% of the views ran on YouTube, for 84.7% of the cost. The rest came through Google's partner sites and apps.
- **Phones did the clicking.** 96.5% of clicks came from phones, on 84.8% of impressions.
- **TV screens are the premium seat.** TV screens took 17.6% of the cost for 7.8% of the impressions: a pricier placement, bought for people watching full screen.
- **Weekends stand out.** In the Day & hour report, the darkest cells are Sunday afternoon and late on Saturday night.

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