BLUE LEOPARD MEDIA

CASE STUDY · FOR RECORD LABELS

GOOGLE ADS ON YOUTUBE · ELLA LANGLEY

One music video. *9.57 million views* in 10 weeks.

What our Google Ads campaigns did for one music video between 1 February and 10 April 2026, read straight from our Google Ads account, and what the same setup looks like on every release in a label's roster.

9.57M	19.02M	49.35%	10 weeks
views	impressions	view rate	1 Feb – 10 Apr 2026

01 · THE RESULTS

9.57 million views, *each one chosen.*

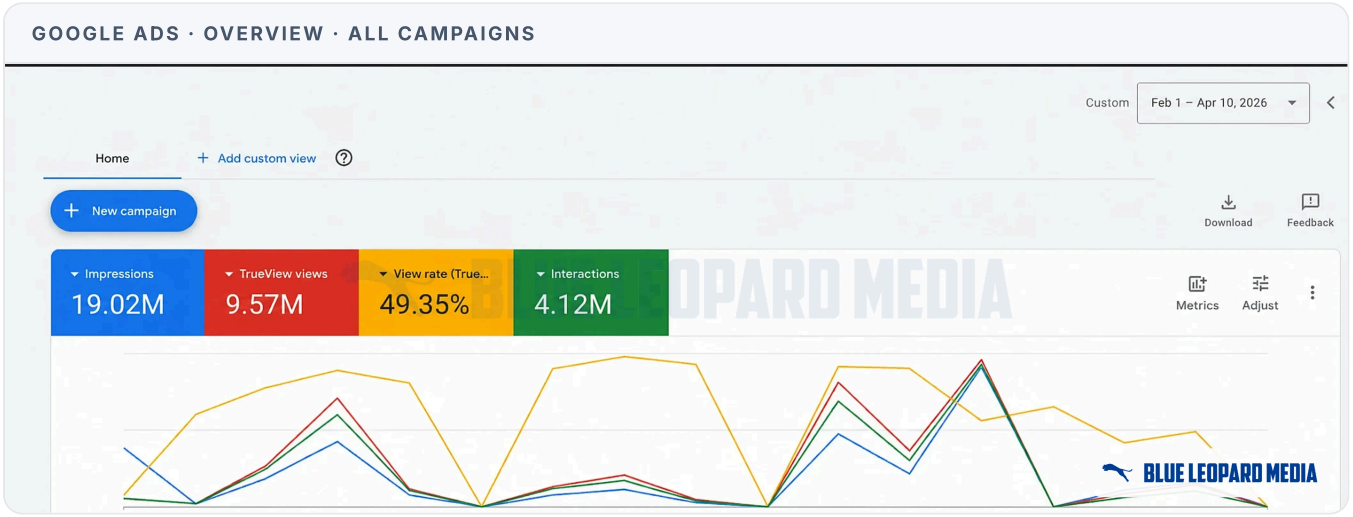
Google Ads video campaigns for the artist's music video on YouTube, from 1 February to 10 April 2026. Every figure in this case study comes from our Google Ads account. Campaign ordered by Ella Langley's management, who agreed in writing that we can share it.

19.02M
Impressions
Times the video ad was shown.

9.57M
Views
Google Ads (TrueView) views: watched for 30 seconds, or to the end if shorter, or clicked.

49.35%
View rate
About one in two impressions became a view.

4.12M
Interactions
Views, clicks and other engagement counted by Google Ads.



Our Google Ads account, 1 February to 10 April 2026. Watermarked; shared with the artist's permission.

Reading the chart

- **Pushes, not a flat line.** Views (the red line) came in waves across the ten weeks, with the biggest peak in the final third and quiet stretches between pushes.
- **The view rate held up.** The yellow line (view rate) stays high through each push. It falls only where delivery paused, then comes straight back.
- **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.

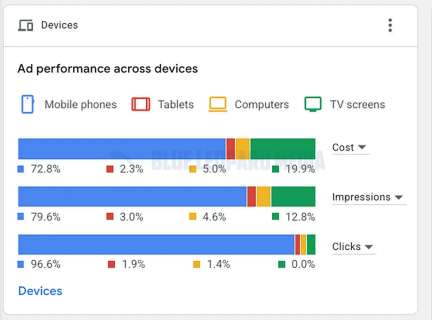
> **For a label, the pushes are the plan.** On a roster, the same budget can be timed around each release week, a remix, a tour announcement or a playlist add, release by release, instead of spread evenly across the month.

02 · WHO WATCHED, AND WHEN

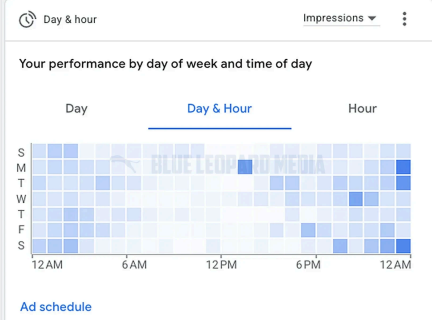
Phones, late nights, *men 25 to 34*.

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

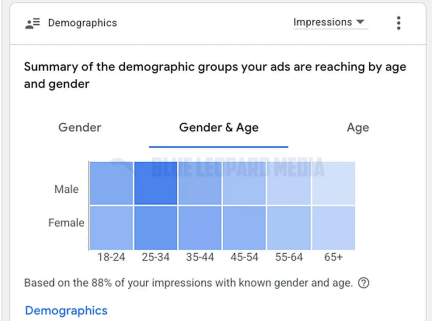
GOOGLE ADS · DEVICES



GOOGLE ADS · DAY & HOUR



GOOGLE ADS · DEMOGRAPHICS



Our Google Ads account, 1 February to 10 April 2026. Watermarked; shared with the artist's permission.

DEVICE	IMPRESSIONS	COST	CLICKS
Mobile phones	79.6%	72.8%	96.6%
TV screens	12.8%	19.9%	0.0%
Computers	4.6%	5.0%	1.4%
Tablets	3.0%	2.3%	1.9%

Share of each, for the whole campaign, from the Devices report. Ads on a TV screen cannot be clicked, so TV shows no clicks.

What labels can take from it

- **Phones did the clicking.** 96.6% of clicks came from phones, on 79.6% of impressions. Anything you want people to tap, a link or a subscribe, has to work on a small screen.
- **TV screens are the premium seat.** TV screens took 19.9% of the cost for 12.8% of the impressions: a pricier placement, bought for people watching full screen.
- **Late nights are prime time.** In the Day & hour report, impressions were heaviest in the late evening and around midnight, above all on Saturday and Monday nights.
- **Men 25 to 34 led.** Of the 88% of impressions with a known age and gender, men aged 25 to 34 were the biggest group: the darkest cell in the report.

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