

Performance Evaluation

Analysis of the First 10 Days of Growth

Video: 'How Dream's Success Has Become His Own Detriment'

Objective: Evaluate the video's performance across 10 days to understand what drove it's shift from a typical early trajectory into exponential growth, and how that early window relates to its eventual 2.4M lifetime views.

4.08%

CLICK-THROUGH RATE

592.8K views / 14.5M impressions

11m 27s

AVG. VIEW DURATION

113,157 hrs watch time

Total video length: 46m 56s

2.59%

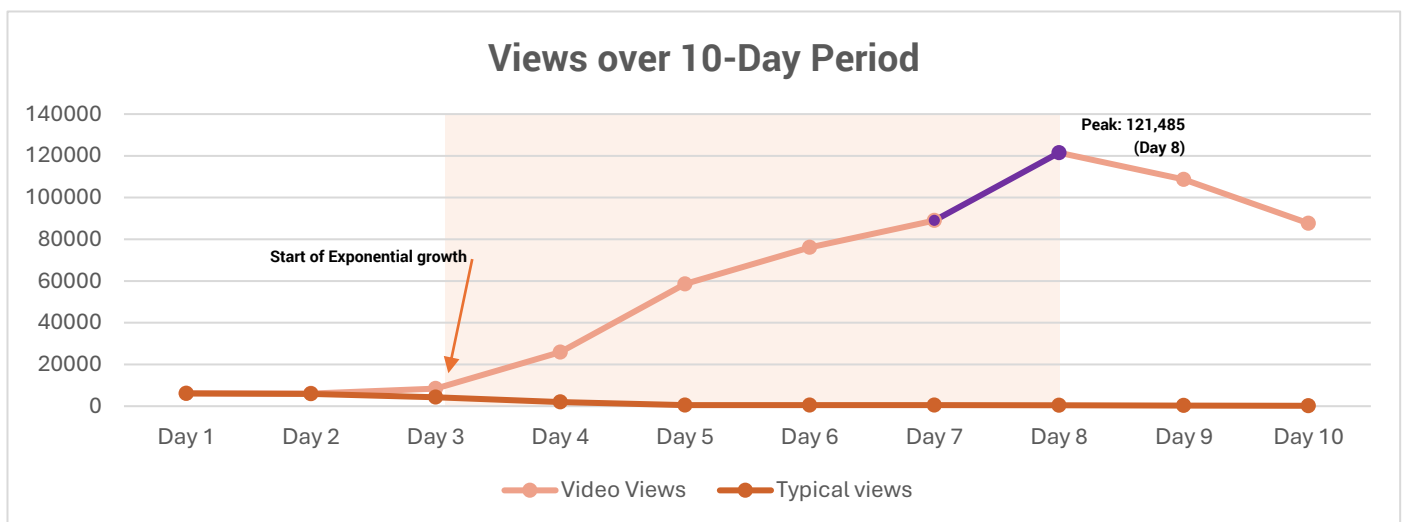
SUBSCRIBER CONVERSION

15,329 new subscribers

121,485

PEAK DAILY VIEWS

Day 8 (June 28)



Shaded section marks the first exponential growth phase (Days 3-8). Views dipped by 27.8% by Day 10, but the total 10-day views represent only ~24.5% of lifetime views to date. Most of the growth came after this window.

Insight

Growth was regular for the first two days, before entering a sustained exponential growth from Day 3 to Day 8. This was a roughly 14× increase that coincided with promotion on Twitter and a lot of pre-release interest and discussion on Reddit.

Due to the randomness of the YouTube algorithm, the report can't cleanly explain how much of the lift was from the external anticipation. However, what is clear is that the spike caused by this discussion was not the only push, the video banked only ~24.5% of its eventual 2.4M views by Day 10, meaning sustained algorithmic/search distribution, rather than the initial push, carried the video's long-term growth.

Recommendations

- Test more cross-platform pre-release teasing (Twitter, community anticipation, video "trailers") ahead of the future uploads. Days 3 to 4 acted as the leading breakout for growth, so use them as a checkpoint for future releases.
- Track post-Day-10 retention and traffic-source mix on the next upload to confirm whether algorithmic pickup (vs. external buzz) is main driver of views.