

HARNESSING THE POWER OF "YOU" IN YouTube

How just one word - "YOU" - can double your YouTube viewership

Written and Researched by
Dane Golden and Phil Starkovich

a study by  TubeBuddy and 



EXECUTIVE SUMMARY

HINT: IT'S NOT ME, IT'S 'YOU'

This study is all about YouTube and "YOU."

After extensive research, we've found that saying the word "you" just once in the first 5 seconds of a YouTube video can increase overall views by 66%. And views can increase by 97% - essentially doubling the viewcount - if "you" is said twice in the first 5 seconds (see table on page 22).

And "you" affects more than YouTube views. We also learned that simply saying "you" just once in the first 5 seconds of a video is likely to increase likes per view by approximately 66%, and overall engagements per view by about 68%.

We discovered these insights - and many more - after carefully studying the data from 30,000 YouTube videos. We used median values and ratios to compare videos that did say "you" in

various ways during the first 30 seconds versus videos that did not say "you" at all in that period.

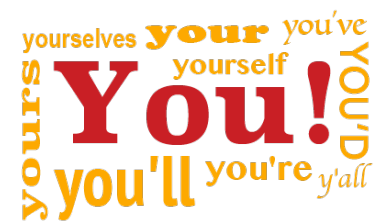
These findings show a clear advantage for videos that begin with a phrase such as: *"Today I'm going to show you how to improve your XYZ."*

While the word "you" is not a silver bullet to success on YouTube, when used in context as a part of otherwise helpful or interesting videos, combined with a channel optimization strategy, saying "you" has been proven to correlate with increased viewership, likes and overall engagement rate.

This may be a causal relationship, meaning that the word "you," in and of itself, will create greater success on the

platform. But it's more likely that "you" is a measurable result of videos that are focused on engaging the audience rather than only talking about the subject of the videos. YouTube is a personal, social video platform, and the channels that recognize and utilize this factor tend to do better.

Importantly, this study shows video creators and businesses how to make more money with YouTube. With the word "you," **YouTubers** can double their advertising revenue, **ecommerce** companies can drive more website clicks, **apps** can drive more downloads, and **B2B** services and **SaaS** platforms can improve lead generation. And for consumer **brands**, "you" can mean more cost-effective campaigns, derived from better-engaged viewers of both paid- and non-paid efforts.



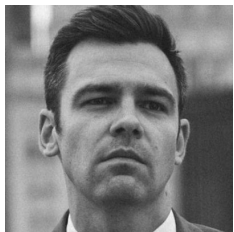
WHAT THE EXPERTS ARE SAYING ABOUT 'YOU'



"By addressing people directly with the word 'you,' it's possible to get more personal and interactive. Asking people's advice and

opinions, and letting viewers direct your content, also helps with engagement and trust."

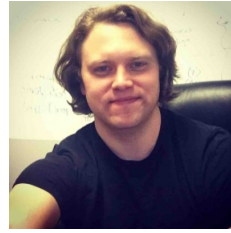
- [Jeremy Vest, Founder, Vidpow](#)



"You will love this. As always, Dane's incredible research has resulted in some phenomenal insights, and Phil's skills as a

developer bring to light some incredible data."

- [Brendan Gahan, Founder/EVP of Epic Signal](#)



"Dane and Phil have made it their life's purpose to help creators, and this study confirms once again that they are excellent at doing just that. It's fascinating to think about the fact that when we think and talk about YouTube

optimization we often revert to macro-numbers: 10 million views, 1 million subs, etc., **but really we should be talking about 1 number, 'YOU', the audience member.** The viewing experience on YouTube is so often individualized, that this idea of having a one-on-one conversation through the use of 'You' makes total sense, and Dane and Phil have provided the evidence here to back that up."

- [Matthew Gielen, President, Little Monster](#)



"I've always taught that people consume content because they perceive it to be valuable to them in some way. No one watches a video thinking, 'Oh, Tim published a new

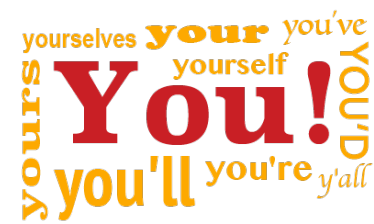
video! I'd better watch it because I need to add my 1 view count to his video for him.' No, **people consume content for self-centered reasons**, primarily either for educational reasons or entertainment reasons, although social or relational reasons are undoubtedly a factor as well. But even those again can go back to being rooted in one's own self-interest."

- [Tim Schmoyer, VideoCreators](#)



"When I came up with the phrase '**helping you create something awesome today**,' it wasn't an accident. Everyone viewing a video is an individual,

and in speaking directly to them, I'm able to make a deeper connection with them on a personal level, and make them feel that the content applies directly to their



WHAT THE EXPERTS ARE SAYING ABOUT 'YOU'

situation. When you speak directly to a viewer, it is easier to build trust and loyalty than if you were to just generalize."

- [Roberto Blake, Creative Entrepreneur, YouTuber, Marketer, Author & Speaker](#)



"Using the word 'you' is empowering people to go out and do, as opposed to just consume. Including others in what you are doing will ALWAYS end up benefiting YOU and YOUR brand. Giving

people value should be one of your main goals as a creator and using "you" is a great bridge to get there."

- [Dusty Porter, YouTube Creators Hub and TubeBuddy Express podcasts](#)

"'You' is a powerful communication tool for motivating action. Not only does the listener



better respond to the message but it creates an intimate parasocial relationship between the viewer and the speaker."

- [Owen Video, YouTube & Video Consultant, Video Masters Academy](#)



"Addressing the viewer directly helps to create feelings of closeness between the creator and viewer. This closeness can likely be attributed to the

viewer feeling seen/heard/understood/valued. **Whether it is a call to action, or a salutation, like "Hey you guys," the use of the word "you" positions the viewer as an intentional and important part of the experience.**

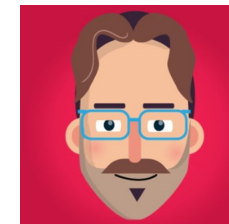
- [Meredith Gene Levine, Anthropologist](#)



"The word 'you' is important, but it goes even deeper than that. **'You' is one piece of evidence that a direct conversation is taking place between the**

creator/influencer/presenter and the YouTube viewer. We've seen research that shows that the brain activity is the same in that setting as it is between two close friends in a conversation."

- [Jeremy Hughes, Founder, Elevate Pictures](#)



"The answer was hidden in plain sight the entire time. 'You'-Tube is revolutionary because it removes the middleman between the creator and their audience.

Channels that recognize this get more than just views, they get vi-you-s!"

- [Matt Ballek, VIDISEO](#)

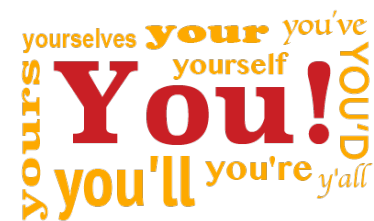
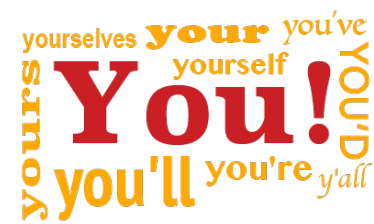


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This outrageous video for PooPourri uses "you" as the first word, in the first 1 second of the video.



OVERVIEW

'YOU' - ONE LITTLE WORD WITH GREAT POWER

What if you could get significantly more views for your YouTube videos by saying just one more word?

As it turns out, you can. The word, simply put, is "you."

"You," the word, has magic in it, as this in-depth study will show.

We searched through tens of thousands of videos and compiled dozens of data points in our quest to find "you" and its close family members, such as "your" and "you'll." Whichever variation of the word is used, it's clear that "you" is extremely powerful when it comes to YouTube.

This study will show you how you can use "you" in your videos (and how often to use it, and where in

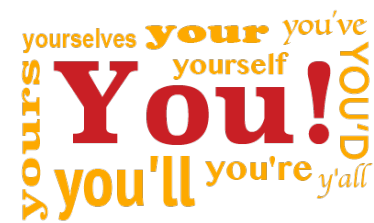
the video to say it), in order to grow your likes, views, and overall engagement.

YouTube is a very competitive platform, and whether you're making videos to entertain an audience or sell a product, you want to get more people watching your videos for longer periods of time than they are watching videos on other channels.

And while there are numerous best practices for making more engaging videos, either recommended by YouTube's own playbooks or YouTube audience development or marketing gurus, the exact data to rate the degree of effectiveness of each method is harder to come by. This is because, while YouTube's analytics exposes



This well-viewed HyperX video, produced by VidPow, said "your" in the first 10 seconds.



OVERVIEW

more granular data than any other platform on an individual video and channel basis, **it is much harder to track and reverse-engineer best practices on a macro, platform-wide scale.**

Additionally, while extremely valuable, most of the data-driven studies to date track metadata optimization methods, as opposed to the actual content of the videos, including the pace, cadence and word choice.

A combined team from VidiUp (Dane Golden) and TubeBuddy (Phil Starkovich) decided to see if it was possible to track the value of one word on the success of YouTube videos. That word is "you." After seeing anecdotal evidence that "you" could increase views, likes and engagements, we decided to find out if we could create a statistically significant analysis to prove it.

We believe that we have.

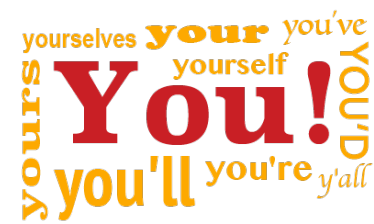
TubeBuddy and VidiUp have done considerable research, **tabulating the results 30,000 videos across more than 50 different factors of use of the word "you" within the first 30 seconds of the videos.**

WHY WE DID THE STUDY

In any given YouTube video, whether an entertainment video or marketing video, **you have just a few seconds to capture a viewer's attention, or they will stop watching and leave.** Furthermore, if people don't immediately find the video relevant to their interests, **they may never return to the video or even the YouTube channel ever again.**



MatPat of The Game Theorists says "you" twice in the first 30 seconds of this video. In this case the "you" is a public shout-out to PewDiePie, but the word likely carries the same magic.



OVERVIEW

So a lot of time, effort, money and other resources can get wasted when the viewer's attention is not engaged right from the start of a video. But could there be a simple, relatively reliable way of increasing the odds of someone watching for more than a few seconds? How could any video make itself more relevant to a viewer right from the start?

HOW TO GET THE VIEWER'S ATTENTION

As it turns out, **saying the word "you" just once in the first 5 seconds of a YouTube video** (and never saying it again), **will increase median likes-per-view by 66% versus not using the "you" at all in the first 30 seconds of the video. It increases median engagements per view by 68%. And, incredibly, it increases median views by 66%.** And in general, saying "you" more often in the first five seconds, and during the next five seconds, and in the first 30 seconds overall, can increase

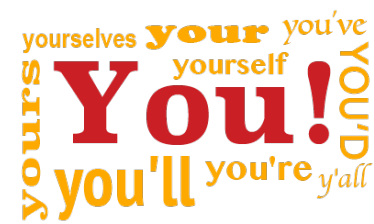
likes, engagements and views even more.

Of course, just getting more likes do not guarantee higher viewcounts, and likes don't specifically affect the YouTube algorithm, which rates videos, essentially, by a variety of measurements related to how long people watch. This is known as the "Watch Time," and its measurements are not public.

[NOTE: While there is a "Watch Time" measurement in YouTube Analytics, this is not a full reporting of the algorithm. While a helpful indicator, the "Watch Time" in YouTube Analytics is actually a subset, or approximation, of the overall "Watch Time" algorithm, the precise factors of which are a closely guarded



This video for Squatty Potty says "you" in the first 3 seconds while those on screen looking directly at the viewer. This video has been viewed 29 million times.



OVERVIEW

secret. These two Watch Time ratings - secret and public - can be easily confused.]

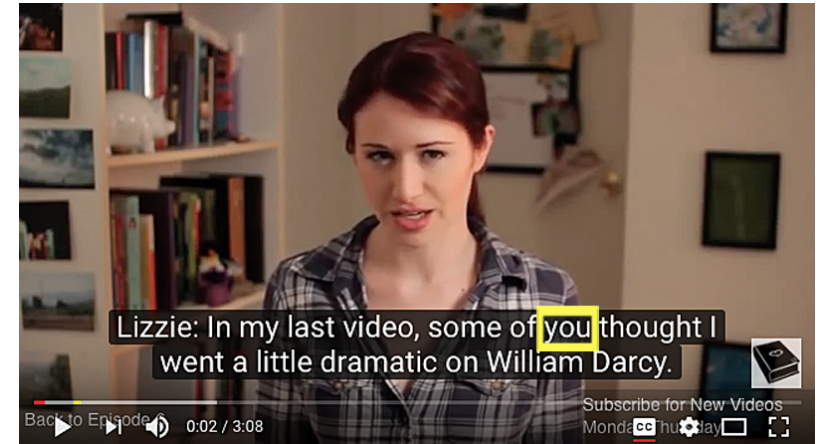
But the YouTube API does allow outside parties to track likes, as well as dislikes, comments, views and other metrics like channel subscribers and overall videos. And there is a strong correlation between a video's "Watch Time" (the one in YouTube Analytics) and a video's views. Thus, using these trackable metrics, we can deduce that by using the median likes per view, median engagements per view, and overall views per video, those that have higher numbers of each will have greater Watch Time. These videos will be promoted higher in YouTube's search and discovery algorithm.

This leads us to conclude that, in all likelihood, **saying "you" very early in YouTube videos will result at least some degree of higher earnings** for the videos and businesses involved.

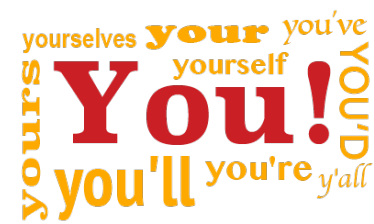
WHY IS IT CALLED 'YOU'-TUBE?

When YouTube began, it was named "YouTube" because it was all about self-expression. Anything you wanted to say or do on video, well, you just did it. This is of course still the case – anyone can say or do anything they want on the platform. However in the science of YouTube viewership, creators and brands are always trying to figure out how to get more success on the platform, and that often means doing more than just expressing yourself without regard for any other factor.

But as we've found in this study, **the "you" in YouTube really should be "you," the viewer, rather than "you," the creator.** Because videos that put greater emphasis on "you, the viewer" have greater success than those that don't.



In the Emmy Award-winning web series "The Lizzie Bennet Diaries," Lizzie often spoke to the audience as "you."



OVERVIEW

WHAT'S NOT MEASURED IN THIS STUDY

We used a number of very specific metrics available to us to track very specific results, and extrapolated ratios from those results to compare thousands of videos against one another. But only YouTube itself (aka YouTube, The Company), has access to track all its endless metrics, particularly Watch Time, on a macro level with fine precision. **This study is an estimate which gives only approximate findings, which we nevertheless believe are sound.**

A. WATCH TIME

YouTube measures video success not on the number of likes, comments or views, but on the deliberately mysterious "Watch Time" algorithm, which is actually a combination of many metrics largely relating to the duration which viewers watch an individual video, a group of videos, or a channel. **YouTube doesn't say exactly what makes**

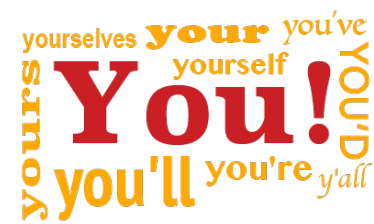
up this algorithm so that people won't game the system. However as YouTube specialists, it's our job to understand as best we can the factors of the environment we work in, and to succeed in that environment. Importantly, success in non-paid views often mirrors success in Watch Time, so while we cannot track Watch Time success across thousands of videos, views are an excellent stand-in when applied in comparing videos to one another.

B. PAID MEDIA EFFECTIVENESS

We went to great lengths to try to exclude paid media videos from our study by filtering videos for a number of factors. This is not a study of how well one YouTube pre-roll ad will do vs. another. Rather, it focuses on the use of



Tim Schmoey of VideoCreators uses "you" many times throughout his videos.



OVERVIEW

the term "you" in videos not amplified by paid media. However, if the word "you" can get more likes and views for videos that use it without paid media, it can very likely do the same for paid media videos.

NOT A SILVER BULLET

Clearly, just because saying "you" more often in a video can, in general, get better engagement, **you can't just make a video that just says "You, you, you" and expect people to like it or watch it.**

Saying "you" will not guarantee success.

Conversely, many YouTube channels, such as BuzzFeed, can do very well even though they only say "you" some of the time. But successful channels that don't use "you" generally create videos that are very engaged with the viewer and their interests in other ways.

Likewise, it's important to note that many videos that say "you" a lot can do very poorly, because no

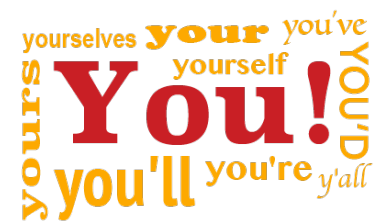
matter what keywords you use, if a video is otherwise uninteresting, unhelpful or irrelevant to the viewer, it won't find an audience. Similarly, if a video is good but is poorly optimized with bad video SEO, it will also be a dud. The word "you" is not a panacea, it's just one of the factors of success (albeit a powerful one).

WHAT, EXACTLY, IS THE WORD 'YOU'?

Of course, while YouTube is a very personal medium, you can't know the name of everyone who will watch your videos. The word "you" acts as a stand-in for the individual names of each of your audience members. **When "you" is used, the person on camera is acknowledging the viewer,** and is showing that the viewer is important

to them. Furthermore, the word "you" catches the attention of the viewer, and the on-camera person is saying implicitly that this video will have relevance for the viewer as an individual.

For the purposes of our study (seen in more depth in the Methodology section) **we determined a number of variations and contractions of "you" to be synonymous with "you,"** and tracked them as equivalent to the word "you." These words are used with the same purpose as the word "you" – that is, to get the attention of the viewer and describe how the video is relevant or interesting to them. In addition to "you" the words we counted as "yous" were: your, yours, you're, you'll, you'd, you've, yourself, yourselves, and y'all.



FINDINGS: WHAT WE'VE LEARNED

In short, after **reviewing the data of 30,000 videos**, we found that **using "you" commonly at the beginning of a video corresponded quite regularly with more likes per view, engagements per view, and overall views.** These numbers were quite consistent between the various frequency of use in the "you haves" – those videos that had some number of "yous." And this data contrasted quite clearly to the "you have nots" - videos that didn't have "you." But there were some variations, which are worth looking into.

BASELINE NUMBERS: VIDEOS THAT DIDN'T SAY 'YOU'

We used videos with no mentions of the word "you" in the first 30 seconds as the control in our experiment. More than a third of our videos had no "yous," and they had a median likes-to-views ratio of 1.21%. That means that for every 100 views, they would usually get about 1.21 likes. If we added other engagement factors, such as dislikes (which are usually fewer than likes) and

comments, then there was a median of 1.45% engagements to views. Also, the median views of all the videos with no "yous" was 741. So for the thousands of videos that didn't use the word "you," the median, or the number with just as many videos with more views as videos with less views, was 741 views (see more in Methodology for why we chose to use medians instead of averages).

These numbers for the "you have nots" can be considered baseline numbers. The "you" videos would have to beat these scores to be an improvement.

USING 'YOU' IN FIRST 30 SECONDS

From the beginning, it was clear that using you in almost any way can improve a video's metrics.



Roberto Blake's catch phrase is "Helping 'you' create something awesome today." In this video he says it in the first 5 seconds.



FINDINGS: WHAT WE'VE LEARNED

Simply saying "you" just one time somewhere in the first 30 seconds of a video saw a noted improvement. The median likes per view were 1.63% and median engagements per view were 2.05%, an increase over the control by 35% and 41%, respectively. And the median views increased by 42%, from 741 to 1055.

To repeat, that's a 42% increase in views with a change of just a single word in the first 30 seconds. This result was quite shocking to us – we expected an increase in ratios, but this was a straight views-to-views comparison. Many is the channel that would like to get 42% more views, which could mean a 42% increase in ad dollars, or 42% more sales for a business. Clearly, we were on the right track.

MORE 'YOUS,' MORE SUCCESS

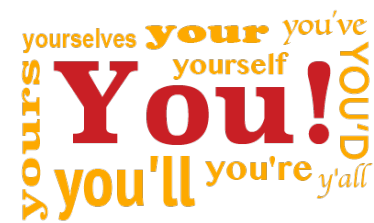
Generally, the more "you" said within the first 30 seconds, the better the metrics were. If a version of the word "you" was mentioned twice in the first 30 seconds, likes and engagements were about the same as with one "you," but views doubled to an improvement of 90% over the control. **That's potentially 90% higher earnings for a YouTuber or a business.**

At four "yous" in the first 30 seconds, viewership increased by 153%. **That's like saying that if you were previously making \$100 in revenue without saying "you," you would now be making \$253.** And at five "yous," views went up to 184%, which is an incredible increase.

Six "yous" had an increase in likes per view of 43.4%, and seven "yous" had an increase in median engagements per view of 49%.



Michael Stevens from Vsauce says "you" to speak to the audience in the video "This Is Not Yellow," which has 16 million views.



FINDINGS: WHAT WE'VE LEARNED

We tracked videos that had as many as 15 "yous" in the first 30 seconds (yes, it's possible to say it that many times). But these videos had smaller samples, and we felt that any segment with less than 200 videos the data was not conclusive. For those with more than 200 videos, the best videos had between four and seven "yous" during the first 30 seconds.

WHEN TO SAY 'YOU'

We found that by saying "you" at specific times within the first 30 seconds, videos could gain even greater engagements, likes, and views.

'YOU' IN THE 11-30 SECOND WINDOW

Videos that had one "you" after 11 seconds, but before 30 seconds, and did not have a "you" in the first 10 seconds, increased their likes per view by 33% engagements per view by 38%, and views by

39% over videos that had no "yous." If "you" was mentioned two or more times in that period, likes and views remained roughly constant, but views increased by 65%.

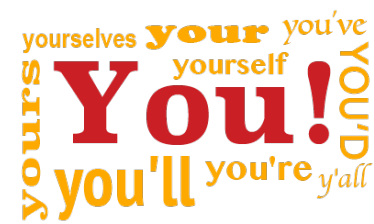
For videos that said "you" three or more times between 11-30 seconds, and also before 10 seconds, the viewership increased by a whopping 123%.

'YOU' IN THE 6-10 SECOND WINDOW

Videos that had one "you" after six seconds, but before 10 seconds, and did not have a "you" in the either the first five seconds or between 11 and 30 seconds, similarly increased their metrics over videos that had no "yous."



Amy Schmittauer talks about the Freedom Economy, and how it has relevance for "you," at 16 seconds into the video.



FINDINGS: WHAT WE'VE LEARNED

Videos that said "you" twice in the 6-10 second window increased views by 101%, doubling the total views against videos that didn't say "you."

'YOU' IN THE FIRST 5 SECONDS

Videos that used "you" in the first five seconds had greater impact than any other time period.

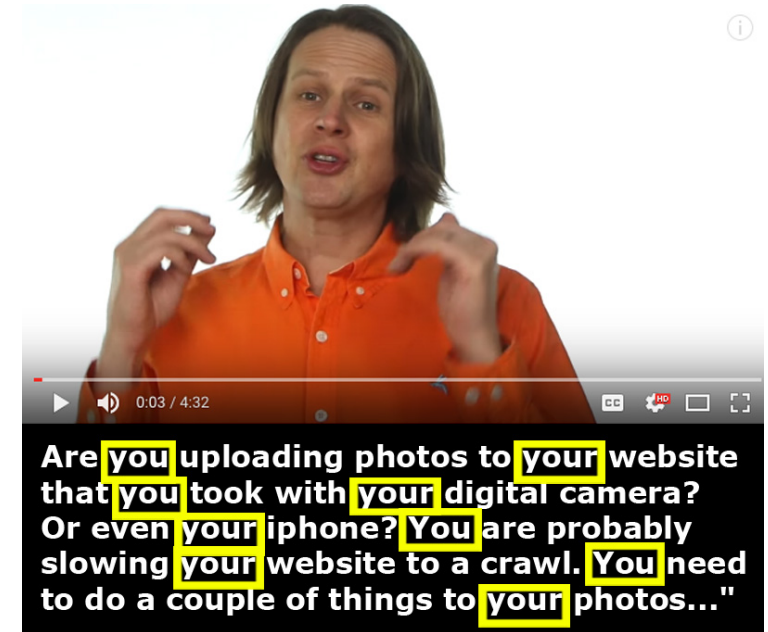
THE SWEET SPOT

Videos that had just one "you" before 5 seconds, but none between 6 and 30 seconds, increased their likes per view by 66%, their engagements by 68% and their views by 66%. Again, that's by saying "you" just one time in the first five seconds, and never again. **Saying "you" twice in the first 5 seconds increased views by 97%, doubling views.**

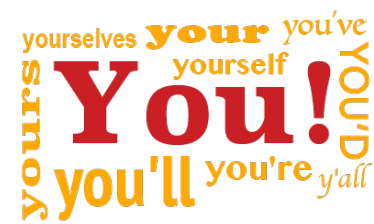
'YOUS' IN MORE THAN ONE WINDOW, IN 0-5, 6-10 AND 11-30 SECONDS

When saying "you" in the first five seconds is combined with repeating the word later in the early part of the video, likes and engagement can be equal or higher. **And if you is mentioned once or more in both the 0-5 and 6-10 second windows, views get a median increase of 174%. That's almost triple the views.**

Likes and engagements show similar strength with more "yous." In the same example above, likes per view increased by 67%, and engagements per view increased by 81%. If videos additionally repeated the word "you" in the 11-30 second window, likes and engagements were similarly very high, and **views increased further to 180%.**



In this video, Brighton West says "you" or "your" 9 times in just 10.5 seconds. All the "yous" are said in context, but this is probably at the top limit of what's effective. Just 2-4 "yous" in the first 10 seconds will likely have a slightly improved result.



FINDINGS: WHAT WE'VE LEARNED

A WINNING FORMULA

In general, **the data makes it clear that using "you" in any way in the first seconds, 10 seconds, or 30 seconds of a YouTube video can significantly increase likes per view, engagements per view, and overall views.**

But no one method guarantees success. Nor does the data confirm just one route to success.

JUST THE RIGHT COMBINATION

If you were to take the best results from the study and create an optimal formula, it would most likely be a total of between four to seven "yous" in the first 30 seconds, with one to two mentions in the first five seconds, one to two in the 6-10 second window, and one to three mentions in the 11-30 second window. This would likely garner a median likes-to-views ratio improvement of over

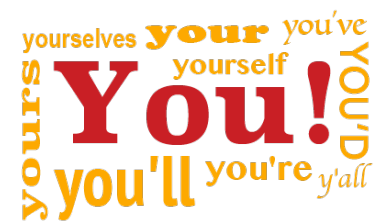
60%, an engagements-to-views improvement of about 80%, and a views improvement of more than 175%.

Overall, with this kind of formula, well-made videos could expect to see a median likes-to-views ratio of 2.0%, a median engagements-to-views ratio of 2.6%, and median views of 2,071. Again, by itself this is not a guaranteed route to success, and your videos may not see these numbers.

But this study does show that **all other factors being equal, "you" will help raise the profile of videos that make use of it.**



iJustine says "you" a total of 4 times in the first 30 seconds, not including the two "yous" in the four-second theme song: "Hey, hey, **you** can ask I.J. Hey, hey, **you** can ask I.J."



FINDINGS: WHAT WE'VE LEARNED

'APPLICATION TO OTHER SOCIAL VIDEO PLATFORMS

While tracking trends on other social video platforms is even more difficult than tracking it on YouTube as they provide less data, the short attention span is very similar, if even more dramatic. In fact, as we scroll quickly through images and video thumbnails on our feeds on Facebook, Instagram and Twitter, our attention span is even shorter. If on YouTube a video has perhaps 5 seconds to get someone's attention, on Facebook and Instagram it's just 1 or 2 seconds.

This data may even be relevant to television commercials. After all – with the advent of DVRs, all

television commercials are skippable. If the word "you" were used as one of the first few words, this data would seem to indicate that the ad would be watched more and liked better.

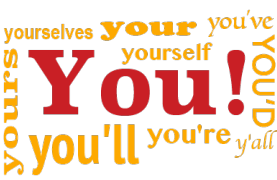
As far as longer-streaming live video platforms such as Facebook Live, they are sort of their own animal, and our data may not be conclusive. We leave the study of live video metrics to other researchers for now.

DURABILITY OF THE STUDY RESULTS

People will always be interested in themselves, and the word "you" will always get their attention. This seems unlikely to change, so the findings of this study would seem to have value for some time to come.



This highly-viewed how-to crafts video from Justice clothing used a form of "you" four times within the first 30 seconds.



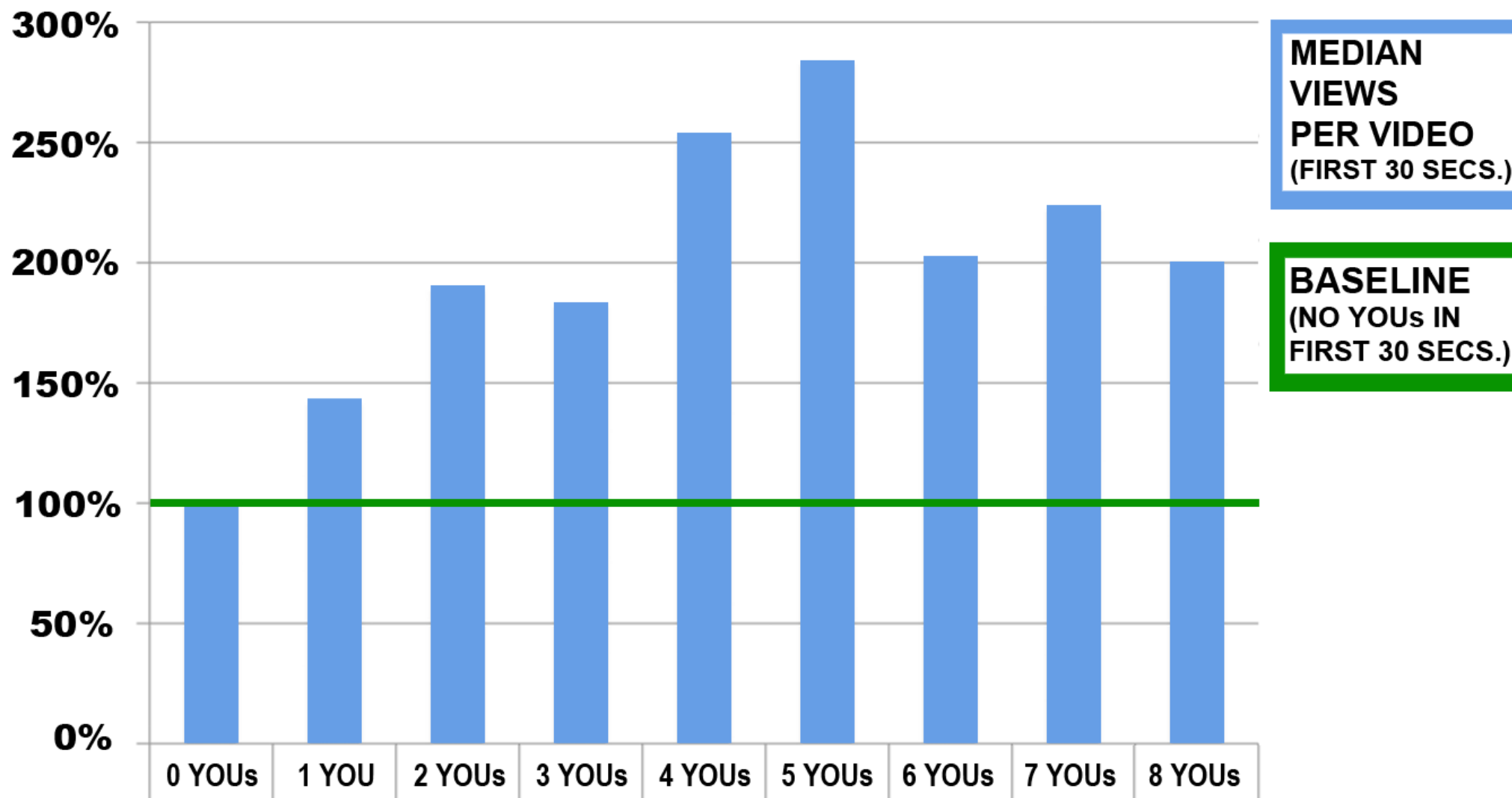
CATEGORIES	SAMPLE SIZE (# Videos)	Metrics (Medians Of All Videos)			Compared To 0 YOUs		
		Median Likes Per View	Median Engagements Per View	Median Views	Median Likes Per View	Median Engagements Per View	Median Views
0 YOUs in first 30 secs.	12,502	1.21%	1.46%	741	100%	100%	100%
1 YOU in first 30 secs.	5,753	1.63%	2.06%	1,055	135%	141%	142%
2 YOUs in first 30 secs.	3,927	1.61%	1.98%	1,404	133%	136%	189%
3 YOUs in first 30 secs.	2,656	1.68%	2.16%	1,355	139%	148%	183%
4 YOUs in first 30 secs.	1,755	1.59%	1.95%	1,876	131%	133%	253%
5 YOUs in first 30 secs.	1,113	1.67%	2.07%	2,102	138%	142%	284%
6 YOUs in first 30 secs.	740	1.74%	2.14%	1,498	143%	146%	202%
7 YOUs in first 30 secs.	492	1.69%	2.17%	1,653	139%	149%	223%
8 YOUs in first 30 secs.	272	1.63%	1.91%	1,481	135%	131%	200%

IMAGE #1

This table provides the most clear evidence that using some variation of the word "you" can increase median likes per views, engagements per views, and overall views. Saying "you" five times in the first 30 seconds, for instance gives 38% more likes, 42% more engagements, and 184% more views (or 284% of the baseline, which was 0 "yous"). The results are quite consistent.



IMAGE #2



Saying "you" five times in the first 30 seconds, results in 184% more views (or 284% of the baseline, which was 0 "yous" in the first 30 seconds). Four "yous" over the first 30 seconds is close to best. But saying "you" just one time is still almost a 50% increase in views.

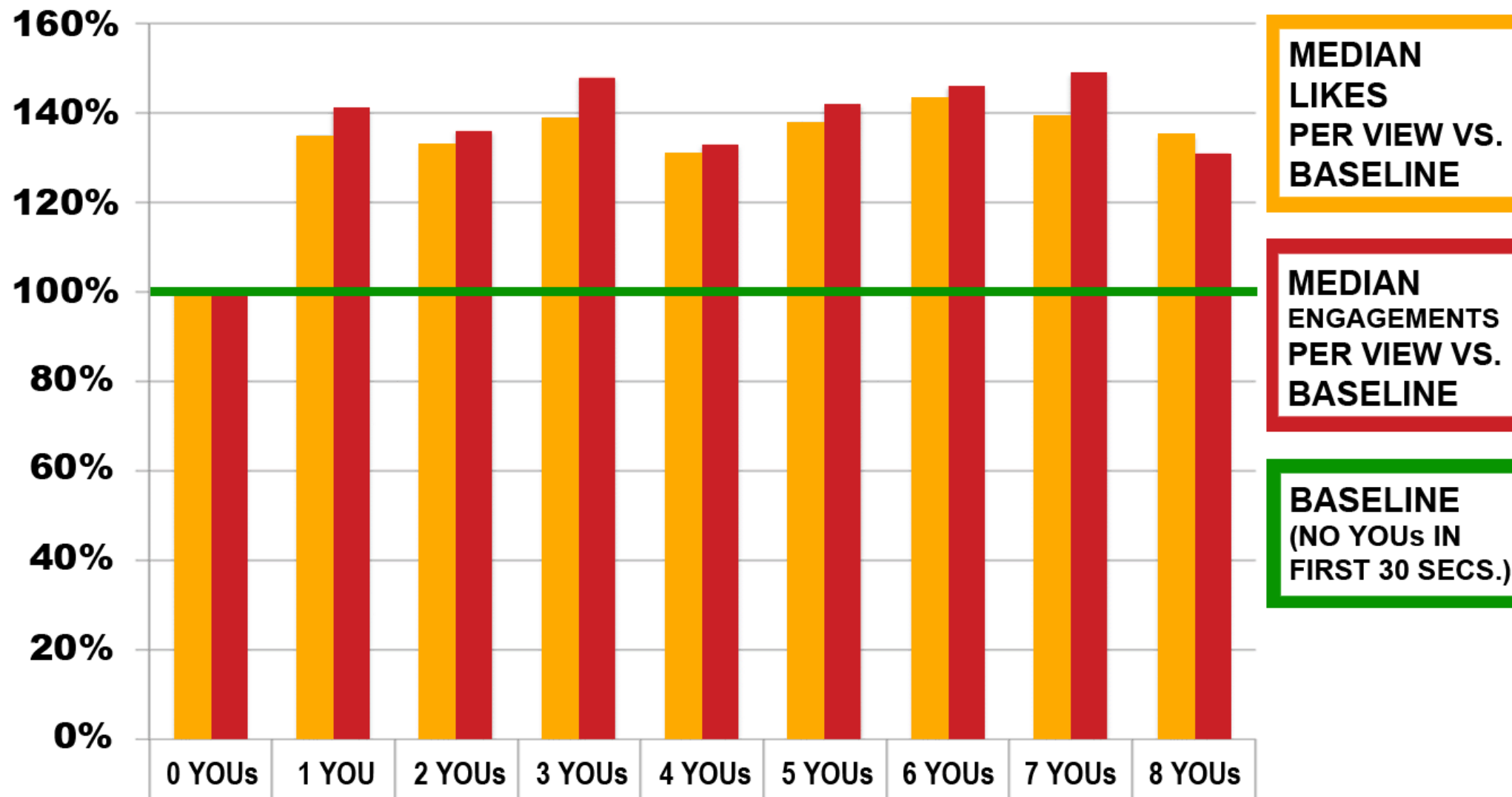
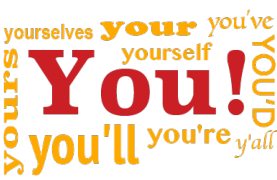


IMAGE #3

If you say "you" anywhere between 1 and 8 times, your likes and engagements should improve by between 30-45% over not saying "you." It does not go up much further with more "you's."



CATEGORIES	SAMPLE SIZE (# Videos)	Metrics (Medians Of All Videos)			Compared To 0 YOUs		
		Median Likes Per View	Median Engagements Per View	Median Views	Median Likes Per View	Median Engagements Per View	Median Views
0 YOUs in first 30 secs.	12,502	1.21%	1.46%	741	100%	100%	100%
1 YOU (0-5 secs.), no YOUs in 6-30 secs.	530	2.01%	2.45%	1,229	166%	168%	166%
2 or more YOUs (0-5 secs.), no YOUs 6-30 secs.	676	1.96%	2.37%	1,459	162%	162%	197%
1 YOU (6-11 secs.), no YOUs in 0-5 secs. or 11-30 secs.	944	1.49%	1.93%	1,078	123%	132%	145%
2 or more YOUs (6-11 secs.), no YOUs in 0-5 secs. or 11-30 secs.	1,188	1.56%	2.03%	1,133	129%	139%	153%
1 YOU (11-30 secs.), no YOUs 0-10 secs.	4,279	1.61%	2.02%	1,029	133%	138%	139%
2 or more YOUs (11-30 secs.), no YOUs 0-10 secs.	9,759	1.57%	1.94%	1,224	129%	133%	165%
1 YOU in both 6-10 secs. and 11-30 secs., but not 0-5 secs.	719	1.65%	2.11%	1,662	136%	145%	224%
2 or more YOUs in both 6-10 secs. and 11-30 secs., but not 0-5 secs.	2,927	1.49%	1.85%	1,518	123%	126%	205%
1 or more YOUs in both 0-5 secs. and 6-10 secs.	1,183	2.02%	2.65%	2,034	167%	181%	274%
1 or more YOUs in both 6-10 secs and 11-30 secs.	3,937	1.61%	2.00%	1,653	133%	137%	223%
1 or more YOUs in each of 0-5 secs., 6-10 secs., and 11-30 secs.	948	1.98%	2.64%	2,071	163%	180%	279%

IMAGE #4

This table is only for the most advanced YouTube optimizers who want the absolute highest performing videos. It shows that compared to zero "yous" in the first 30 seconds, that just saying "you" twice in the first five seconds can increase likes and engagements by 62% per view (162% of baseline) and **growing views by a median of 97%, essentially doubling the views.** Repeating "you" in the 6-10 second and 11-30 second windows can get even better results.

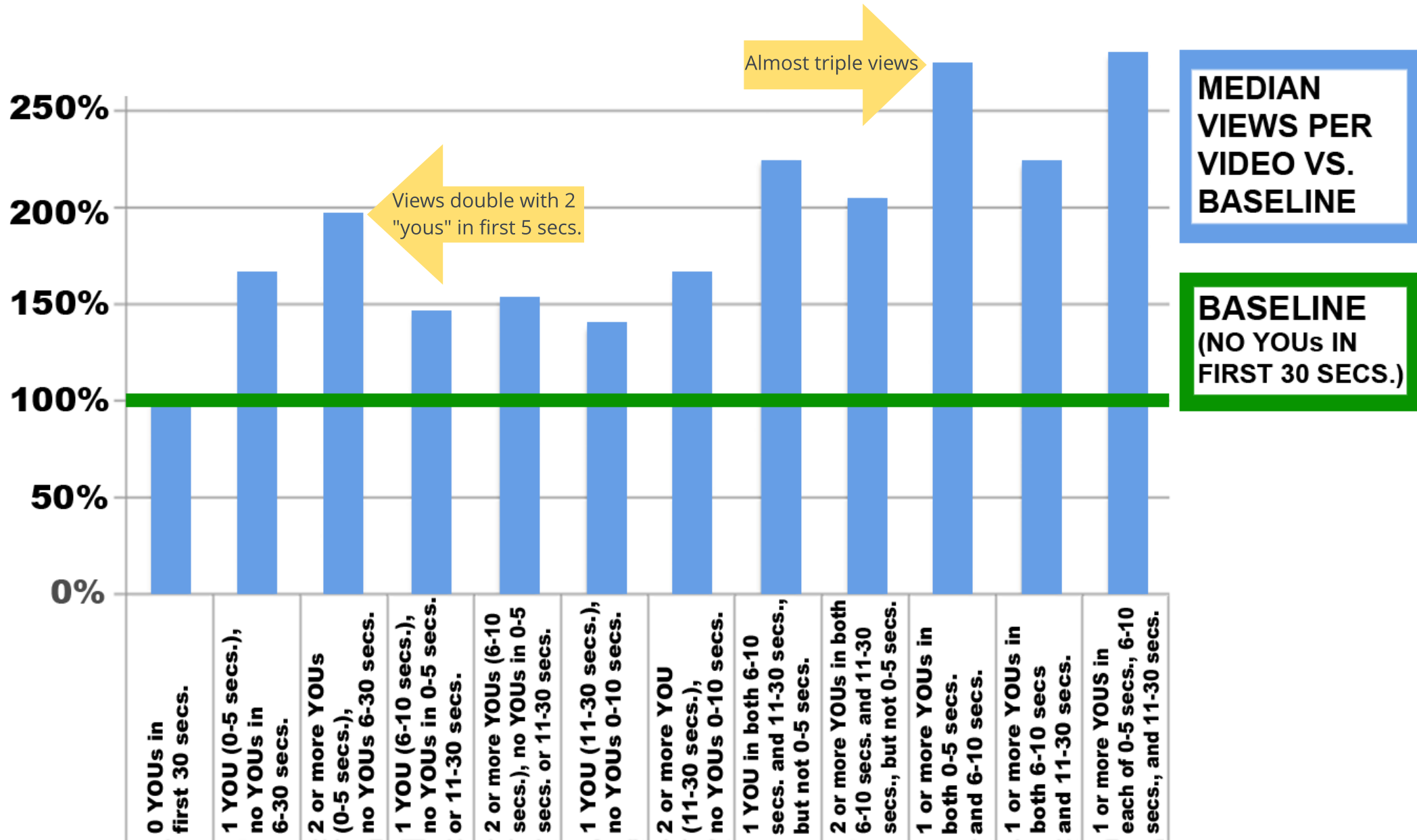
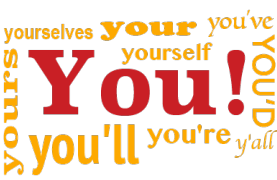


IMAGE #5

OK this is complicated. But it shows that views double just by saying "you" twice in first 5 secs. And if you say it again between 6-10 secs. your views will very likely increase by a lot, almost tripling (274%) based on the median. Yes, this is real research and real data.

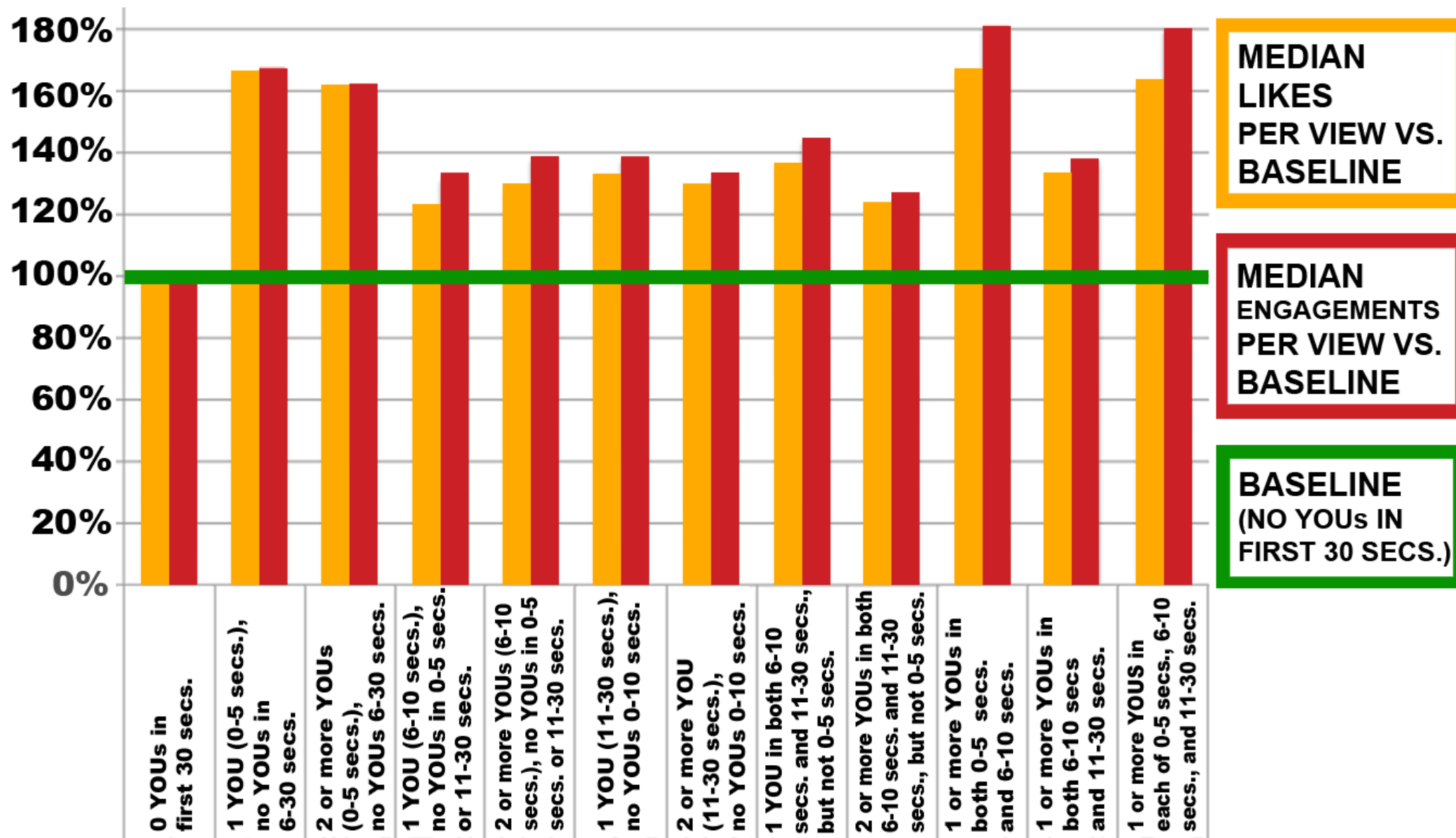
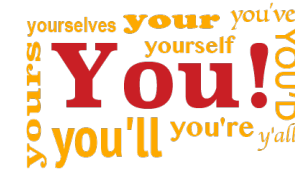
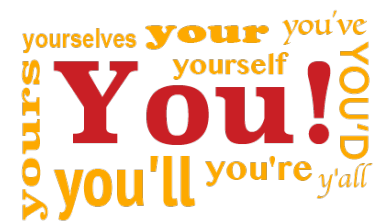


IMAGE #6

Congratulations for trying to read this graph, it's super-confusing, we know. But basically you'll get the most likes and engagements if you say "you" in the first 5 seconds (more than 60% higher). And you can do slightly better than that if you also say "you" between 6-10 secs. in the video.



HOW TO SAY 'YOU'

This study shows that your YouTube videos are likely to get more views, likes and engagements if you say the word "you" multiple times as near to the beginning as possible. But exactly how should you say it? Well, there are infinite variations.

HOW DO 'YOU' DO IT?

"You" and its variations can be used in many ways with success. The point is simply to quickly make the video relevant to the viewer. Some phrases we found were:

- "Are **you** a..."
- "Are **you** trying to...?"
- "Before **you**..."
- "Did **you** ever wonder why..."
- "Did **you** know...?"
- "Do **you** have a problem with...?"
- "Do **you** want to learn how to...?"
- "For **your** next project..."
- "Have **you** ever wondered...?"
- "Have **you** seen..."
- "Here's how **you**..."
- "Hey what's up **you** guys?"
- "Hey **you** guys..."
- "Hey **you!**"
- "Hi I'm XYZ, and **you're** watching..."
- "How can **you**...?"
- "How to make **yourself**..."
- "I'm going to show **you** a little trick. What **you** do is..."
- "If **you** work in..."
- "If **you're** an XYZ, this video is for **you**."
- "If **you're** considering..."
- "If **you're** going to be..."
- "If **you're** heading to..."
- "If **you're** like me, then **you**..."
- "If **you've** been following..."
- "In today's video we're/I'm going to show **you** how to..."
- "Let me show **you** how it's done."
- "Maybe **you've** seen..."
- "Suppose **you** want to..."
- "The technique **you're** going to learn today is..."
- "This video is brought to **you** by..."
- "Today I'm going to be sharing with **you** guys some tips..."
- "Today we're going to teach **you** (or show **you**) how to..."
- "With XYZ **you** can..."
- "**You** know how when **you** do XYZ and then **you**...?"
- "**You** won't believe..."
- "**You** see this...?"
- "**You're** in for a treat today because..."
- "**You're** never going to believe this..."

yourselves **you** you've
yourself **You!** YOU'D
you'll you're y'all

WHY 'YOU' WORKS

HOW 'YOU' CHANGES THE VIDEO ORIENTATION

Importantly, use of the word "you" is more than just a word. Using it can, by necessity, change the orientation and subject matter of a video. **If "you" is used, it can cause the purpose of the video to change to be focused more on the interest of the viewer, rather than the subject.** Whether the word "you" is used or not, looking at the camera and addressing the viewer can bring relevance for that viewer. Videos can be more engaging when they talk about the viewer, rather than being like that person at the party who just keeps talking about themselves.

'YOU' IN ADS AND IN SALES

Saying the word "you" in commerce is so ingrained in our subconscious, we sometimes don't even notice it. But ads and commercials have relied on the word "you" for a long time.

Commercials have always spoken to the audience using the word "you." Salespeople, of course, use the word "you." And copywriters love using the word "you."

WHAT MARKETERS SAY ABOUT 'YOU'

The word "you" is:

1) The No. 1 "magic marketing word you should be using."

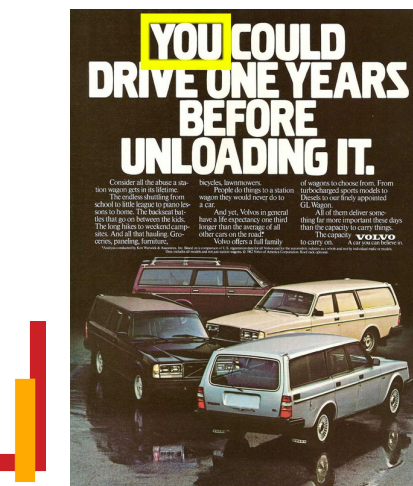
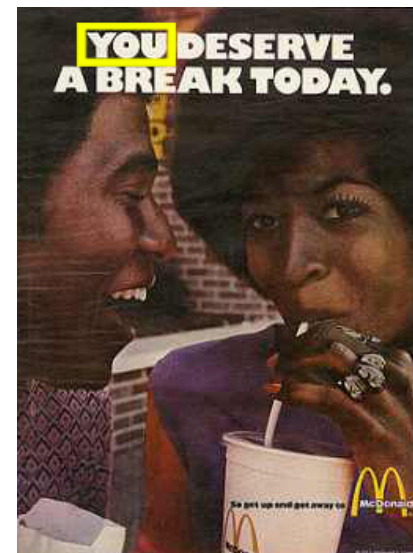
- [Vertical Response](#)

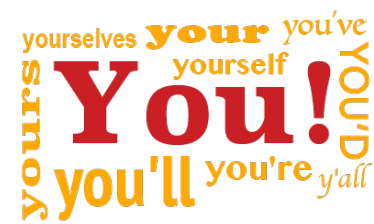
2) The No. 1 "most persuasive word in the English Language"

- [CopyBlogger](#)

3) No. 1 on the "The Ultimate List of Words That Sell"

- [Hubspot](#)





WHY 'YOU' WORKS

WHY 'YOU' WORKS: THE SALESPERSON COUNTER-EXAMPLE

Would you want to buy from someone who won't look you in the eye?

If you're a customer and you speak to a salesperson, do they look over your shoulder and just talk about themselves? Of course not. They look you straight in the eye and ask you about the problem you're hoping to solve.

For businesses, YouTube acts as a proxy for a salesperson and customer service rep, because the video acts as a stand-in that can speak about your products. If the person representing your company in the video says "you" and looks the viewer in the eye, the viewer will pay more attention and trust you more.

Infomercials, the cheesier and more direct sales version of TV video advertising, can measure sales directly by how many calls they get right away when an ad goes on. What have they learned? They've learned to look at the camera and say "you" a lot.



Infomercials always look you in the eye and say "you," because they need you to trust them.



Business videos are a proxy for salespeople, and companies lose out by not looking the camera (i.e. the customer) in the eye.



This viral video sensation that launched Dollar Shave Club says "your" at 8 seconds. Four years later, this startup sold for \$1 billion (Billion with a "B").

WHY 'YOU' WORKS

HOW TO LOOK THE VIEWER IN THE EYE AND SAY 'YOU'

It's hard for those who aren't on-camera professionals to feel comfortable speaking to the camera. But today there are several options for getting amateurs comfortable with looking into the camera lens and saying "you" to the audience.

The Oscar winning director Errol Morris used the sophisticated "Interrotron," in the documentary *The Fog of War* to get his subject to talk to the camera. But you can get the same results for a lot less money. The simpler, rent-able [EyeDirect](#) fits over any camera and the subject will speak comfortably into the camera, because they see the interviewer's reflection through a mirror.

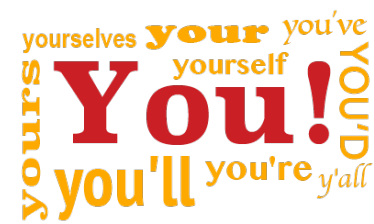
Similarly, for those with a smaller budget, you can use an inexpensive [teleprompter in combination with an iPad and Facetime](#), such as the technique used by Brighton West.



The EyeDirect is a rent-able sideways periscope that fits over any camera. It was used by Facebook in the above video to get employees comfortable with looking at the camera.



If you combine a teleprompter with an iPad and Facetime, anyone will feel comfortable speaking to the camera.



BACKGROUND: 'YOU' IN HOLLYWOOD

BREAKING THE FOURTH WALL

In the movies and TV, acknowledging presence of the audience is called "breaking the fourth wall." We usually see just three walls on screen - the fourth wall is the camera and the audience, which are almost always ignored.

Breaking the fourth wall is not a new



Who prologue-like **your** humble patience pray,
Gently to hear, kindly to judge, our play.

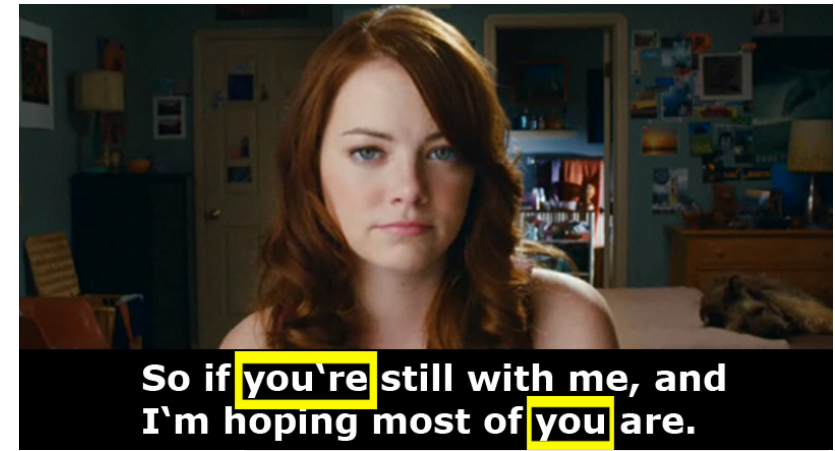
concept - it was used by Shakespeare and others, going all the way back to Greek plays thousands of years ago.

But for TV and movies, fourth-wall breaking is seldom used because it's believed to disrupt the experience and take the audience out of the "suspension of disbelief." And yet it has been used with great success in a number of famous films and TV shows.

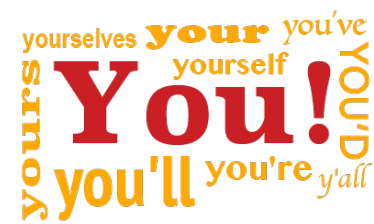
SPEAKING TO THE AUDIENCE

Going further than simply acknowledging the audience, some fourth-wall breakers will speak to the audience as a confidant, as part of a

In the opening prologue to Shakespeare's *Henry V*, the narrator speaks directly to audience, saying "you" or "your" five times.



In *Easy A*, Emma Stone calls the audience "you."



BACKGROUND: 'YOU' IN HOLLYWOOD

narration. This monologue may take place throughout the movie or in small excerpts or asides.

Some TV shows and movies go beyond just narrating their lives to the audience by actually calling the audience "you," as if they're actually in the room.



In the movie *Easy A* with Emma Stone, she talks down the barrel of the lens and says "So, if you're still with me - and I'm guessing that most of you are..." by saying "you" she is both acknowledging the audience and speaking to the viewers directly.

When Will Smith says in the movie *Hitch* - "You believe that? Neither does she." - he is speaking directly to the audience.

And at the beginning of *Ferris Bueller's Day Off*, Ferris also uses "you" when he looks at the camera and says, "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." At the end of the movie he tells the audience: "You're still here? It's over. Go home."



In addition to being the protagonist in *Hitch*, Will Smith also turns to the camera and narrates, calling the audience "you."

BACKGROUND: 'YOU' IN HOLLYWOOD



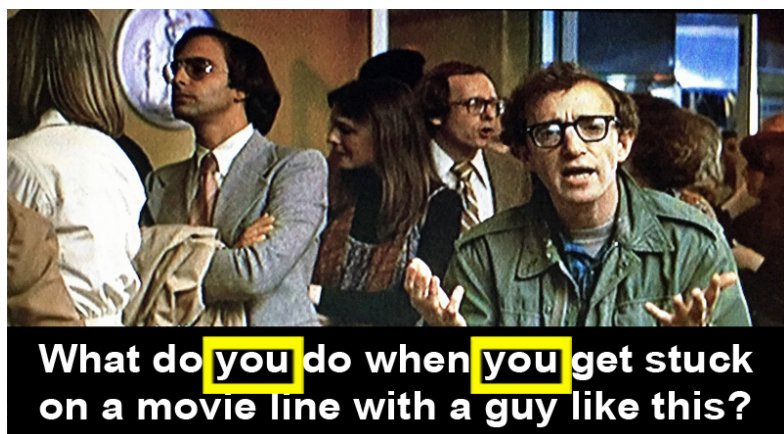
The Wolf of Wall Street (Leonardo DiCaprio)



Austin Powers: The Spy Who Shagged Me (Mike Meyers)



Deadpool (Ryan Reynolds)



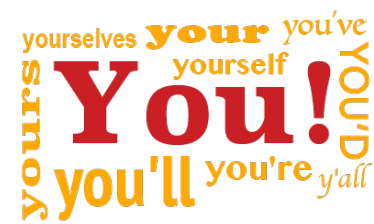
Annie Hall (Woody Allen)



The Big Lebowski (Sam Elliot)



House of Cards (Kevin Spacey)



BACKGROUND: 'YOU' IN HOLLYWOOD

Other examples include scenes from *High Fidelity*, *When Harry Met Sally*, *The Big Short*, *It's Garry Shandling's Show*, *Malcom in the Middle*, and *Alfie*.

Shows like **The Office** and **Modern Family** don't exactly fit into this category, because while the characters sometimes give side looks directly to the camera, or speak to the camera, they also largely speak slightly off camera, as if to an interviewer.

Also the reality television "confession cam," perfected by MTV and used in so many shows, also tends to be about the subject, not the viewer. Those shows are not examples of how to use the magic of the word "you."



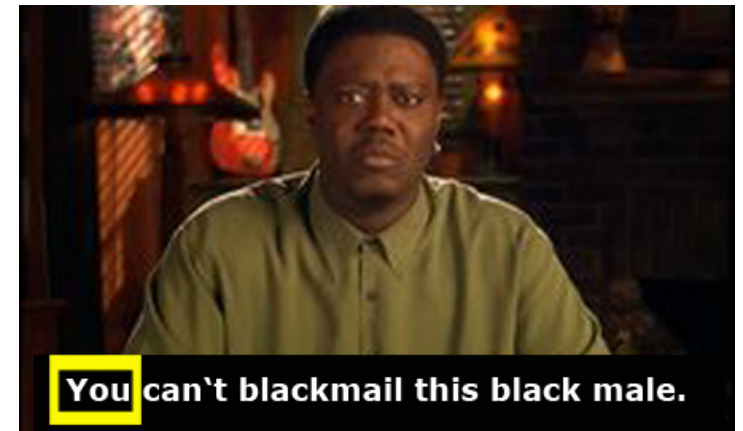
House of Lies (Don Cheadle)



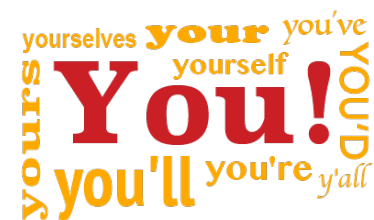
Amélie (Audrey Tautou)



Fight Club (Edward Norton)



The Bernie Mac Show (Bernie Mac)



METHODOLOGY

GOAL

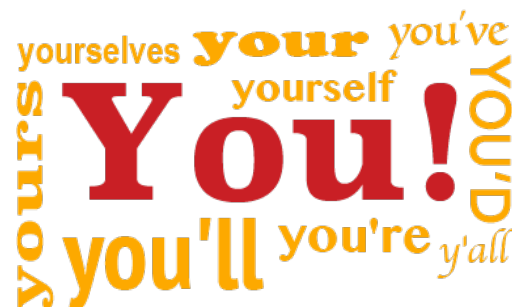
Our basic goal was simple: **To find out if, other factors being equal, YouTube videos generally are more effective if they used the word "you,"** or a version of the word "you" such as "you'd" or "your," **within the first 5 seconds of the video.**

CHALLENGE

It's very difficult to come up with hard data on YouTube videos, trends and best practices.

Because while it's easy to test techniques on a video-by-video basis, the only proof comes from larger data sets across many videos. YouTube makes some of this data available through its API, but much is inaccessible. So much of the work we did was to get the closest approximation possible using the data tools available to us. We sought to select a subset of the data based on certain parameters that would get us comparing apples-to-apples, rather than apples-to-oranges. It

took a number of tries before we were able to get what we considered sound data.



WHY WE DID IT

Both TubeBuddy and VidiUp see it as their mission to help YouTube creators and businesses get more engagement and authentic views for their videos.

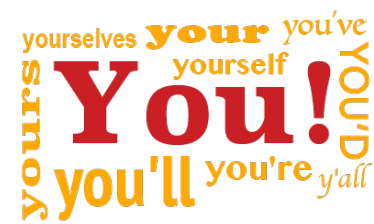
The result of the increase in these metrics logically can increase the profitability of these channels, either through **additional AdSense revenue,**

or in the case of B2B or B2C businesses, increased lead generation or sales. In short, the odds are that the more views, likes, and comments that videos get, the more money the businesses and YouTubers will make from them.

MEDIAN VS. AVERAGE

We decided to emphasize medians in our work rather than averages as we were comparing some videos with very high numbers of views against some with very low numbers, and the median would give us the most accurate understanding.

To use a real estate analogy: If you're trying to find out how much it will cost you to buy a house in a certain city - one where most homes are about the same price but there are also a few very



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expensive homes - a median works better than an average. For example, if a city has 9 homes for sale worth \$1 million and one home worth \$10 million, to get the average you total all the values (\$19 million) and divide by 10, which would be \$1.9 million. But in this example the high-value home is skewing the numbers to give an inaccurate perception. Instead the median takes the middle number of the 10 homes, throwing out the highest and lowest numbers. But in our case, nine homes are worth \$1 million, so the \$1 million is the middle number. The median says that homes in this city generally cost \$1.0 million, which is more accurate (and \$900,000 cheaper than the average).

So instead of averages we used medians to get more representative numbers, throwing out high and lows that might skew the results.

HOW WE FILTERED

Here are the parameters we used:

SAMPLE SIZE

We tracked 29,607 videos (almost 30,000).

DATES

We sampled a selection of videos launched between April 1, 2016 and Dec. 1, 2016. Each video had been published for more than 30 days to give it time to get what we assumed was the majority of views (and likes and comments) it would get in its lifetime.

CATEGORIES

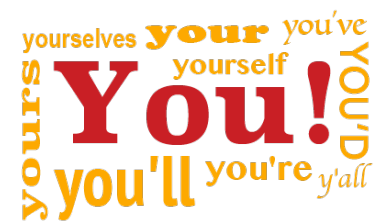
We tracked videos in the YouTube categories of Howto & Style, People & Blogs, Science

& Technology, Travel & Events, and Education.

VIDEO LENGTH

One of our main goals was to try to filter out videos that had gotten views due to paid media. Any YouTube video can be turned into an ad to run in front of another video. But paid-media videos had the potential skew our study away from "authentic" views as the videos would not have a level playing field for comparison.

One of the ways we tried to correct for this was by only including videos between 2 and 6 minutes long. The vast majority of paid pre-roll ads are formatted like commercials in that they are 30 seconds



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or shorter in duration. These videos have very high view counts but low engagement rates, because they hardly ever get "likes" (likes are not an option in a pre-roll, and are possible only if the video is viewed in standalone, non-paid form).

MINIMUM VIDEOS PER CHANNEL

We only included videos from channels that had 5 or more videos. This generally filtered out situations such as when someone might take an old *Seinfeld* clip or NFL highlight and post it on YouTube. YouTube's system can be discouraging to this type of behavior when a channel keeps doing it.

MINIMUM SUBSCRIPTIONS PER CHANNEL

We also filtered out videos on channels that had fewer than 10 subscribers. So this further narrowed the field, generally, to channels that

uploaded frequently enough, or in enough quality, to build up a modest audience.

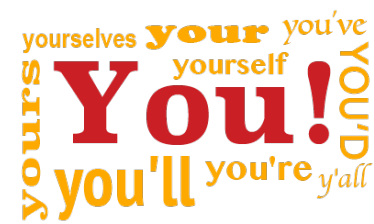
MINIMUM VIEWS PER VIDEO

We filtered out videos with less than 40 views. This can seem like a small number of views, but all things being equal, an engaging video with a small number of views should get roughly the same rate of engagement (likes to views, for example) as a video with thousands of views. Thus we can compare apples to apples. There is the possibility of data skew, however, just a few extra likes on a small view video (4 likes on a 40 view video is 10%) can change an average. We got around this problem as much as possible by using medians, the middle numbers, instead

of averages. Medians essentially take away skewing numbers that are too high and too low (for the most part).

CHANNELS WITH CLEARLY BAD DATA FROM TRANSCRIPTIONS

In a sample of 30,000, we certainly got some transcriptions that were incorrect that we were unable to filter out – we of course didn't watch all the videos, only a sampling. But we did notice that one channel, HSNtv, had wildly inaccurate transcriptions, apparently due to some conversion from TV closed captions. We removed this channel from our study as there was no easy way to fix it. For the other channels, if our other filters did not minimize the errors, using the median very likely made the vast majority of the other aberrations irrelevant.



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DATA WE LET SLIDE

Some high-view videos clearly were the result of paid media views, particularly a music video from Shell, which was longer than two minutes. But its effects were minimized by using the medians instead of averages, so we left some of them in the study.

SUBJECT OF VIDEOS TRACKED

YouTube videos can be about almost any subject, and our samples seemed to prove that. Videos included exercise videos, college news, tech company promotions, explanations of medical operations, language instruction, cooking, craft how-tos, dating advice, religion and faith, videos from TV channels, motivational videos, hair styling advice, and topics such as the space program, painting, gardening, computer repair, and even a few miscategorized music videos. [NOTE: We

specifically tried to exclude music videos as they generally don't address the audience directly, have views so much higher than other videos, and often use paid media. But we'd love to see someone else do a good study on why some music videos do better than others.]

TIME PERIODS

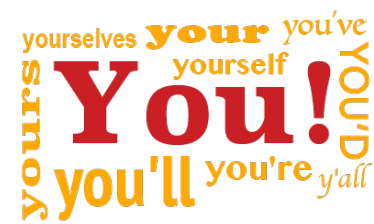
We tracked "yous" on videos as they fell between three time periods within the videos:

- 1) **0-5 seconds**
- 2) **6-10 seconds**
- 3) **11-30 seconds**

Importantly, it took us a while to figure out a seemingly simple question, which was: "**How long is 5 seconds?**" This

seems like a very simple question, but the challenge was that SRT files that create the timing for when the closed captions appear don't tell you exactly which word is spoken at an exact time period. Rather, for instance, if it takes a few seconds to utter a sentence, it might begin at 3.5 seconds and end at 6.1 seconds. So should this part of the speech count as coming within 0-5 seconds or 6-10 seconds? We decided to make an arbitrary judgment that we felt best approximated the time period which we were studying, as we estimated that a text segment could very well begin a second or so before the time we wanted to track and end a second or so after.

Our solution was this: Every time code that ended from a period starting at or



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after 0.000 seconds and ending at or before 5.999 seconds was counted in the 0-5 seconds period. All text segments ending between 6.000 seconds and 10.999 seconds were counted in the 6-10 seconds period. All text segments ending between 11.000 seconds and 30.999 seconds were counted as falling within the 11-30 seconds period. When we refer to time frames in the study, this is what we mean.

TRACKING SILENCE

For the purposes of this experiment, segments of the videos which had no dialog at all, with either music, sound effects, or silence, were considered equivalent to videos with dialog that did not have the word "you." Some video creators might say that this

does not account for long musical/graphical intros, but the end result of likes and views per videos is the same.

THINGS WE TRACKED

In addition to "yous," we tracked likes, dislikes, comments, views, channel length, number of videos on channel, number of video subscribers, length of video, publish date, and more.

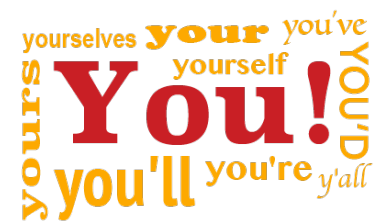
WHAT EXACTLY IS 'YOU'?

When tracking the value of the word "you," **we decided that there were variations of the word "you" that were essentially equivalent to the main "you"** in that they referred directly to the viewer and called the

viewer's attention to the video by use of the word. The variations we included as synonymous included:

- 1) you
- 2) your
- 3) yours
- 4) you're
- 5) you'll
- 6) you'd
- 7) you've
- 8) yourself
- 9) yourselves
- 10) y'all

So when we say we tracked a certain number instances of the word "you," it could be any of these words. We did not track which version appeared more frequently or in what proportion.



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Notably, **one word we did NOT count as a "you" for this study was the word "YouTube,"** as it was not relevant. Other words like "youth" were also not relevant and not tracked.

MESSY CHARACTERS

Initially the data of our search for "you" was confused by gibberish text - messy UTF-8 characters appearing in DownSub.com, which we used to track the transcripts. DownSub (and our initial queries) improperly gave false negatives to "you" words with apostrophes (such as "you'd"), text with initial caps or all caps (like "You'll" or "YOU'VE"), and even words adjacent to quotes, as at the beginning of following the sentence ("You'll find out."). We later resolved these errors.

HIDDEN LIKES, COMMENTS, SUBSCRIBERS

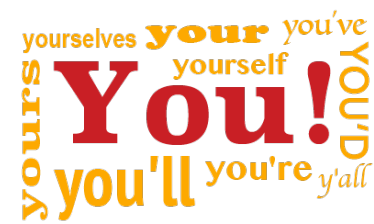
YouTube channel owners have the options of hiding metrics such as likes, dislikes, comments and subscribers from public view. In order to make accurate comparisons across all channels using the same value sets, we removed videos that blocked any of these data points from the study.

RANDOMIZATION

In addition to the above parameters, we chose videos in the specified time periods with a degree of randomness. In order to accomplish this, we queried for videos by searching on letters and numerals and taking the top results. So we might do different searches for any video that has the letter "a" and take the top videos resulting for that search, which

could be almost any topic as there are many possible uses of that letter in a title. We also searched for numerals, such as any title with the numeral "1" in a given time period. Each query would return anywhere from 500 to 1,000 results. Each of the queries below was run against each category that we included in the study:

"a", "b", "c", "d", "e", "f", "g", "h", "i", "j", "k", "l", "m", "n", "o", "p", "q", "r", "s", "t", "u", "v", "w", "x", "y", "z", "aa", "ab", "ad", "ae", "ag", "ah", "ai", "al", "am", "an", "ar", "as", "at", "aw", "ax", "ay", "ba", "be", "bi", "bo", "by", "de", "do", "ed", "ef", "eh", "el", "em", "en", "er", "es", "et", "ex", "fa", "fe", "go", "ha", "he", "hi", "hm", "ho", "id", "if", "in", "is", "it", "jo", "ka", "ki", "la", "li", "lo", "ma", "me", "mi", "mm", "mo", "mu", "my", "na", "ne", "no", "nu", "od", "oe", "of", "oh", "oi", "om", "on", "op", "or", "os", "ow", "ox", "oy", "pa", "pe", "pi", "qi", "re", "sh", "si", "so", "ta", "ti", "to", "uh", "um", "un", "up", "us", "ut", "we", "wo", "xi", "xu", "ya", "ye", "yo", "the", "and",



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"for", "you", "say", "but", "his", "not", "she", "can", "who", "get", "her", "all", "one", "out", "see", "him", "now", "how", "its", "our", "two", "way", "new", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "15", "20", "25", "50", "100", "have", "house", "went", "light", "near", "some", "what", "where", "when", "video", "word", "long", "short", "sound", "come", "watch", "most", "take", "get", "how", "how-to", "learn", "tube", "funny", "house", "fix", "best", "top", "review", "watch", "See".

MANUAL, ENGLISH-ONLY TRANSCRIPTIONS

In order to track the number of "yous" and their variants, we used DownSub.com. We tracked only videos that had manual transcriptions in US-English, as the automated versions done by the YouTube software can have errors due to varying accents, audio quality, or quirks in the software itself. We also only tracked videos that had just a single transcription, as videos with more than one transcript often gave us inaccurate results, and

sometimes the offending transcripts we had hoped to discard were of translations into other languages. By using only videos with a single manual English transcription, we removed these errors.

[NOTE ON DOWNSUB: By programmatically passing in a video ID and connecting to the subtitle download link directly, we were able to bypass pop-up windows and other potentially malicious elements that you may encounter when downloading subtitles as a regular user on the site.]

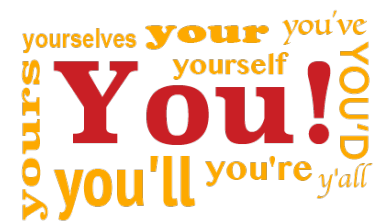
WORDS PER TIME SEGMENT

There were also a smaller number of foreign language videos that claimed to be in English and had only one

manual transcription, which was in English and probably not entirely accurate. By using medians rather than averages, most of these aberrations became statistically insignificant. We filtered out videos with transcriptions that had more than 25 words in a single segment. These were almost always due to inaccurately executed manual transcriptions, because it's very difficult to speak that fast in just a couple of seconds. But it also kept out any extraordinary videos of people speaking more than 300 words per minute.

RATIOS VS. ONE-TO-ONE COMPARISONS

We used ratios of likes per view and engagements per view because they're more helpful in determining how good a video is. Clearly a video that has only



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been seen 100 times can have a maximum of 100 likes, so it's an unfair comparison to a video which has been seen 10,000 times. But with a likes-to-views ratio, videos with fewer views can be rated on the same scale with videos with many more views to determine which is more engaging. If a low-view video has a high engagement ratio, this very likely means that the video could resonate with a larger audience through ways such as targeted organic or paid promotion, an email newsletter, or better YouTube optimization.

VIEWS-TO-VIEWS, NOT RATIOS

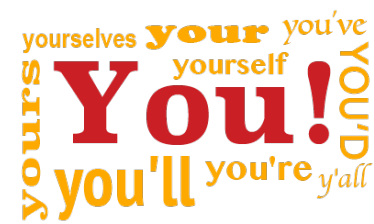
We tracked the median views across all videos in a category. Initially, estimating that it would be more relevant, we tracked views per subscriber, thinking that the ratio would be more valid. But we could find no connection of that ratio to use of the word "you." However we did discover, much to our surprise, that there was a fairly strong



correlation between use of "you" and actual views. Using the word "you" a certain number of times at a certain cadence could dramatically increase the number of views a video received, from 80% to 180%. This was the icing on the cake of our discoveries, a truly astounding find.

Is toothpaste safe for **you** and **your** family? Let me tell **you**, most toothpaste brands have chemicals **you** wouldn't scrub **your** tiles with, and **you** put it on **your** face! We all know fluoride and toothpaste can build up in **your** bones. But did **you** know that toothpaste also has detergents in it that burn **your** taste receptors on **your** tongue? That makes **you** crave more and more sugar, salt, and processed food. Leaving **you** more cavities.

This video from FitLifeTV was near the record at 13 "yous" in the first 30 seconds. That's a lot of "yous" but it did quite well.



IN CONCLUSION

WHAT IT COMES DOWN TO

You really need to know just one thing about this study, which is this: **Whenever possible, you should consider using the word "you" in the first few seconds of your YouTube videos.**

The data from the 30,000 videos we studied reinforced a common theme, which is that when watching a YouTube video, people simply want to know how it's relevant to them. The faster you can convey how the video applies to the viewer specifically, the better your videos will do in terms of likes, engagements, and of course, views.

In addition, these findings very likely have implications for other social networks that support video, such as Facebook, Instagram and Twitter, as well as video produced to be distributed via solutions like Vidyard, Wistia or Vimeo. **Because wherever you are, saying "you"**

will always be a powerful way of getting a viewer's attention.

There's no guarantee of success. Videos that say "you" may do poorly, and videos that don't say "you" may do well. But the odds are significantly in your favor if, in your videos, and right from the start, you look the viewer in the eye and say, in some way: **"You will like this."**



ABOUT THE AUTHORS

DANE GOLDEN



As president of [VidiUp](#), Dane Golden specializes in helping B2B and B2C businesses with their YouTube marketing and channel management needs. He advocates a content marketing approach to video, helping clients with a strategic

inbound process for the platform that's designed to drive leads and sales. As this study shows, Dane believes in data-driven methodologies for YouTube marketing success. Please connect with Dane on LinkedIn and Twitter, and, of course, please read the VidiUp blog to learn how to better use YouTube for business.

PHIL STARKOVICH



As the co-founder and CEO of [TubeBuddy](#), Phil Starkovich is responsible for the overall vision and direction of the company. TubeBuddy is the premier YouTube channel management and video optimization toolkit. Used by more than 500,000

YouTube creators and brands, TubeBuddy strives to make the YouTube community a happier and more productive bunch by offering a wide range of productivity, video SEO, promotion and research tools. TubeBuddy is available free for download in the Chrome Web Store, Firefox Add-Ons Store, and Safari Extensions Gallery.



Tube Buddy



HARNESSING THE POWER OF "YOU" IN YouTube

How just one word - "YOU" - can double your YouTube viewership

Written and Researched by
Dane Golden and Phil Starkovich

a study by  TubeBuddy and 