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# **Prioritizing and SUCCEEDING with video on Facebook**

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**Q&A with Katie Richman,  
Facebook Media Solutions**



**Craig Pentland**

**SocialFlow**

VP, Client Services

# Facebook receives **4 BILLION** video views **DAILY**

In June 2014 the number was just one billion, and in January 2015, it was 3 billion.

"Since PopSugar started posting video directly to Facebook last September, it has seen the power of the news feed, with its video views on Facebook going **from 20,000 that first month to 14.3 million views** in March, according to the company.

*DIGIDAY: How PopSugar went from zero to 14 mil. Facebook video views a month*

- Eric Blattberg

"Unique viewership is up **78%** year over year, with average streams per viewer **up 233%** and viewers spending an average of 27 minutes a month watching Time Inc. content..."

*DIGIDAY: Time Inc. plans to produce 10,000 videos in 2015*

- Lucia Moses

"Uproxx has drawn **more than 20 million video views** across 10 videos on Facebook in April, according to public data on the site's Facebook page. That hefty viewership has prompted Scott Grimes, CEO of Woven Digital, to make Facebook Woven's primary distribution channel for video."

*DIGIDAY: Why Uproxx is betting big on Facebook video (hint: 20 million views in a month)*

- Eric Blattberg

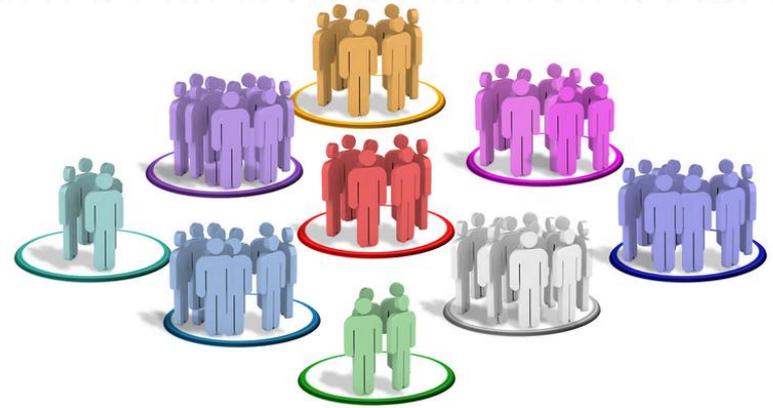
# Facebook is taking a **MOBILE** first approach

From Facebook's Q1 2015 Earnings Call, "More than 75% of global video views on Facebook occur on mobile."



# Analytics, Demographics & Insights drive **RELEVANCE**

“...Omnicom Digital CEO Jonathan Nelson as having said to *Adweek*, ‘When you have that much known information, tied to analytics and an ad server, you can start doing messaging in a way no one’s ever done before. That’s marketing nirvana.”



# Some of the **COOL** stuff!

Targeting by interest, age, gender and geo

Set a takedown date for video (auto hide or delete)

Back date video creation date

**Video Playlists**

*Resumable uploads*

Select custom video thumbnails

***Feature Videos***

*Publish video directly to your Facebook Page, with the option to bypass News Feed.*

Video Insights (avg time watched, complete views from organic and paid, etc)

# Summary

- Viewership of videos, directly on Facebook, is dramatically increasing
- Mobile is leading the pack in video consumption on Facebook
- Facebook's targeting and analytics capabilities offers advertisers and publishers great ways to reach the right audiences with the right messages
- The combination of audience demographics and behavioral data offers rich customer insights



**Matt Moran**  
**SocialFlow**

VP, Product Development



**Katie Richman**  
**Facebook**

Media Solutions Program Lead



- What has fueled this massive growth in video consumption on Facebook? Why mobile?
- How does Facebook compliment, and boost, an organization's overall video strategy?
- Are there benefits to publishing video directly to Facebook?
- What are the unique features and/or capabilities Facebook Media Solutions partners provide?
- How does Facebook's video support many brands and media company's efforts to provide the optimal user experience?
- Could you share with us a few best practices that might save us all a bunch of time and headaches?



# Audience Q&A



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