

CASE STUDY

Mondo Media

Large animation company that produces and distributes animated series. One of the all-time most popular YouTube networks, with 1.6 billion views and 2.4 million subscribers across 27 channels.



Challenge

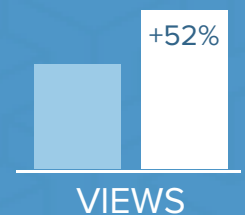
- Maintaining up to date tags on Mondo Media's 2,036+ videos was a tedious process that was resource heavy
- Manually editing descriptions across all of Mondo Media's historical videos to drive awareness to new videos required a high level of effort with difficult-to-track results
- Understanding Mondo Media's vast audience of 1.6 billion viewers and 2.4 million subscribers was a daunting task, especially tracking engagement insights and feedback across Facebook and Twitter

Solution

- With vidIQ's YouTube SEO tool, Mondo Media receives automated tag recommendations based upon meta data analysis and search trends, updated every week
- vidIQ's Description Campaign tool allows Mondo Media to bulk edit their descriptions across all of their videos, and lets them insert a URL with a trackable Click-through Rate
- vidIQ's Twitter Insights, Top Influencers, and Analytics Dashboard automate Mondo Media's viewer insights and reporting across Facebook, Twitter, and YouTube

Result

- 52% higher than average views for videos using a combination of YouTube SEO and Description Campaigns
- 120,353 conversations about their YouTube videos discovered, including tweets from high value viewers with 98+ Klout scores



“ vidIQ has become an important part of our daily YouTube operation—it allows us to optimize our content, gain insight into how our content is consumed, and engage with our viewers in a way that was previously not possible”

—John Evershed, CEO