



# VIDOOLY

CASE STUDY

## FACEROBICS ®

**FACEROBICS** is a YouTube Channel run by Peta who is Australia's Leading Face Exercise Expert and Instructor and qualified Beauty Therapist. Her videos focus on facial exercises which take years off of one's appearance.

### OBJECTIVE

Peta wanted to increase the number of views and subscribers on her channel through proper audience targeting. She wanted to add only relevant and targeted subscribers so that the watch time also gets bettered.





**facerobics**  
Your Face Exercise Coach



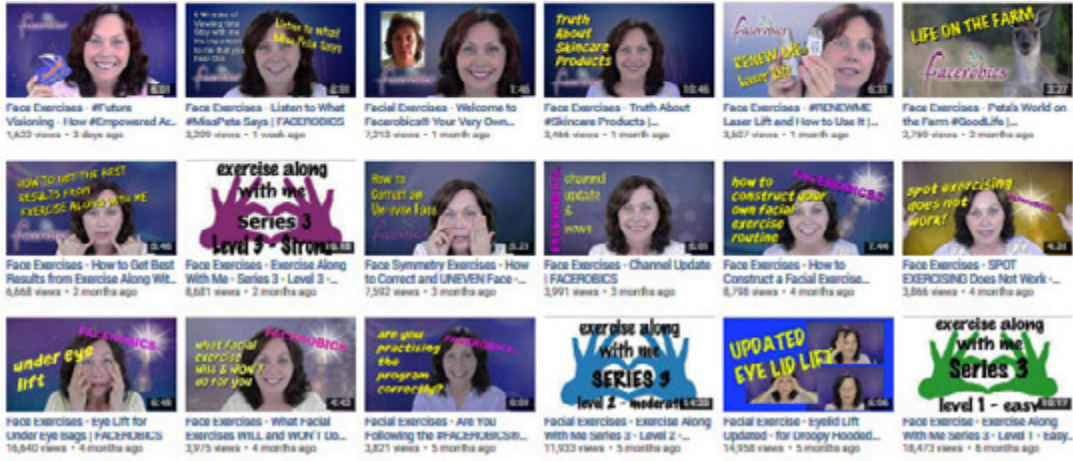
FACEROBICS® - Your Face Exercise Coach

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# STRATEGY

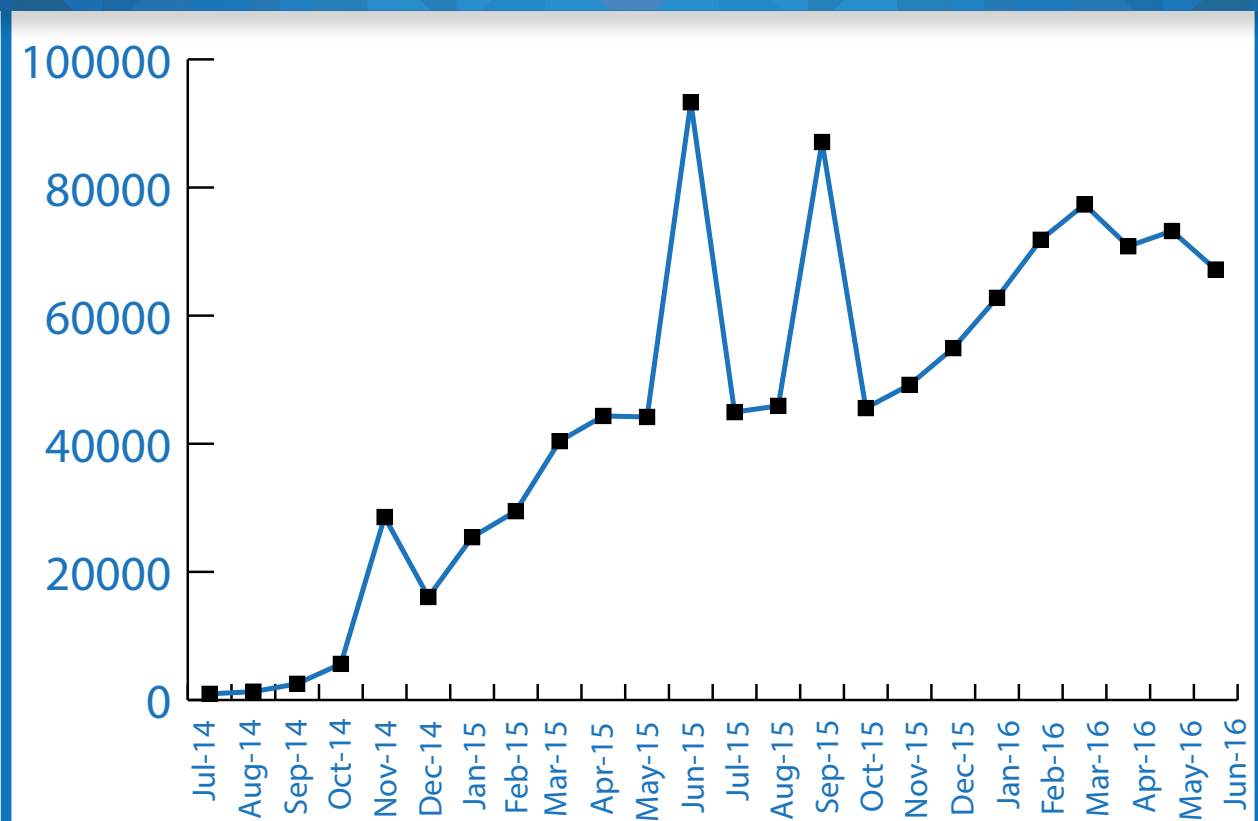
- Using Vidooly's **keyword Analysis** feature to title the videos better.
- Using Vidooly's **Potential Subscribers** feature to reel in relevant audience.
- Using Vidooly's **Audience Dashboard** feature to increase engagement and watch time.

# RESULT

	Before Vidooly (July 2014 -2015 )	After Vidooly (July 2015 -2016 )	Growth
Views	1.56 M	3.5 M	224%
Subscribers	14524	28809	198%
Likes	15233	30956	203%
Watch time	100.48k hours	215.82K hours	214%
Subscriber	17.54%	20.20%	2.26%

## OTHER HIGHLIGHTS

The videos were uploaded based on the 'Best time to upload' feature of Vidooly. This resulted in an increase in views through subscribers. It was 272 thousand for the duration of July 2014 to July 2015 and it increased to 707 thousand for the duration of July 2015 to July 2016.



All comments were analyzed based on the audience sentiment shown in [Vidooly's Community manager](#) feature. This resulted in a **203%** increase in engagement (number of likes, shares and comments) on the videos.

Unsubscribers were identified and reached out to, using Vidooly's Audience Dashboard. This resulted in a decrease in the overall subscriber churn rate of the channel from **11.86%** to **10.52%**.

