



Navigate YouTube data with Wiztracker - software approved by YouTube Measurement Program

PARIS, FRANCE, July 7, 2017 /EINPresswire.com/ -- [Wizdeo](#) is participating in YouTube's [YouTube Measurement Program](#), a certification program for measurement companies using the YouTube API Services to provide accurate, consistent and relevant YouTube measurement data to partners..

We believe in the power of data, as evidenced by our [Wiztracker](#) tool, an in-depth analytics and recommendation software helping creators, brands, and media companies/networks grow their audiences on YouTube.

HOW DO BRANDS AND AGENCIES BENEFIT ?

Brands and Agencies' interest for YouTube is directed both towards YouTube influencers, with which they can work to create Branded Content videos, and paid media opportunities. Here's a few claims that are certified by the YouTube Measurement Program.

SELECTING INFLUENCERS AND OPTIMIZING BRANDED CONTENT WITH DATA

Finding the right influencer for a brand campaign means using the right kind of search engine, since your selection will only be as good as the search engine itself.

Wiztracker's cutting-edge influencer search engine provides all the tools to identify the right influencer, be it an expert in a given country, or the leading influencer for a specific audience characterized by its interests or its demography. This engine has been fully verified by the YouTube's Measurement Program, as well as all the influencer data displayed: demography of influencer's audience, engagement, views and subs for channels and channel groups, and more.

HOW DO MCNs/ TALENT AGENCIES BENEFIT ?

MCNs or Talent Agencies deal with both creators and brands: they help YouTube influencers build their audience and find new revenue opportunities, by proposing to Brands sponsored creator videos coupled with paid media opportunities.

SOURCING TALENTS: RELEVANCE AND PREDICTABILITY FOR YOUR NETWORK AND FIND BRANDS MATCHING EVEN YOUR NICHE YOUTUBERS

MCNs and Talent agencies partner with creators for several years, not just for one operation. They need to understand the talent, and data helps: the creator's track record, how he compares to others, what kind of evolution he may have in the future. These indications are all provided by the Wiztracker tool, and backed by solid statistical analysis to yield forecasts of future performance. The quality of the data base, its size and depth, allow any MCN or talent agency to pore into the influencer numbers relevant for their own business in order to check their intuitions on the relative growth of audiences per country, categories, channel sizes, engagement, thus further refining their selection process.

HOW DOES THAT HELP CREATORS ?

Creators rely a lot on the YouTube Analytics data provided to understand what's happening to their channel. But to understand how other creators are doing, and which of them are successful, they can use other data, provided by 3rd party sites. Here are 3 examples of what this can mean for creators.

GET ACCURATE RANKINGS FOR YOUR CHANNEL

Creators and users can now rely on data and ranking algorithms provided by Wiztracker. Wiztracker detects influencers with similar audiences, which are both your true competitors and your potential partners in growing your channel. This is done by examining closely and matching your community and those of all other channels.

DEVELOP YOUR CHANNEL WITH ADVANCED ANALYTICS

For YouTube creators who want to dig in deeper to understand why and how other channels are successful, and how these lessons apply to their own channel, Wiztracker's verified YouTube data gives access to many advanced indicators: which videos are most popular with your subscribers, which are best ranked on SEO, whether your playlists are complete....

Open your free account on Wiztracker and discover what better data can do for you!

THE IMPORTANCE OF DATA-BASED MARKETING ON YOUTUBE

This new program will help brands, agencies and other enterprise partners find trustworthy performance evaluation metrics, and demonstrates the importance of data-based approaches to help bring together creators and advertisers. This validates Wizdeo's focus on providing YouTube stakeholders with operable analytics, and powering its MCN and branded content activities with its unique Wiztracker tool.

For more information : <https://goo.gl/hEXNr7>

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