

YouTube Metrics

Impressions	How many times your thumbnails were shown to viewers on YouTube through registered impressions.
Impressions click-through-rate	How often viewers watched a video after seeing a thumbnail.
Unique viewers	Estimated number of viewers that watched your content within the selected date range.
Views	The number of legitimate views for your channels or videos.
Views from impressions	Views that originated from impressions for the selected date range.
Watch time (hours)	The amount of time viewers have watched your video.
Watch time from impressions	Watch time that originated from impressions for the selected date range.