



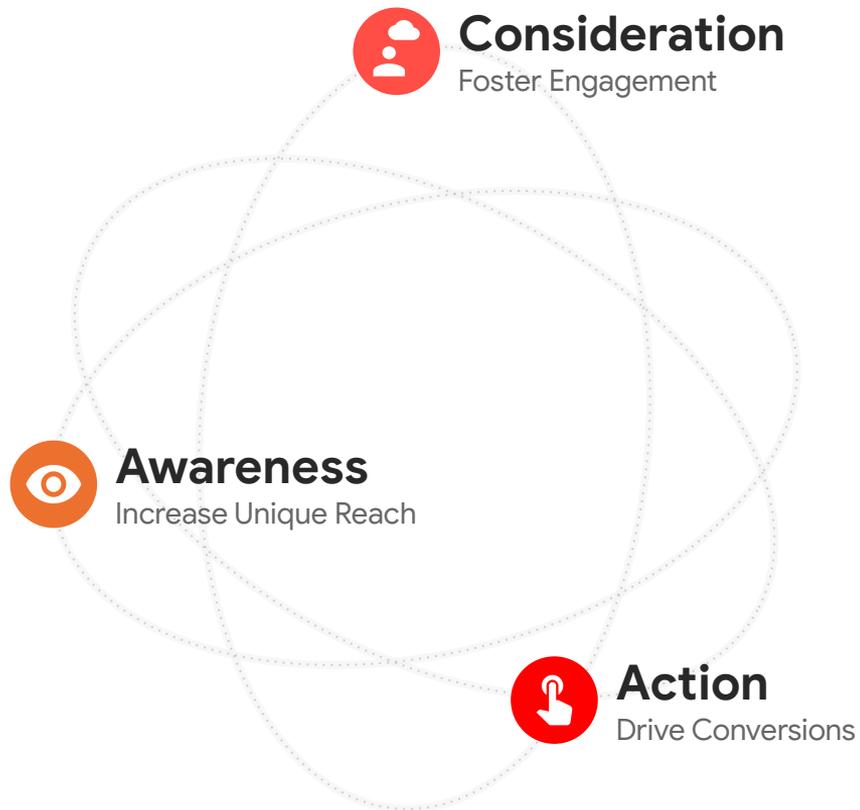
# Enhance your Brand with YouTube

*Video for every business goal*

October 2022



**Video Lead, EMEA**  
Kate Didyk



## Why Buy YouTube Across Multiple Marketing Objectives?

Buying YouTube across multiple MOs allows you to **meet customers at different stages in the journey, while effectively delivering towards a key business objective.**

This strategy allows creative & media to work together across the full funnel to create new demand and convert current demand.

# Your customers come to YouTube seeking for **helpful** content



## **Stay Informed**

Access trustworthy & authoritative content

**+75%** watchtime on Authoritative News<sup>1</sup>



## **Maintain Well-being**

Staying healthy and grounded

**+100%** in daily uploads of "self care" videos<sup>1</sup>



## **Learn New Skills**

Learn@Home

**+120%** increase in views of 'Home Schooling' videos<sup>2</sup>



## **Be Entertained**

Making #stayhome fun

**+77%** have used YouTube for music in the past month<sup>3</sup>

# And YouTube is influencing them **across every stage** of their journey

Over

70%

of YouTube viewers say that YouTube makes them more aware of new brands.<sup>1</sup>

Over

50%

of shoppers say online video has helped them decide which specific brand or product to buy.<sup>2</sup>

70%

of YouTube viewers say they bought a brand as a result of seeing it on YouTube.<sup>3</sup>

1. Source:Source: Google/Talkshoppe, US, whyVideo study, n=2000 A18-64 Genpop video users, Feb 2020.

2. Source: Google/Ipsos, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "How People Shop with YouTube" Study, 18-64-year-olds who go online at least monthly and have purchased something in the last year, n=24,017, July 2018.

3. Source: Google/Talkshoppe, US, whyVideo study, n=2000 A18-64 Genpop video users, Feb 2020.

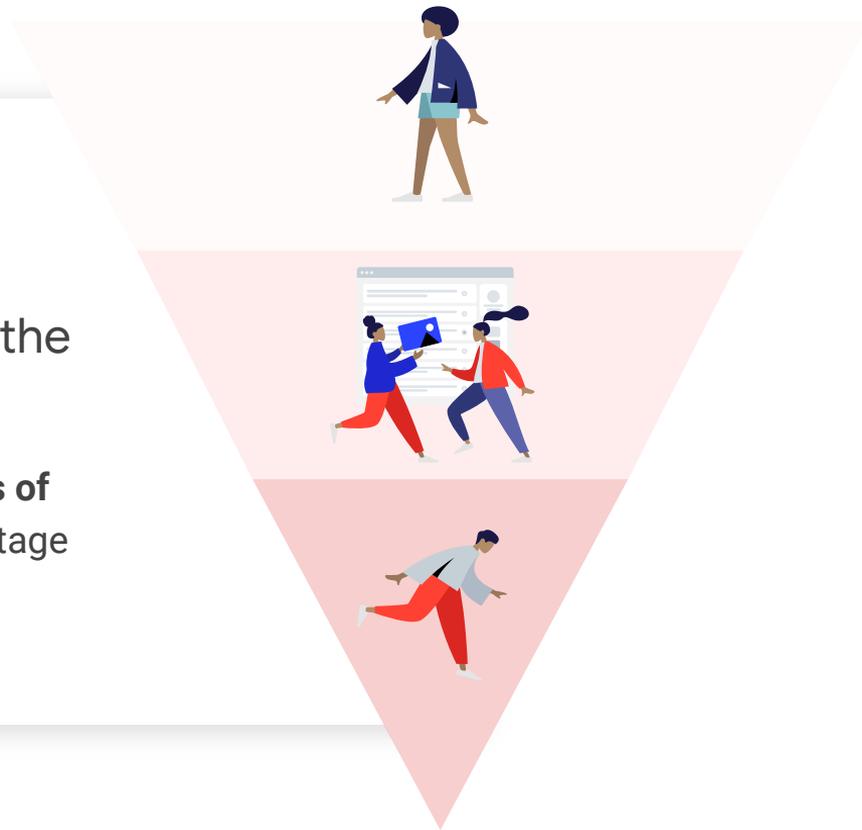
# Reach your customers at every stage of the consumer journey

---



An **always-on** full funnel strategy allows you to meet any consumer's needs, no matter where they are in the path to purchase.

**There are always people at the various stages of the purchase journey** -- focusing on just one stage misses out on creating or converting demand.



# Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers



Bid towards your business goal



Measure growth at every stage

Ask these questions to help align your video solution:

**1** Discover marketing objectives

- What are your campaign goals?
- How do you measure success?

**2** Identify media goal

- What would you like to optimize towards?

**3** Identify audience

- Who are you trying to reach?

**4** Align formats

YouTube & Google Video Partners

- What is the creative length?
- Can the creative be repurposed?

**5** Measure

- What metrics are most important?

# Reach your customers at every stage of the **consumer journey**



Show up at every stage of the buying cycle



Find your best customers



Bid towards your business goal

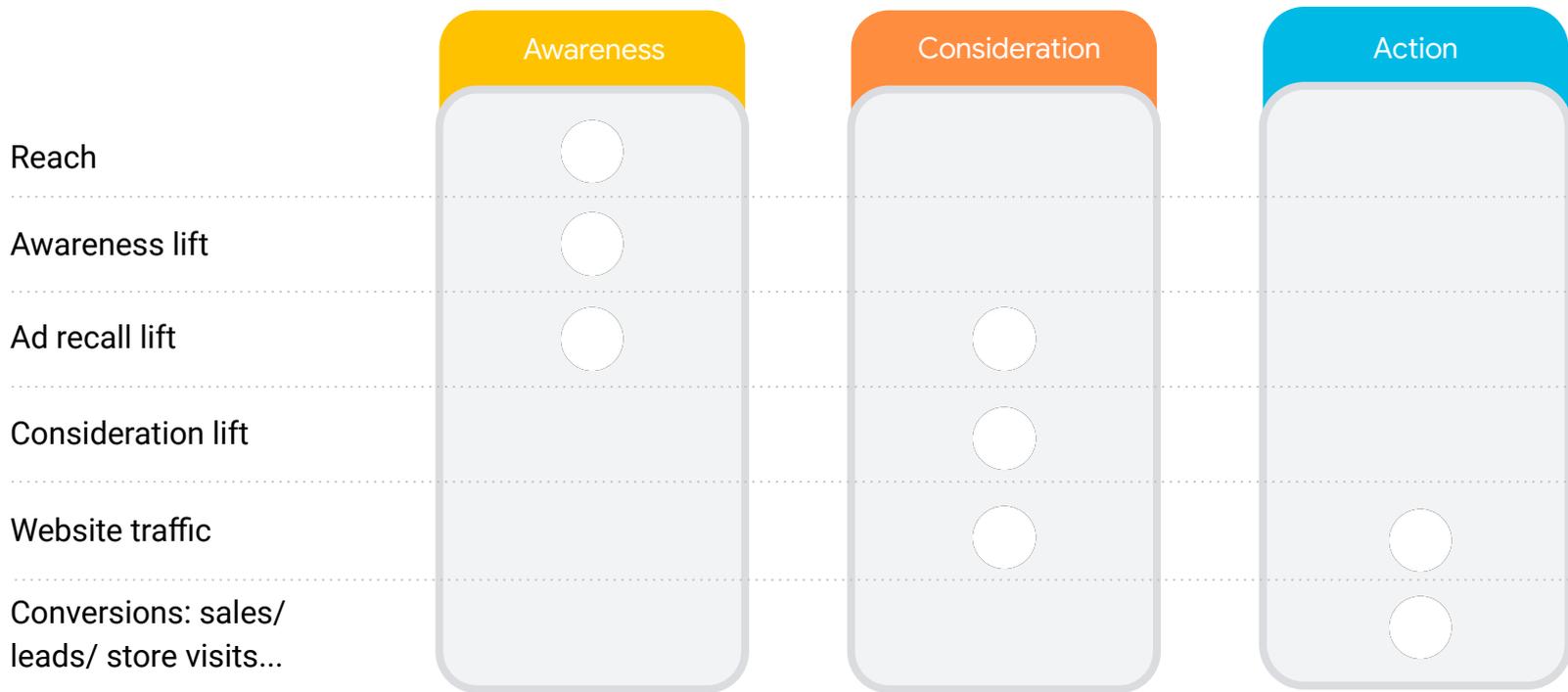


Measure growth at every stage

# Reach your customers at every stage of the **consumer journey**



# Define success for your business goals

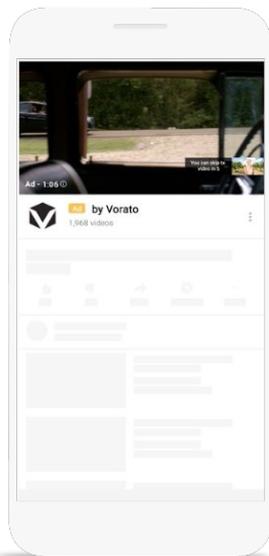


# The right **ad format** for your business goal

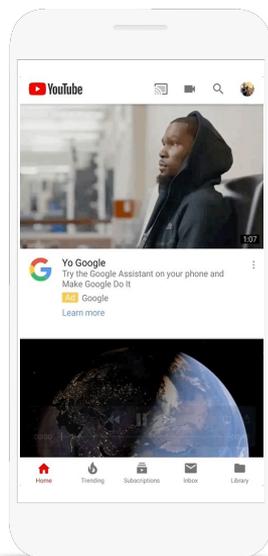
▶ Reach

Conversions ◀

Achieve attentive reach at scale



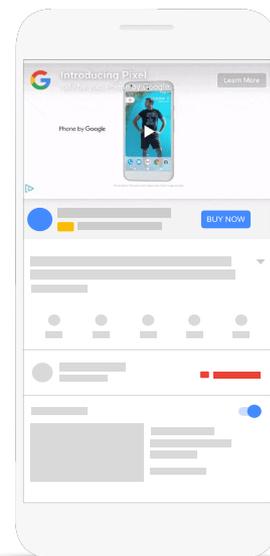
Engage at key moments



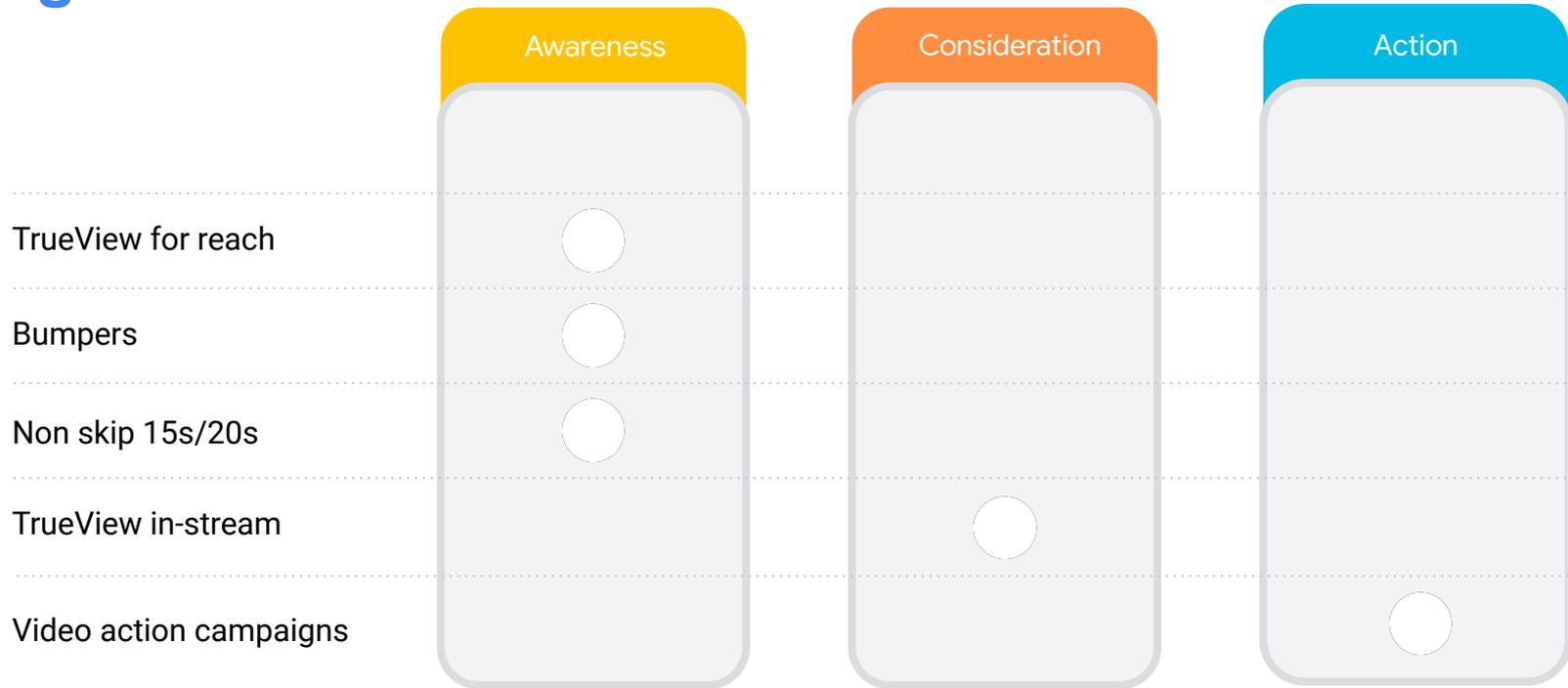
Allow skipping, identify engagement



Encourage action



# Choose the right format for your business goals



# Reach your customers at every stage of the **consumer journey**



Show up at every stage of the buying cycle



Find your best customers



Bid towards your business goal



Measure growth at every stage

# YouTube delivers unparalleled reach

2B

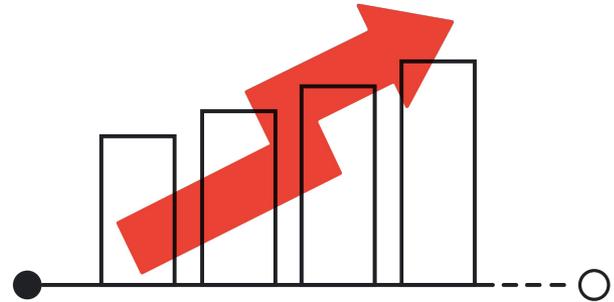


Monthly logged in  
users watching

1B+

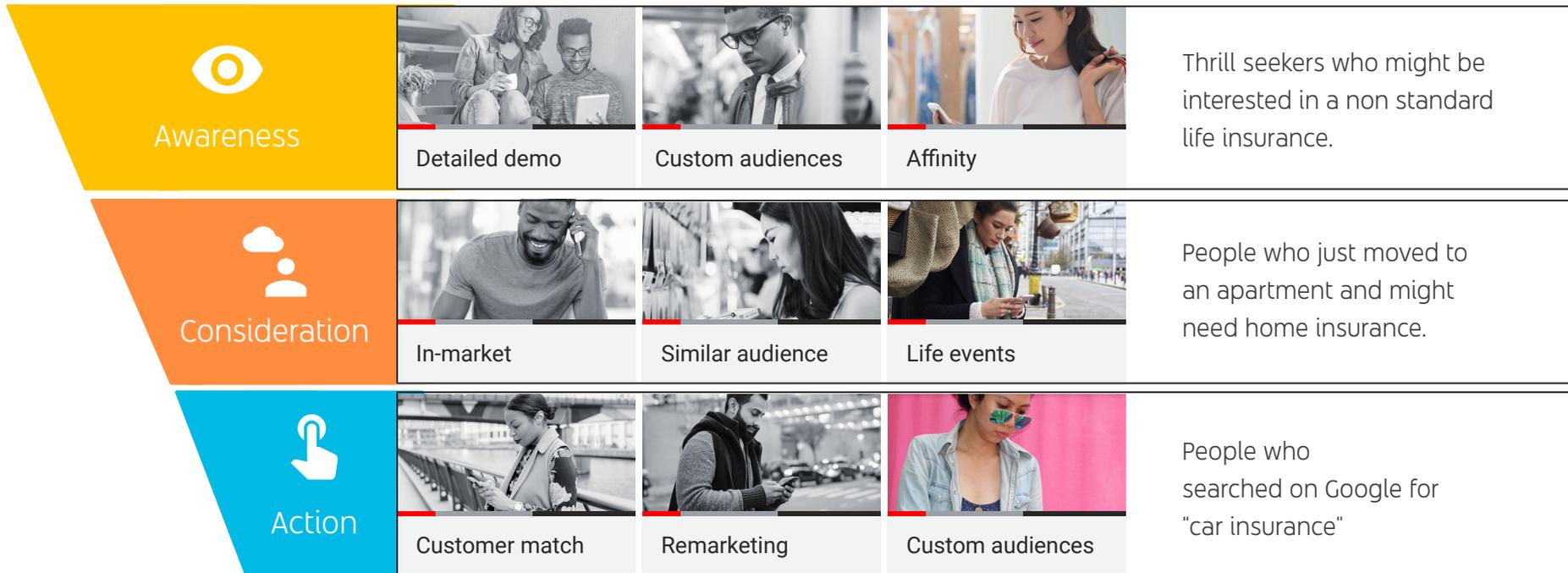


Hours of video  
watched per day

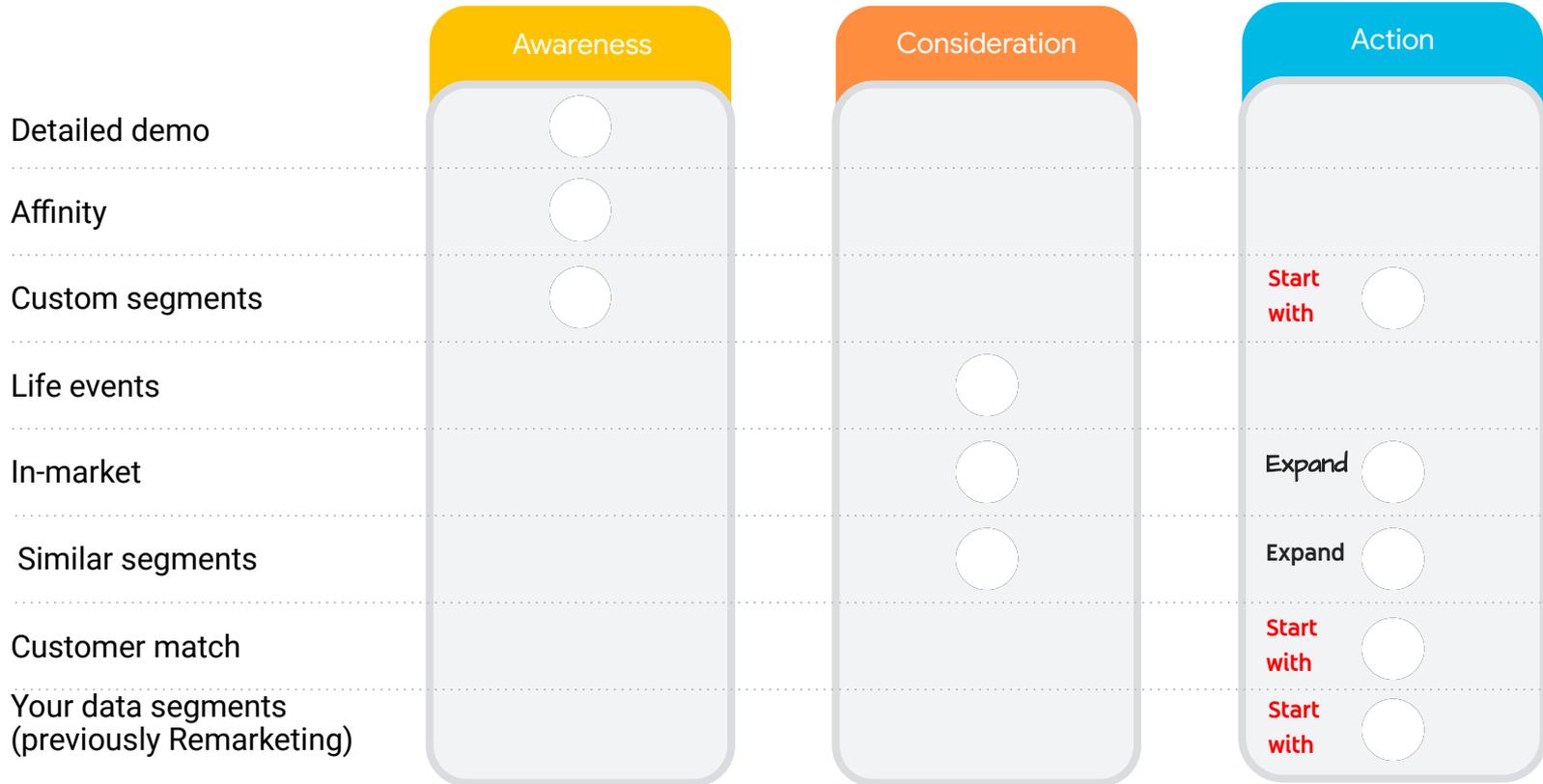


# Reach the right audience for your goal

If you're selling insurance:



# Reach **the right audience** at every stage of the journey



# YouTube Audiences

Solution	Signals	Example / Use Case
Demo	Age, gender, parental status	<ul style="list-style-type: none"> <li>Female, 25+, Parents</li> </ul>
Affinity	Interest or passion points	<ul style="list-style-type: none"> <li>Sports fans, shutterbugs</li> </ul>
Custom affinity	Customized affinity with URL, keywords, locations, apps	<ul style="list-style-type: none"> <li>Hardcore game app downloaders</li> </ul>
Consumer patterns	Shopping behavior, consumption, lifestyle	<ul style="list-style-type: none"> <li>Home automation enthusiasts</li> </ul>
Life events	In the midst of important life milestones	<ul style="list-style-type: none"> <li>Wedding, graduation, moving, etc.</li> </ul>
In-market	In the market for products or services	<ul style="list-style-type: none"> <li>Mobile phone, TV, washers, fridges</li> </ul>
Custom intent	Capture those who searched defined keywords at Google	<ul style="list-style-type: none"> <li>People searching for “---” at Google</li> </ul>
Similar audience	Find similar audience resembling the current best audience	<ul style="list-style-type: none"> <li>Similar to site visitors/CRM list/video viewers</li> </ul>
Customer match	Upload CRM lists - including emails, home address, phone numbers, and device IDs	<ul style="list-style-type: none"> <li>Cross-sell/upsell current customers</li> <li>Find new prospects similar to best customers</li> </ul>
Remarketing	Reach people who have engaged with your website or video	<ul style="list-style-type: none"> <li>Channel subscribers, website/page visitors</li> <li>People who clicked or viewed TrV Instream</li> </ul>

\*some of them have a different name now

# Reach your customers at every stage of the **consumer journey**



Show up at every stage of the buying cycle



Find your best customers



Bid towards your business goal



Measure growth at every stage

# Use the right **bidding strategy**

Awareness

Consideration

Action

TrueView for reach



Bumpers



Non skip 15s/20s



TrueView discovery



TrueView in-stream



Video action campaigns



**Bidding strategies:**

tCPM

CPV

tCPA, Max. conv

# Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers

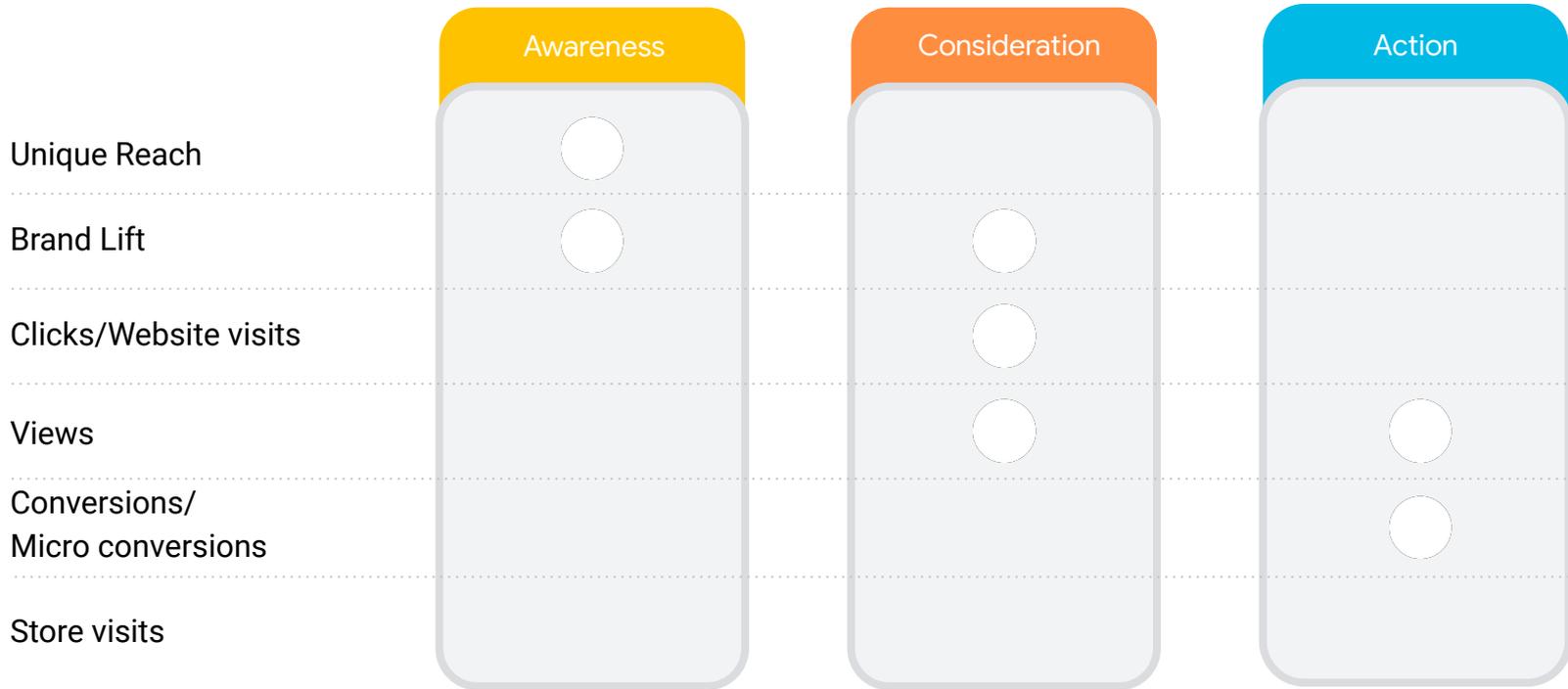


Bid towards your business goal



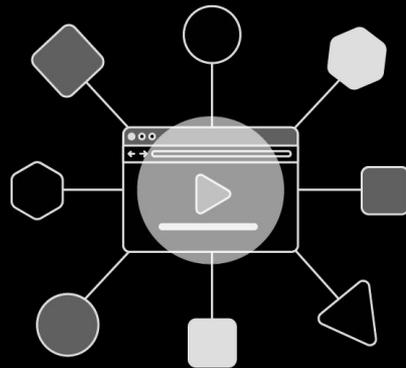
Measure growth at every stage

# Measure results at every stage



# Now how can you combine everything to create a full-funnel media plan?

---



# Example of a full-funnel media orchestration

## Example 1: Enter a new market

### Seed

Source your best audience, by creating your pool and assessing who reacts better to which creative asset.

- ▶ TrueView in-stream

### Blast

Reach a large audience to communicate about your brand and your products.

- ▶ TrueView for reach
- ▶ Bumper ads (Objective: Extra reach to boost impressions).
- ▶ Automate solution by using Video Reach Campaigns for Efficient Reach (beta).

### Repeat

Repeat the message + Drive leads

- ▶ Video action campaigns to drive leads - **ALWAYS-ON**

Example of a full-funnel media orchestration

## Example 2: Increase acquisitions

### Shout out your promotion

Reach a large audience to communicate your new promotion.

- ▶ TrueView for reach

### Collect engagers

Understand your best audience, by collecting remarketing lists of website visitors and video viewers.

- ▶ TrueView in-stream
- ▶ CTA extension

### Bring those conversions

Drive leads/conversions with Custom intent and with your remarketing lists.

- ▶ Video action campaigns to drive leads - **ALWAYS-ON.**

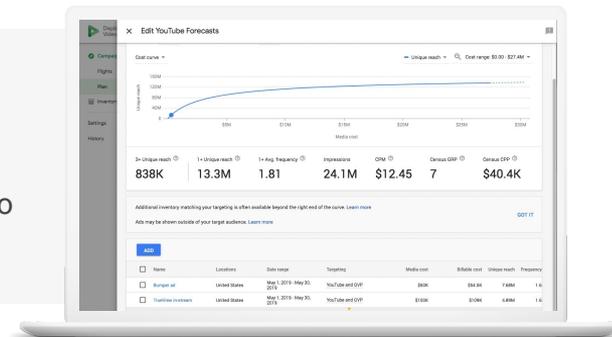
# Full Funnel [Planning]

Use both Reach + Performance Planner for a full funnel media plan



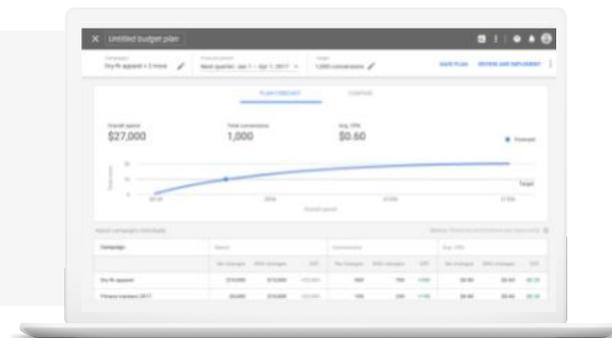
## REACH PLANNING

Plan effective and efficient CPM reach campaigns across YouTube & partner media with Reach Planner. Use TV data in Reach Planner to understand the optimal mix of TV and YouTube to maximize reach.



## PERFORMANCE PLANNING

Advertisers can also estimate conversions and cost if they have currently active CPA campaigns.



# Thank You!

---