Google | YouTube

Grow your business with

YouTube TrueView

Nathan Potts - UKI Agency Development Manager

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"How do we connect and engage with potential customers on a personal level?"

Source: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis non erat sem

YouTube TrueView:
Reach and delight people that want to watch
and commit to your brand
Google | YouTube
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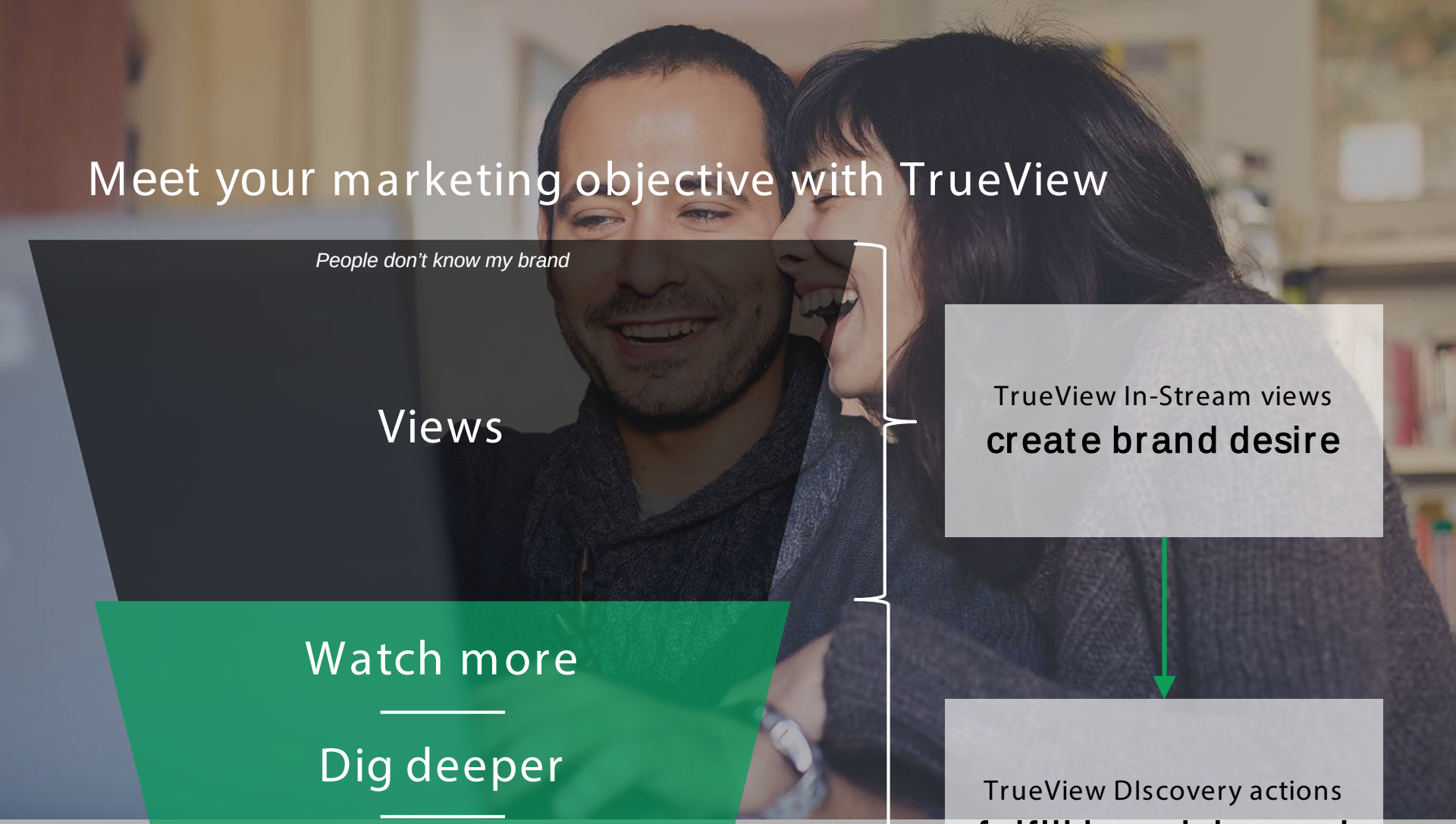
Meet your marketing objective with TrueView



TrueView In-Stream views
create brand desire

TrueView DIscovery actions
fulfill brand demand

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Advertisers are challenged to find their target consumer

For many brands,

20% of the population make up

80% of their sales

Talking to consumers outside your target can be

76% of marketers plan to increase their use of YouTube and video marketing, reported by Social Media Examiner"

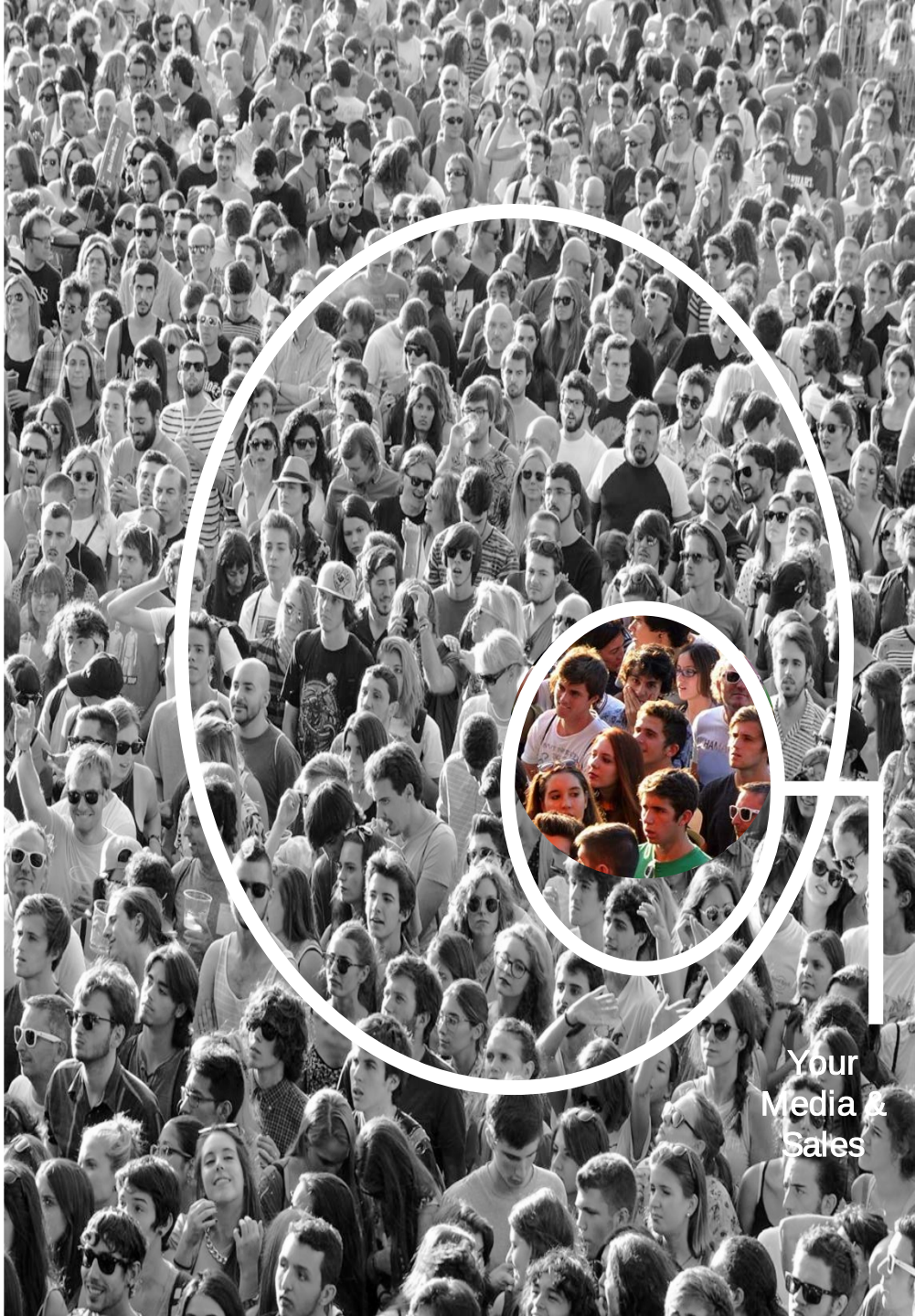
Google

TrueView finds the customers that can build your business

Reach consumers that have chosen to engage

Impact their purchase decision with creative & media formats that drive engagement

Deliver Results that you can measure & optimize



Google

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Google's behavioral targeting is best in class

Real-time audiences

Repeated patterns of behavior

Clear intent signals

Efficient targeting

Personalized algorithms

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Demographic Targeting

Age & Gender

- Google uses both declared and inferred demographic data to ensure we are reaching the right user at the right time

Parental Status

- Precise: Targeting based on hundreds of thousands of surveys
- Scalable: Millions of cookies categorized as parents
- Flexible: Combine with age, gender, or context to narrow targeting

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Affinity Audiences

Reach users based on what they love

Affinity Audiences

- Aggregate users who have demonstrated a true passion for a given topic
- Reach enthusiasts at scale with relevant and engaging videos

Custom Affinity Audiences

- Identify your ideal audiences
- Reach them at scale, with minimal waste
- Measure the impact of your ads with those audiences

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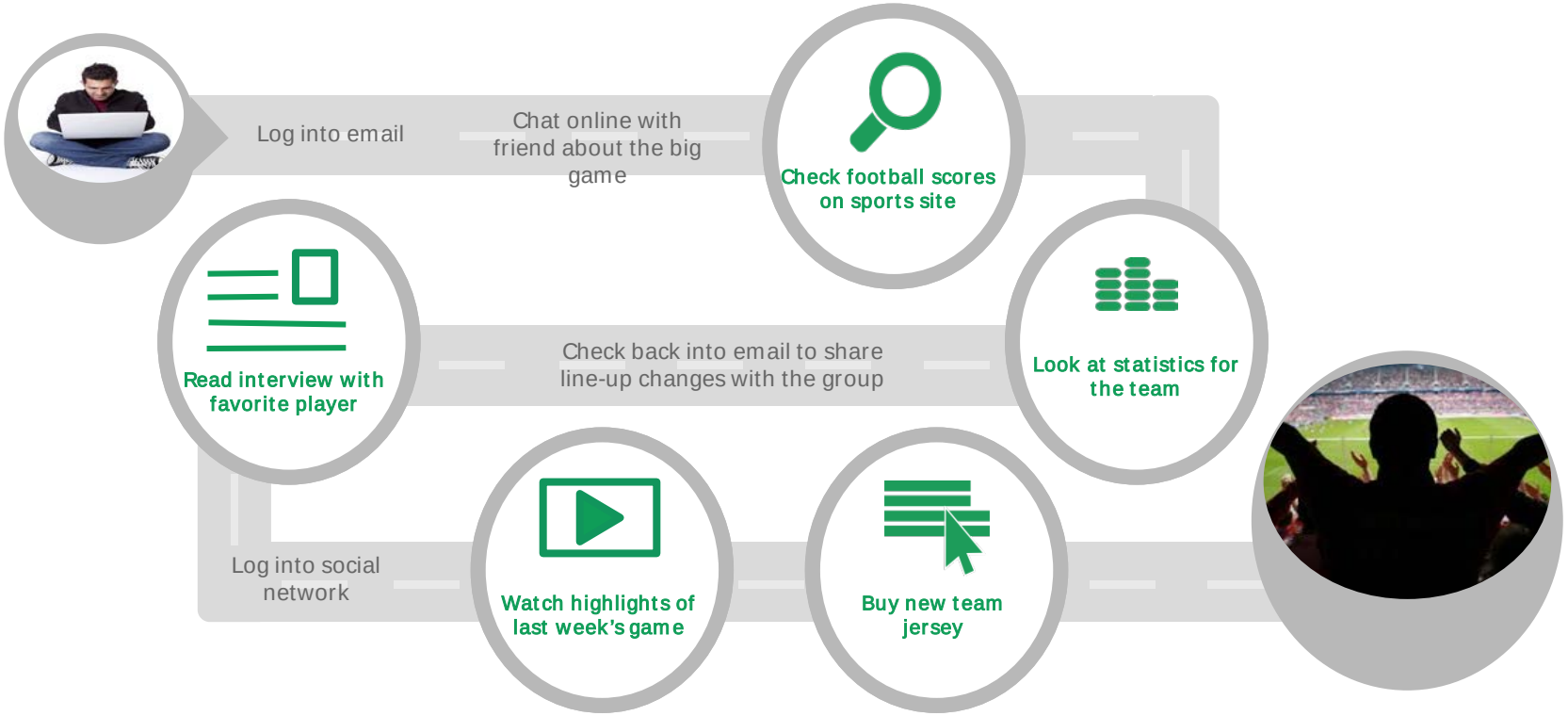
Affinity is derived from repeated interest-based signals



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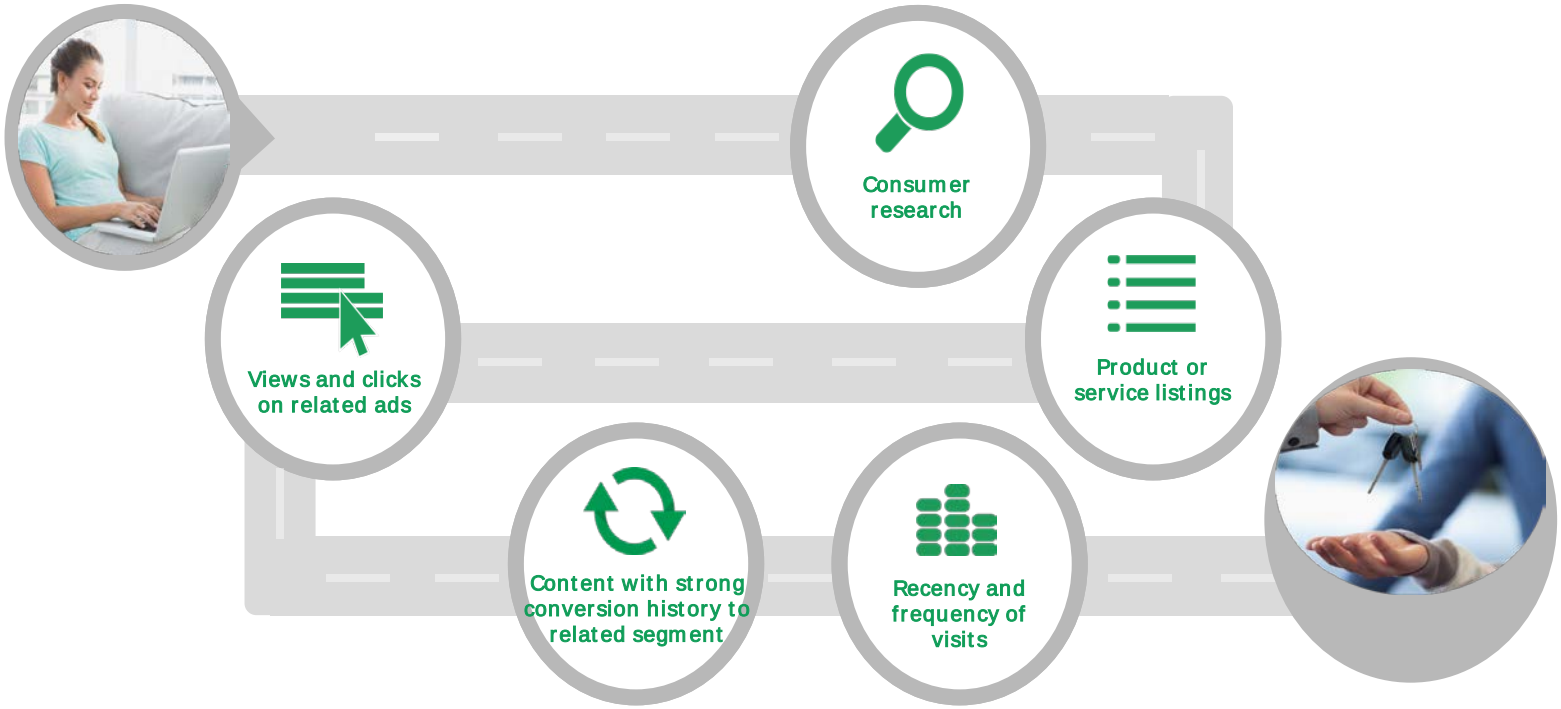
In-Market Audiences

Drive higher consideration among people actively researching & intending to buy your products & services



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Keywords

Display Select Keywords

- Reach customers browsing relevant content to your keywords and have high likelihood to purchase your products or services
  - Powerful technology matches your keywords to a subset of highly relevant pages
  - Predictive conversion models serve your ads if there is a high likelihood of conversion
  - Manage your bids and placements down to the keyword

Keyword Contextual

- Reach customers browsing relevant content to your keywords across GDN and YouTube
- Manage your bids and placements down to the keyword

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Similar Audiences

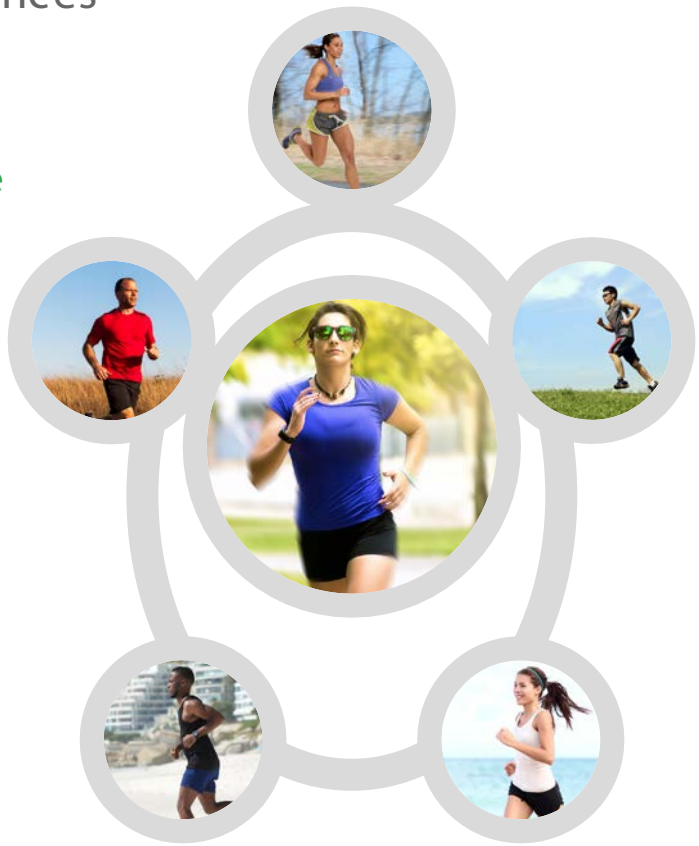
Reach users similar to your best performing audiences

Similar Audiences enables you to find new audiences who share characteristics with your customers by expanding on your

- existing customer base (CRM data or Customer Match)
- website visitors
- mobile app customers

Reach an audience that is on average 5X greater than your Remarketing lists

Access to 94% of internet users across GDN & YouTube



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Remarketing

Re-engage to drive ROI

Tag / Site based

- Segment and retarget a high volume of site visitors based on their on-site behavior

Channel based

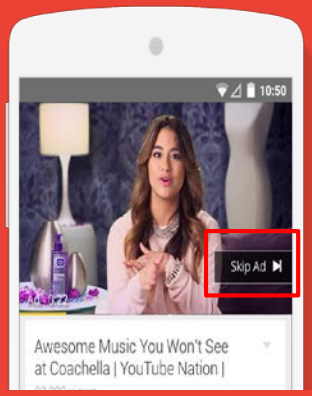
- Reconnect with those who have demonstrated interest by engaging with your YouTube channel

Video based

- Remarket to users who watched a TrueView video ad

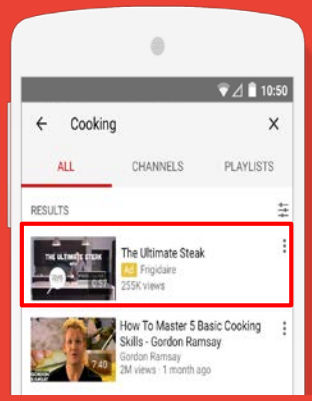
96% of people who visit a website leave without completing the actions marketers want them to take

TrueView In-Stream & TrueView Discovery



Skippable

TrueView in-stream



Clickable

TrueView discovery ads

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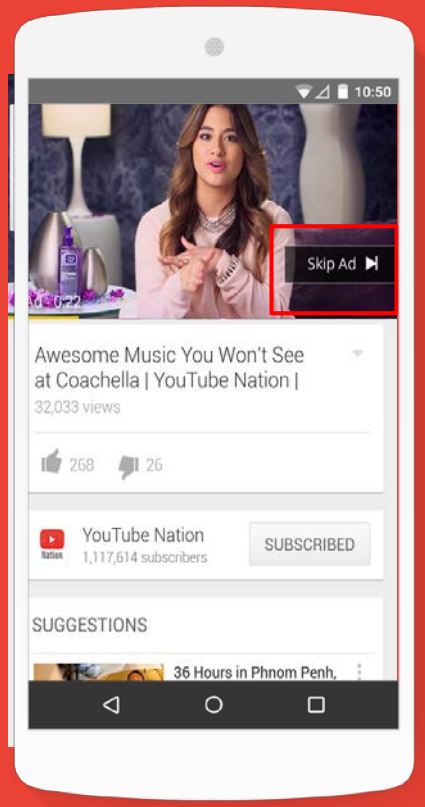
Engage your audience with TrueView in-stream ads

Skippable format lets users choose to watch and only incur charge for engagement

- Easily upload your videos
- Pay only when viewers choose to watch or interact with your ad
- Build remarketing lists
- Identify what works in real time



Source: Think With Google 2012

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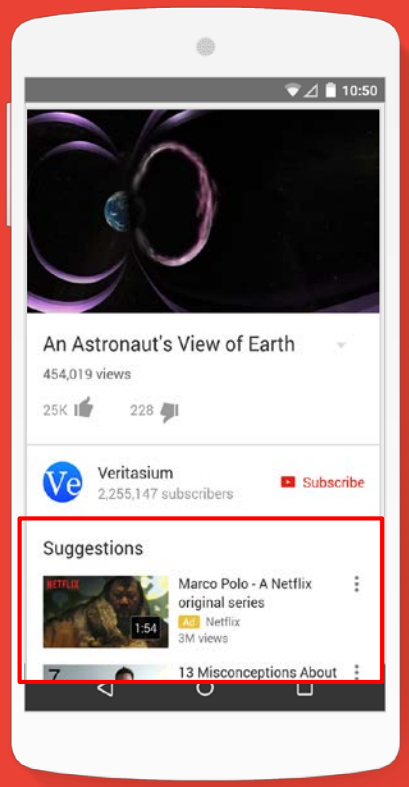
Be discovered by your audience with TrueView discovery ads

TrueView discovery ads give viewers a choice of when and how to connect

- High-impact placements against search results and on the Watch page, YouTube homepage and other websites
- Viewed directly on the brand channel, driving users to your YouTube home for further engagement
- Be discovered through search, suggested videos or feeds

For every TrueView discovery view, users will **watch one additional brand video within 24 hours**



Source: Think With Google 2012

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Today's path to purchase is complex

Netflix: *relaunch an old series through pre-roll campaign*

NETFLIX

NETFLIX

F·R·I·E·N·D·S

Old Spice: *how to reposition a brand through video*

>100M
views of the campaign

+300%
increase in traffic to the website

N°1
brand of body wash and deodorant in USA

What's in it for the business?

- Increased Brand Desire and Awareness
- Influencing consideration within the buying cycles
- 20% increase in site traffic for companies using youtube advertising
- 43% of new customers are more likely to purchase if they have seen the product on youtube

Overview

- YouTube TrueView offers excellent targeting solutions
  - Demographics, Affinity Audiences, Remarketing, Customer Match, etc.
- Two formats available: TrueView In-Stream & TrueView Discovery
  - They work best when both are implemented (Awareness & Engagement)
- You will only get charged if the viewer watches 30 seconds of your video ad (or the full ad if <30 secs) & only when a viewer clicks on your discovery ads.
- Don't have a video? Download YouTube Director and make your own high-quality video in 30 minutes. Become a video editing master overnight!

Thank you!