Video for every business goal
Join this Presentation

1. Search “Create with Google” and enter the website

2. Within the site, tap the menu icon

3. Tap “Join a Presentation”

4. Once prompted, enter the Access Code shown below

Access Code
Just a few questions before we get started.
How many times have you purchased ads on YouTube?

- Never
- Once or twice
- Several times
- Could give this talk
How many times have you purchased ads on YouTube?

- Never
- Once or twice
- Several times
- Could give this talk
Customers come to YouTube to get...

Inspiration  

Guidance  

Confidence
More than half of us search for a product on Google then go on YouTube to learn more about it.
90% of people say they discover new products on YouTube.

Over half of shoppers say online video has helped them decide which specific brand or product to buy.

Over 70% of YouTube campaigns drove a significant lift on offline sales.

Source: Commissioned Nielsen Matched Panel Analysis – Base: 47 YouTube campaigns from 2016-2017 across 9 countries; Count based on tested strategies with significant lift based on a one-sided 90% confidence interval. Brandcast, May 3 2018
Your customers are on YouTube, at all different stages of their buying process.
Reach your customers at every stage of the consumer journey
Reach your customers at every stage of the consumer journey

- Show up at every stage of the buying cycle
- Find your best customers
- Measure growth at every stage
Reach your customers at every stage of the consumer journey

Show up at every stage of the buying cycle

Find your best customers

Measure growth at every stage
Reach your customers at every stage of the consumer journey
Define success for your business goals

- Awareness
  - Reach
  - Awareness lift
  - Ad recall lift
  - Consideration lift
- Consideration
  - Website traffic
- Action
  - Conversions: sales/leads/store visits...
More often than not, what is your client's primary marketing objective?
More often than not, what is your client's primary marketing objective?
The right **ad format** for your business goal

- **Reach**
  - Achieve attentive reach at scale

- **Engage at key moments**

- **Allow skipping, identify engagement**

- **Encourage action**
Choose the **right format** for your **business goals**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masthead</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TrueView for reach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bumpers (6s ads)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non skip 15s/20s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TrueView discovery</td>
<td></td>
<td></td>
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<tr>
<td>TrueView in-stream</td>
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</table>
Which option is NOT in our Awareness suite of offerings?
Which option is NOT in our Awareness suite of offerings?

- Masthead
- Bumpers
- TrueView for Reach
- TrueView for Action
Reach your customers at every stage of the consumer journey

- Show up at every stage of customers buy cycle
- Find your best customers
- Measure growth at every stage
YouTube delivers unparalleled reach

2B Monthly logged in users watching

1B+ Hours of video watched per day

YouTube Internal Data (logged in user = Google user ID accounts that visit YouTube in a 28 day period), Global, April, 2019
Relevant video ads get 3x the attention compared to the average video ad.

Reach the right audience for your goal

If you’re selling insurance:

<table>
<thead>
<tr>
<th>Detailed demo</th>
<th>Custom affinity</th>
<th>Affinity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thrill seekers who might be interested in a non standard life insurance.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In-market</th>
<th>Life events</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who just moved to an apartment and might need home insurance.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In-market</th>
<th>Customer match</th>
<th>Remarketing</th>
<th>Similar audience</th>
<th>Custom intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who searched on Google for “car insurance”</td>
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</tbody>
</table>

Proprietary + Confidential
Reach the right audience at every stage of the journey

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<td></td>
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<tr>
<td>Similar audiences</td>
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Proprietary + Confidential
Which of the following is NOT a Consideration or Action audience?

- Detailed demo
- Customer match
- Custom intent
- In-market
Which of the following is NOT a Consideration or Action audience?
Reach your customers at every stage of the consumer journey.

- Show up at every stage of the buying cycle
- Find your best customers
- Measure growth at every stage
Measure results at every stage

- **Awareness**
  - Unique Reach
  - Brand Lift 2.0
  - Clicks/Website visits
  - Conversions/Micro conversions
  - Store visits

- **Consideration**

- **Action**
Want the frameworks we just presented in your inbox? We'll send you an email.
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 the best to which creative asset.

► Bumper

**Blast**

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

► TrueView for reach
► Auction non-skips

**Repeat**

Repeat the message + Drive leads

► TrueView for action 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

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

- TrueView for action to drive leads - **ALWAYS-ON.**
Build your own plan!

[Define the goal]

► [Agree on success metrics]
► [Choose the right audience]
► [Choose the right format]

[Define the goal]

► [Agree on success metrics]
► [Choose the right audience]
► [Choose the right format]

[Define the goal]

► [Agree on success metrics]
► [Choose the right audience]
► [Choose the right format]
Want this template in your inbox? We'll send you an email.
What to do next?

- Define your business goals
- Agree on the metrics that matter
- Choose a format that fits your goal
- Choose audiences that fit your goal
- Measure with the right measurement tools

To drive the full funnel, do this for each one of the stages!
How can this come to life?
Brand-focused

Performance-focused

All of us, we're coming from different countries.
10:1

return on ad spend
Thank you