

IF YOU DO JUST ONE THING TO  
DRIVE MORE BRAND AWARENESS,

# MIX VIDEO FORMATS

Video reach campaigns mix formats for you, taking the guesswork out of budget allocation and manual optimizations. The campaign will intelligently serve the best combination of skippable, non-skippable and 6 second bumper ads to help you reach as many people as possible in your target audience, at the lowest price.

Mixing CPM reach formats with Video reach campaigns for unique reach results in



on average than using standalone formats.<sup>1</sup>



## Bumper ads

6 seconds or shorter play before, during, or after another video. Viewers don't have the option to skip



## Skippable in-stream ads

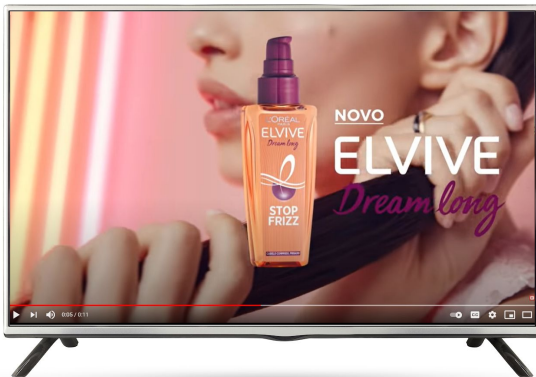
Ideally 30 seconds or less play before, during, or after another video. Viewers can skip it after 5 seconds



## Non-skippable in-stream ads

15 seconds or shorter<sup>2</sup> play before, during or after another video. Viewers don't have the option to skip

## Success Story



L'ORÉAL  
PARIS  
ELVIVE

In partnership with their agency GroupM, L'Oreal Portugal used Video reach campaigns to raise awareness of their new hair serum Dream Long. Relying on automation to maximize their impact, L'Oreal reached 32% more viewers while simultaneously lowering their average CPM by 36% compared to their manually video optimized campaigns.

1. Source: YouTube VRC Campaign Meta Analysis, Global, Oct 2019–Feb 2021. Data from n=33 video experiments.  
2. With the exception of most of Europe, Mexico, Singapore, India and Malaysia, which can support up to 20 seconds.