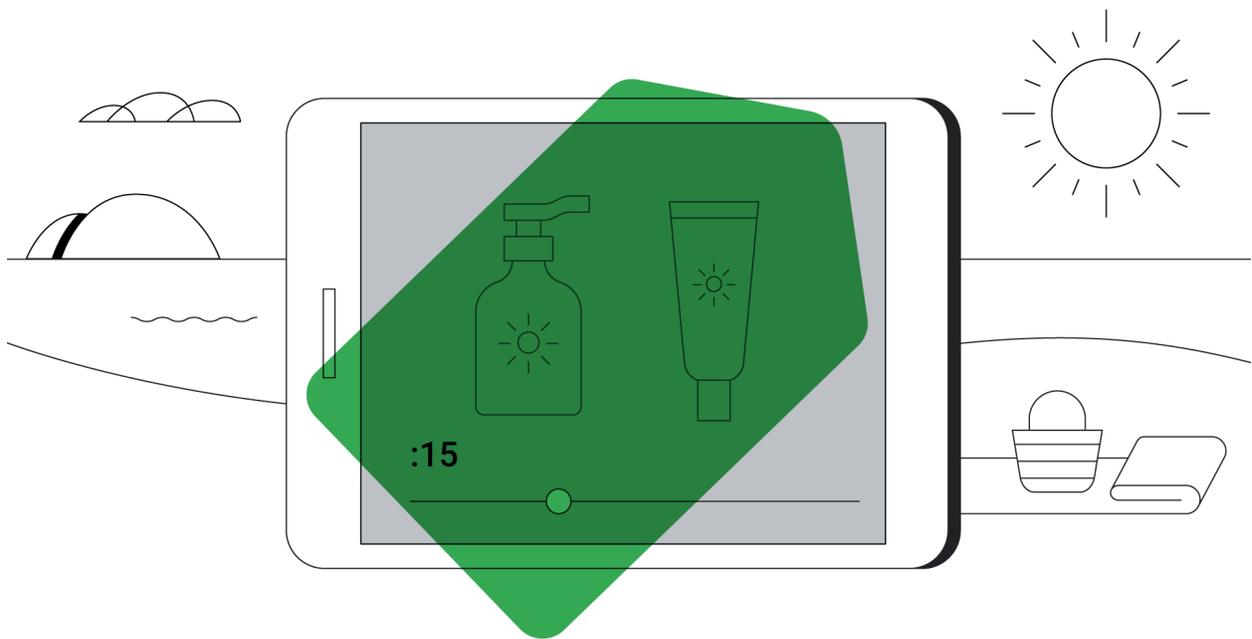


Reaching Advanced Audiences



The better you know your audience, the easier it is to connect

If you've ever been stuck with someone talking about themselves the whole time, chances are, it was a brand. For a long time, broadcast was the default advertising setting but, with today's technology, the topic of conversation can shift to customer interests. Enter Google's advanced audiences, enabling brands to capture the attention of, and understand their most valuable audience in order to speak with them on a deeper level. It's where audience passions, desires, and interests all contribute to incredibly creative executions, making the conversation far more engaging for everyone involved.

But first, how advanced audiences work

Across all their connected devices, audiences constantly communicate what they care about and what they're buying. These everyday actions provide advanced audience insights, which can be used to predict who's most likely to engage with your brand. These anonymous, aggregated insights are delivered in real-time, determining the difference between casual interest, invested interest, and true passion.

Find your audience

Advanced audience insights can be used to drastically increase relevance. Start by exploring pre-built audiences:

Detailed Demographics. Reach users based on facts about their life or who they are.

Affinity Groups. Lifestyle, interests, and habits: Foodies, Beauty Mavens, Gamers, Travel Buffs, Movie Lovers, and Sports Fans, or things like “Frequently shop” or “Frequently dine out”.

Custom Affinity. Interactions across Google: Based on URLs, keywords, location categories, and apps.

Life Events. Important milestones: Renovating a home or even buying a new pet.

Topic Targeting: Groups consuming similar content.

In-Market Audience. Based on what they are actively researching or planning to purchase.

In addition to pre-built Audiences drawn from hundreds of aggregated and anonymized audience groups, you can also bring your own data or build custom audiences tailored to specific objectives:

Remarketing. Audiences who have previously visited your site or watched your videos (subject to Google’s strict personalized advertising policies).

Custom Audiences. Offers the opportunity to move beyond Google’s standard audience definitions, and provides the tools to control how you define your audience.

Customer Match. Up-selling current customers or cross-selling to highly-qualified new prospects similar to your best customers.

Forge potent connections

Ads served with advanced audience insights have 20% higher ad recall lift and 50% higher brand awareness lift than when the same ads are served with demographic insights alone.¹ And based on an Ipsos study, relevant video ad get 3X the attention compared to the average video ad.² But it’s not just about making sure you reach the right audience. Real impact happens when the creative feels like it’s actually talking to them.

1. Source: Google Brand Lift Targeting Analysis, Global, Smartphone, numbers represent relative difference between additive lifts of intent targeted and demo targeted campaigns, i.e., the former had Brand Awareness lift 1.5x the latter, Oct. 2016 - March 2017.

2. Source: Google/Ipsos, Video Mobile Diary, U.S., 2017, n of 4,381 (saw ads occasions).

For example:

You could deliver a retirement message to people 55+

OR

Foodies 55+ in the market for financial services.

That's so much more than a media opportunity. It's a creative opportunity. A way to clearly talk to audiences at a particular point in their lives when they are actively looking for assistance.

Here's another example:

25-39 years old males with an instant coffee machine

OR

25-39 years old males who are coffee shop regulars and are starting their own business.

When you're confident about audiences you are talking to, it's the ultimate opportunity to connect like never before. It also means your creative idea doesn't have to be generic. It doesn't have to be a catch all for everyone.

Work the room

Before identifying potent connections, start with a broad group of people, then narrow it down to the audience the creative is resonating with. This is where really tight messaging can be used effectively.

Let your audience find you

Consider tapping into the audience that taps into you. By looking at previous campaigns, you see what audiences leaned in. Identifying these unique groups could help you come up with a specific creative approach.

One example was a popular deodorant brand. Typically they engaged younger males, but advanced audience insights revealed a significant amount of female viewers clearly purchasing on the males' behalf. Their next campaign was significantly different, aimed precisely at female purchasers.

Master multiple conversations

YouTube's Director Mix is the tool for making dynamic videos, changing ads to suit different audiences. This means you can customize a base video asset with relevant creative elements – headlines, images, prices, or more. The video and elements are stitched together and delivered in real-time, reducing the need for endless edits. The result is thousands of video variations with relatively little effort.

For a more detailed description, take a look at the Dynamic: Director Mix section of this site, but it's currently the best example of creative and advanced audiences working together to drive relevance at scale.

Get together

Collaborate early with the media team and Google to explore your best opportunities.

Mingle with everyone

Consider how you could then craft your campaign to multiple, diverse audiences. The more diverse, the more fun you can have with the idea.

Make it relevant

Tight and relevant messaging is great but it should feel relevant to your audience. They're already in the mindset, so there's no need to spell it out.

Creative Juice

Some thought starters to get you going:

- What do you know about your audience beyond basic demographics?
- Does your audience have particular consumer patterns? Are they into specific things?
- Do you know what content your audience is watching?
- Do you know what they are searching for online?
- Are there smaller groups interested in your product or service?
- Is there an opportunity to use Director Mix to create customised videos?
- Is your media and creative working together?

Useful facts to support your creative idea

Campaigns that use intent-based targeting on mobile have 50% higher brand awareness lift, 30% higher consideration lift, and 40% higher purchase intent lift relative to campaigns that only use demographic targeting.

Source: Google Brand Lift, Global, Smartphone (analysis restricted to smartphone to isolate the impact of targeting), July 2017-June 2018.

Relevant ads get 3x the attention compared to the average video ad.

Source: Google/Ipsos, Video Mobile Diary, U.S., 2017, n of 4,381 (saw ads occasions).