

Experiment: How Sabroso effectively maximized unique reach within a single, easy-to-set-up video campaign

Experiment with Google Ads



What we set out to test

Can video ads on YouTube be dynamically optimized to boost efficient incremental reach?

The background

[Sabroso](#) is a Pakistan-based company specializing in frozen, packaged halal chicken products. This includes ready-to-eat chicken snacks and convenient, ready-to-cook chicken cuts, and the chicken specialist prides itself on its high hygiene standards and affordable prices. The brand operates outlets all across Pakistan, as well as an online store, catering to a consumer group between 18 and 45. To reach them, they typically run campaigns with bumper ads and TrueView for Reach video ads.

Sabroso wanted to find out if switching to Google's [Video Reach Campaigns](#) (VRC) could cut the hassle of setting up individual campaigns. They also wanted to be able to simplify and automate their YouTube format mix and optimize its reach. So the team set up an experiment to test if VRC could maximize unique reach effectively and efficiently with a single campaign.

How we set the experiment up

Sabroso set up a controlled equal audience group split for A/B testing using the [Video Experiments tool](#). Its target audience comprised those aged 18 and above as well as an affinity audience of foodies and cooking enthusiasts.

- Control group: Bumper & TrueView for Reach ads set up in separate campaigns
- Test group: Bumper & TrueView for Reach ads set up in Video Reach Campaign



Sabroso's 15-second YouTube ad, featuring its range of convenient, ready-to-eat chicken snacks

The experiment ran in Pakistan for a period of 10 days, with the same creative assets, audience targeting strategy, and budget for both groups. This allowed Sabroso to measure the incremental impact of VRC on unique reach and efficiency metrics.

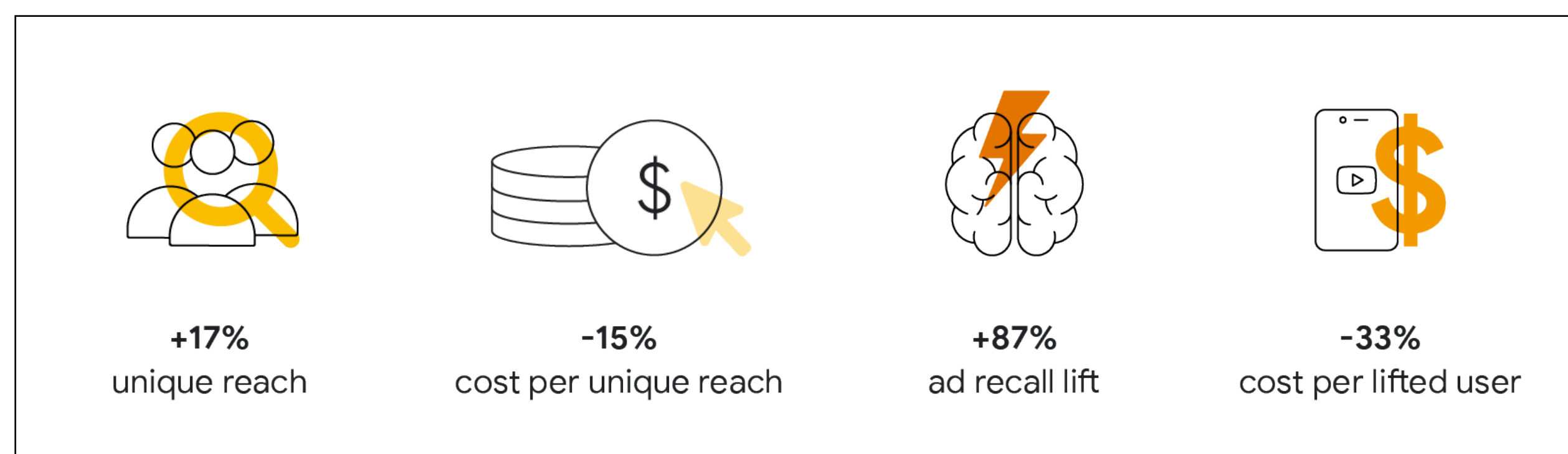
Solutions we used

- [Video Reach Campaign](#)

Video Reach Campaigns helped Sabroso create the optimal mix of video ad formats at the lowest possible price while maximizing its target audience reach.

What we learned

Using VRC, Sabroso was able to maximize its reach with minimal effort and at a lower cost compared to multiple manually controlled campaigns:



Powered by machine learning, VRCs can dynamically optimize your brand's video ad mix to reach your advertising goals. And for Sabroso, it enabled the brand to reach its key audiences in an efficient and cost-effective way. Not least, VRC also streamlined the planning and implementation of Sabroso's video ad campaigns.



Muhammad Salman Sabir
Executive Director, Pakistan, Sabroso

"It's always been a pleasure working with Google. Our Sabroso VRC campaign actually turned out to be great and showed impressive viewership results."

This case study is part of the Experiment with Google Ads Program.