

# Video: Entertainment and Information for Shoppers

YouTube is emerging as an important part of the online purchase process, but how can marketers make video work for them? Vehicle, beauty and wireless shoppers are among the most engaged audiences on YouTube, and the following research highlights some of the ways they can be reached in the moments that matter.



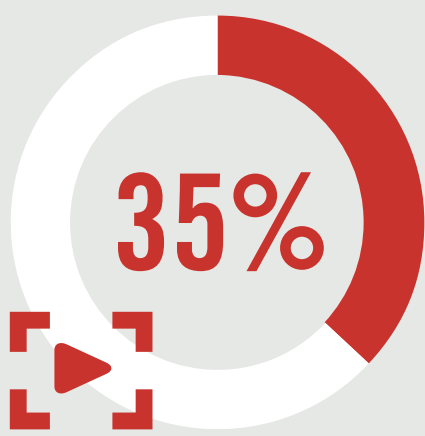
## Vehicle Shoppers

Vehicle shoppers<sup>1</sup> engage intimately with YouTube as they shop for their next vehicle

Nine in 10 vehicle shoppers visit YouTube at least once a month

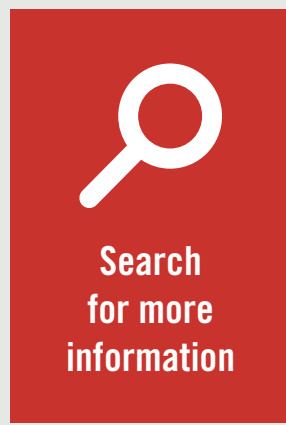


and they are 20% more likely to see your ad than the average adult on YouTube

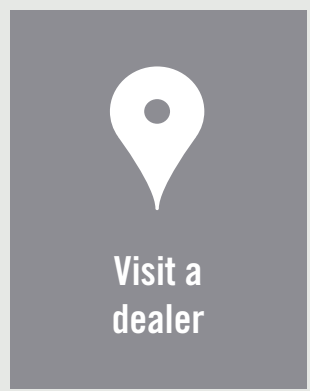


of all vehicle shoppers engage with vehicle-related content, watching an average of 15 vehicle-related videos

47%



43%



after watching category-related videos<sup>2</sup>



### Case Study: Chevrolet

Chevrolet leveraged vehicle shoppers' deep engagement with online video to build momentum for the launch of Chevy Sonic. With the support of YouTube and Google ads, the Chevy Sonic became the best-selling sub-compact car in the US.

<http://goo.gl/Jt9YD>



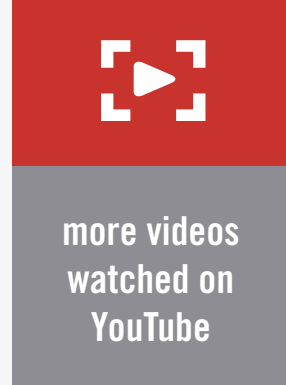
## Beauty Shoppers

Beauty-related videos on YouTube are a top destination for Millennial shoppers<sup>3</sup>

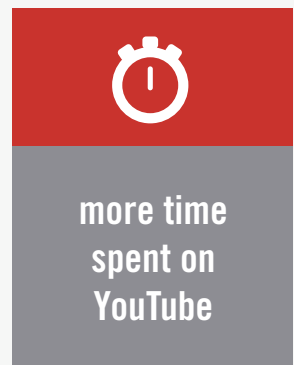


of all beauty shoppers watch a beauty video on YouTube while they are shopping for products

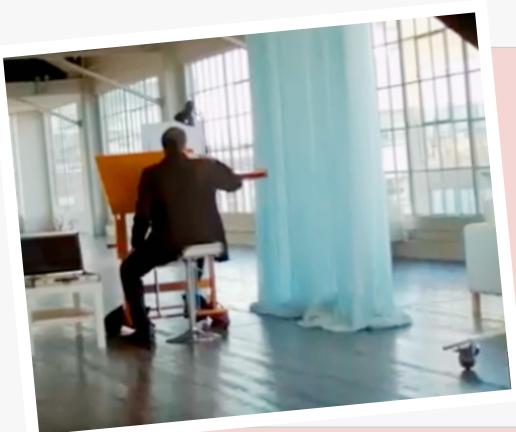
+78%



+62%



by Millennial shoppers when in the market for beauty products



### Case Study: Dove

Dove built one of the most successful brand campaigns on YouTube this year, reaching more than 100 million views with its Real Beauty Sketches campaign and grabbing the top position on the Cannes YouTube Ads Leaderboard.

<http://goo.gl/OLclc>

### Case Study: L'Oréal Garnier

L'Oréal Garnier created a six-episode web series telling the story of four women trying Movida hair color for the first time. Mixing relevant, interesting content with TrueView and video remarketing, the series achieved 1.2 million views at the low cost of just €0.03 per view.

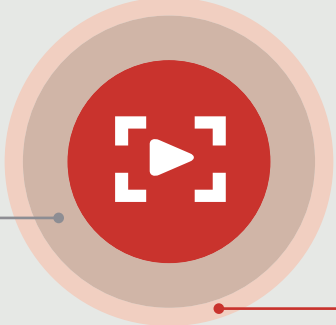
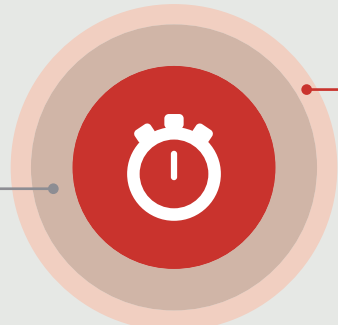
<http://goo.gl/13IW7>



## Wireless Shoppers

Wireless shoppers<sup>4</sup> spend more time on YouTube and engage more than the average YouTube user

Adult shoppers spend 41% more time on YouTube and watch 44% more videos than the average YouTube user



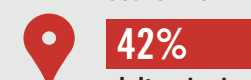
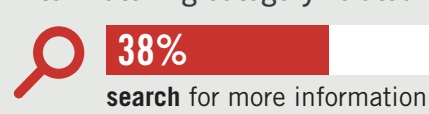
Millennial shoppers spend 61% more time on YouTube and watch 62% more videos than the average YouTube user



40%

of wireless shoppers watch new smartphone videos when they are in the market for a wireless phone<sup>2</sup>

After watching category-related videos:



<sup>1</sup> Based on behavior on vehicle sites across 27 car brands from domestic and foreign manufacturers

<sup>2</sup> Google/Compete Behavioral Study July-September 2012

<sup>3</sup> Based on behavior on retailer sites such as Target, CVS, Amazon and drugstore.com as well as brand sites such as Sephora and Beauty Bar

<sup>4</sup> Based on behavior on carrier sites such as ATT, Verizon, T-Mobile and Virgin Sprint, as well as OEM sites such as Apple, Samsung, LG and Motorola, as well as select retailers such as walmart.com

Shoppers are identified as browsing shopping related pages on online retailers or included brand's websites multiple times a month within the given month of analysis. Hence they may be more likely to be online than average customer.