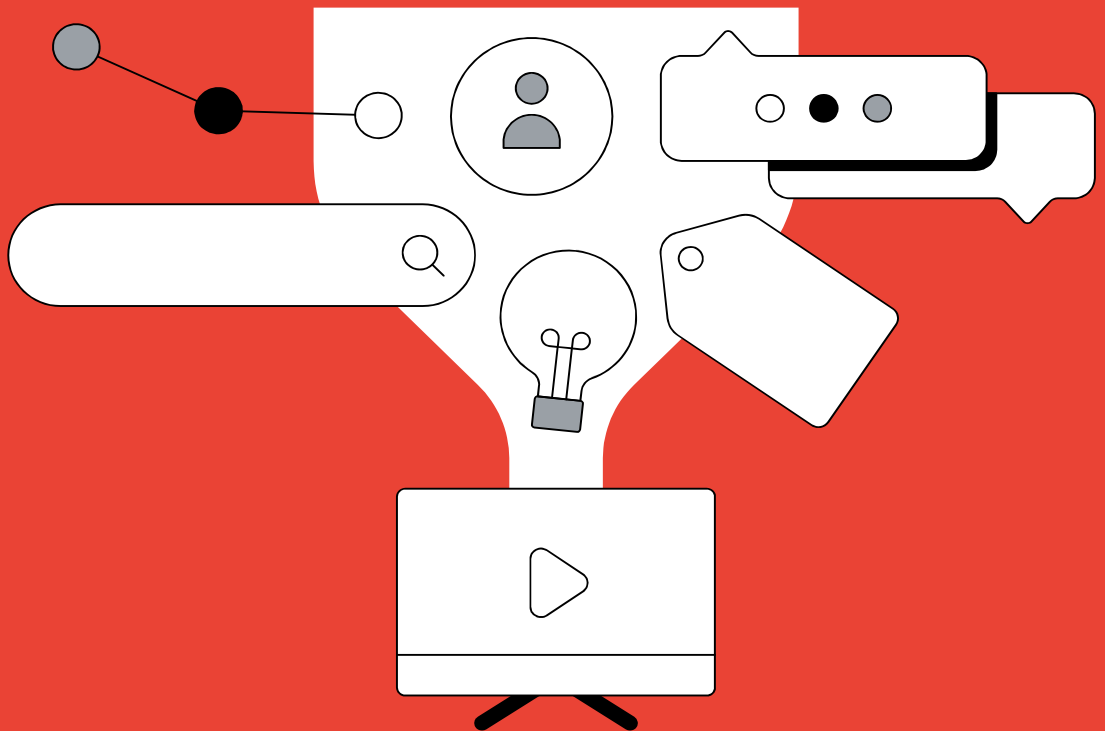


# How to find your YouTube ad mix

For Awareness



# Increasing options

Between all the possible screens to reach viewers from, **advertisers have to be much more intentional about managing ads across devices and formats.** In fact, based on a Nielsen meta-analysis, advertisers saw up to 2X higher YouTube ROIs by optimizing format mix and product mix.\*

# Pressure to prove performance

The increasingly digital world we live in puts more pressure on marketers to **prove performance and ROI.** With so many ways to tackle brand awareness, having a **proven formula to drive results is crucial.**

\*Google commissioned Nielsen meta analysis of yearly US MMM results across 24 distinct CPG brand/year combinations spanning 2017-2019

Every day, people watch over **a billion hours** of video and generate billions of views on YouTube\* by...



Watching their favorite artist perform on the TV screen



Listening to a recap of last night's game on their commute



Following a new dinner recipe in the kitchen

Source: \*Google data, Global, June 2019

# With this guide, you'll...



Learn about our **top 3 YouTube ad mixes** for maximizing awareness



Identify a YouTube ads mix for your particular **upper funnel** goals



See how **other brands** are using these mixes

# YouTube ad formats



# Reach formats include:



## Skippable CPM ads:

Play **before, during, or after other videos**. After 5 seconds, the viewer has an option to skip the ad.



## Non-skippable ads:

**15 seconds** (or shorter) and play **before, during, or after other videos**. Viewers **don't** have the option to skip the ad.



## Bumper ads:

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



## Masthead:

Only **available on a reservation basis** through a Google sales representative. A featured video **autoplay**s without the sound for up to **30 seconds** at the top of the YouTube Home feed.

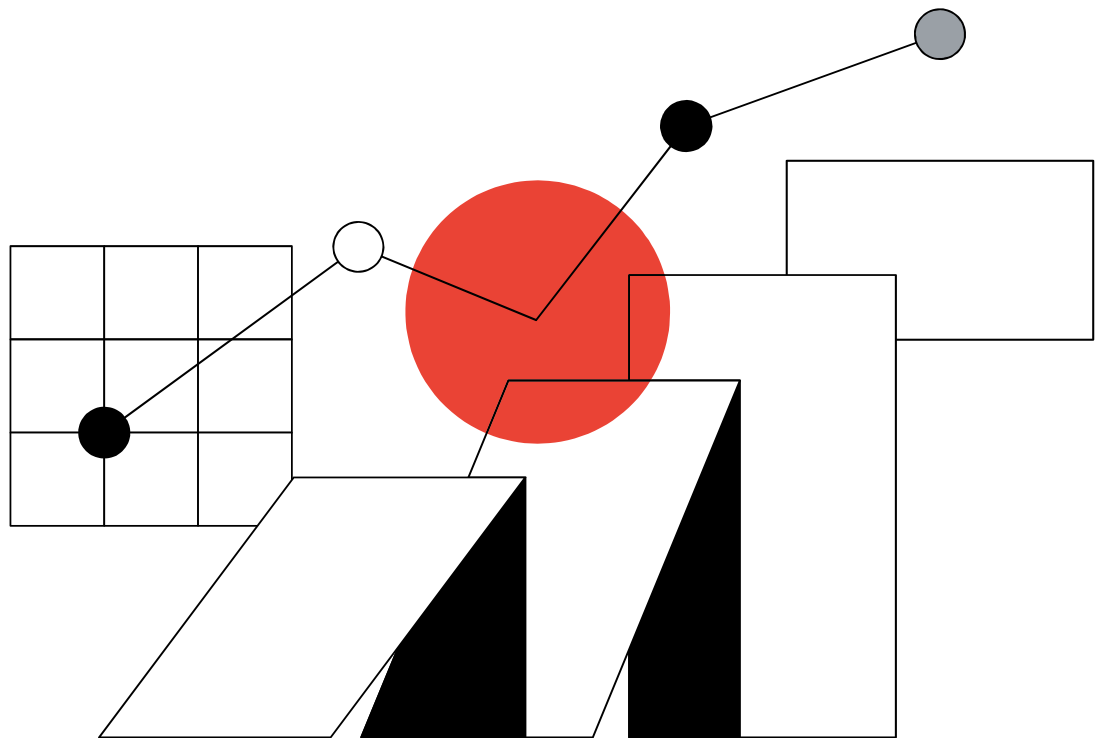


## In-feed video:

Appears on **YouTube's personalized feeds**. Click-to-play on the video's thumbnail, or let it autoplay when on the YouTube Home feed.

\*currently in alpha/beta

# How to Plan



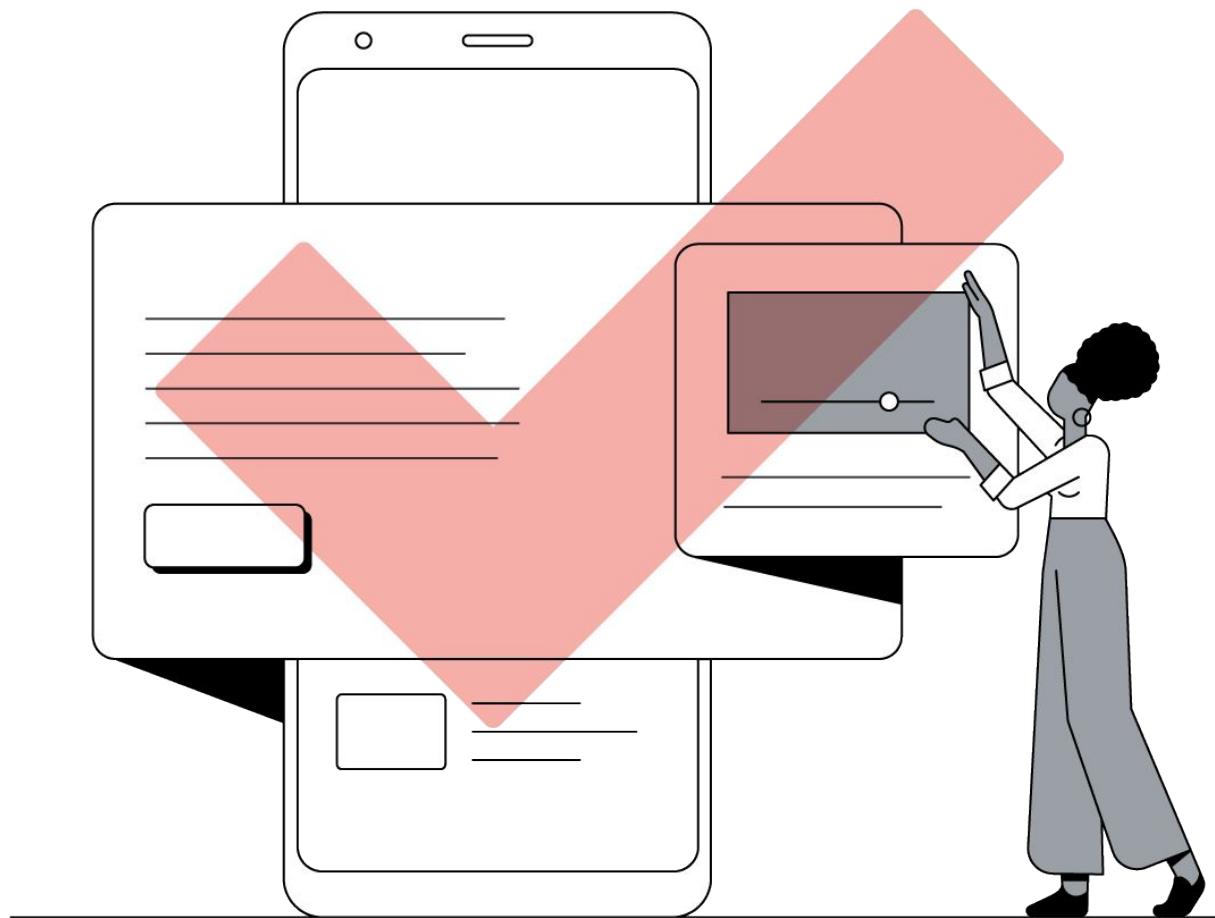
# Outline a plan with Reach Planner

- ✔ Before setting up your campaign, make sure you plan ahead in order to maximize your results.
- ✔ Reach Planner uses real-time YouTube data to show you the expected reach based on your campaign settings: audience, budget, ad types, and more.
- ✔ Tweak your inputs to see how they'll affect your campaign's projected reach and frequency by audience.





# Mixing formats



# Why mix?

When it comes to driving brand awareness, studies have shown that the best method is to **mix ad formats** because it:

- ✓ **Drives higher brand awareness lift**
- ✓ **Increases ad recall**
- ✓ **Boosts ROI**
- ✓ **Increases reach**
- ✓ **Leads to more efficient CPMs**

# Find your mix

	Formats	Goals
<b>Efficient Reach</b>	Skippable CPM ads & Bumpers	Drives maximum reach on a minimum budget
<b>Efficient Awareness</b>	Skippable CPM ads + non-skips	Drives maximum reach and video completions
<b>Popular Reach</b>	Masthead + non-skips on popular content	Drives maximum reach on popular content



# Efficient Reach: Skippable CPM Ads + Bumpers

The Efficient Reach mix is our recommendation for advertisers who want to **achieve the most unique reach per dollar.**

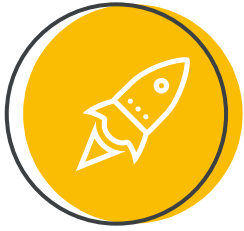
Skippable CPM ads reach the most unique users, while bumpers are budget efficient — in fact, it's the least costly CPM of all our in-stream formats.

.....

Advertisers combining Skippable CPM and Bumpers have seen higher lifts in Ad Recall than advertisers who bought either format on its own.

.....

(Google Brand Lift, Global, Jan 2019 - May 2020).



# Pro Tip

**Tip No. 1:** Don't have any bumper ads? Use **Bumper Machine** to easily turn one of your longer ads into a six-second one without the need to edit.

**Tip No. 2:** To deliver the most reach at the lowest CPM, put your skippable CPM ads and bumpers in a **single Video reach campaign**. That way, your budget will be auto-optimized.

## KPIs to look out for:

- Reach
- CPM
- CPMU
- Brand Lift (ad recall)

# Lipton reaches nearly 50% of their audience



**Challenge:** PepsiCo is always looking out for **innovative media solutions**, and wanted to see if YouTube could be a key pillar of their strategy in addition to TV.

49%

of audience reached of women aged 25-49

---

**Approach:** Lipton tested out a **Video reach campaign** that combined their skippable CPM ads and Bumpers.

33%

YouTube exclusive share

---



## Efficient Awareness: Skippable CPM Ads + Non-skips

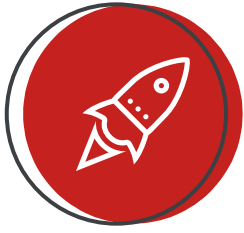
As skippable CPM ads optimize towards unique reach and non-skippable ads bring the highest video completion rates, the Efficient Awareness mix is perfect for **maximizing both reach and video completions.**

---

Advertisers combining Skippable CPM and Non-Skip Auction Ads have seen **higher lifts in Brand Awareness** than advertisers who used Skippable CPM on its own.

---

(Google Brand Lift, Global, Jan 2019 - May 2020).



# Pro Tip

Ask your Google representative about the **Video Reach Campaign mix** for efficient completions (beta). The campaign will auto-optimize the budget so you'll get the most video completions at the lowest possible cost per completion.

## KPIs to look out for:

- Video completes
- Cost/completions
- Awareness Brand Lift



# Volkswagen doubles their Awareness Lift

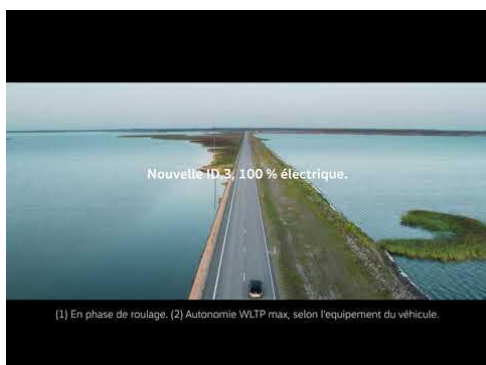


## Challenge:

When Volkswagen released its revolutionary all-electric ID.3 model, the company knew it needed a campaign that would **make a splash and maximize awareness.**

## Approach:

The marketing team decided to test out the **Video Reach Campaign Awareness** beta against a Non-skip campaign.



# 7%

more completed views

# 88%

completion rate on the beta vs 84% on Non-skip



## Popular Reach: Masthead + Auction Non-skips on popular content

The **masthead** is the most prominent placement for a YouTube ad. Used alongside **non-skips** on popular content or YouTube Select, you'll be able to **get the widest reach on the most popular content.**



# Pro Tip

**Tip No. 1:** To show your non-skippable ad alongside popular auction inventory, apply **‘Popular Content’** to your topic targeting in your campaign.

**Tip No. 2:** Use the **Insights Finder** (beta) to understand what YouTube content is most popular among your specific audience.

## KPIs to look out for:

- Unique reach

# Netflix increases targeted reach

## Challenge:

Netflix Indonesia was planning a livestream with the cast of its marquee program, *Ali & Ratu Ratu Queens*, an event that required maximizing both awareness and views.

## Approach:

The Netflix team tested the Livestream CPM Masthead on its core audience and used audience targeting as well as managed frequency.



# NETFLIX

# 17%

better CTR at 1.69% against market benchmark of 1.44%

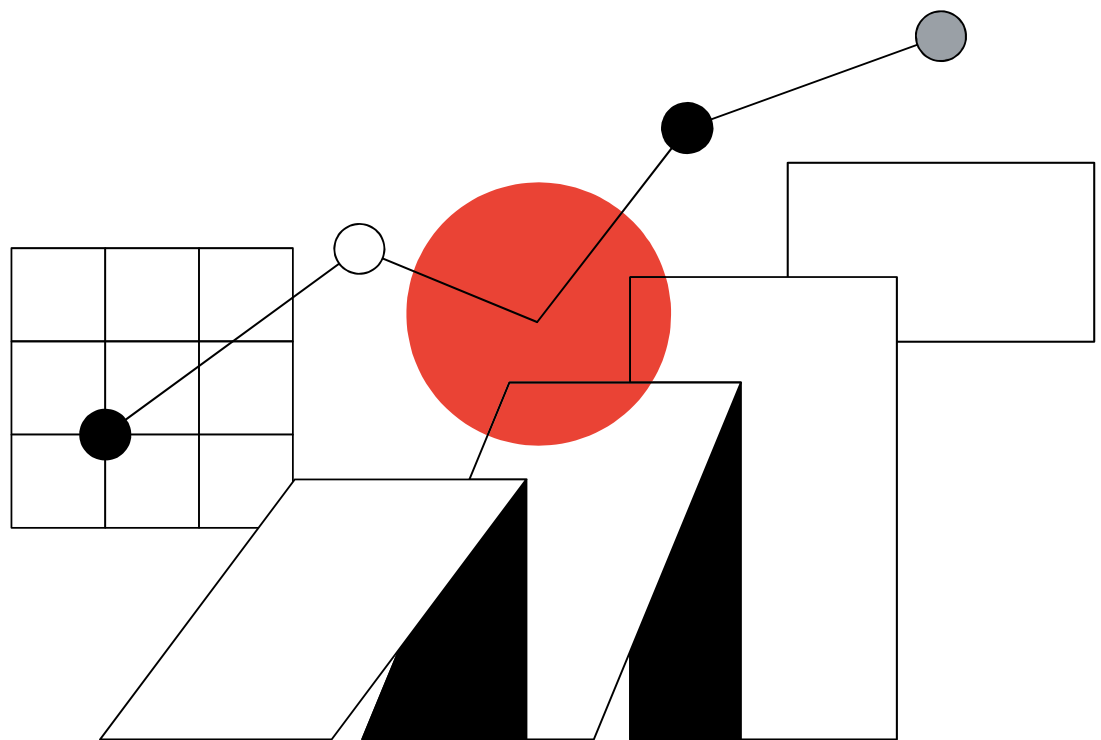
.....

# 11%

Increased precision in audience targeting vs. avg. CPD masthead.

.....

# How to measure



# Measure your impact with video experiments

When creating a video experiment, make one arm your new media mix and one arm your original strategy.

Compare measurements between the two to see what the differences are.

## Beginner

Single format campaigns:

**Arm 1 (Experiment):**

2 CPM formats

**Arm 2 (Control):**

Current buying strategy

## Advanced

Video reach campaign automation:

**Arm 1 (Experiment):**

VRC mixes

**Arm 2 (Control):**

Two formats in each in their own campaign

# Measurement Scorecard

Use the **Measurement Scorecard** below to record your KPIs and compare your results.

		ARM 1	ARM 2
EFFICIENT REACH KPIs	REACH	–	–
	CPM	–	–
	CPMU	–	–
EFFICIENT AWARENESS KPIs	VIDEO COMPLETIONS	–	–
	COST/COMPLETIONS	–	–
ALL AWARENESS CAMPAIGN KPIs	AD RECALL	–	–
	CPLU	–	–
	AWARENESS	–	–
	CPLU	–	–

At this time, video experiments **cannot** be used with the masthead. Instead, measure your impact through **masthead reporting on unique reach**.

To learn about  
more YouTube ads  
strategies, visit the

[Advertising Solutions Center](#)

