



# How YouTube makes your message stick

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# How to make your message stick?



**12 s.**

Avg. human attention span  
in **the year 2000**

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**8 s.**

Avg. human attention span  
in **the year 2015**

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**9 s.**

Avg. attention span  
of a **Goldfish**

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Offers the...

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| Environment

| Ad Formats

| Experience



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**42 million people** in Germany use  
YouTube on a monthly basis

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That is **77%** of the  
German online population

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We capture the attention with the power  
of **sight, sound** and **motion**

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# YouTube offers the platform for your ads to be seen and heard



**93% Viewability**

(industry avg. 66%)

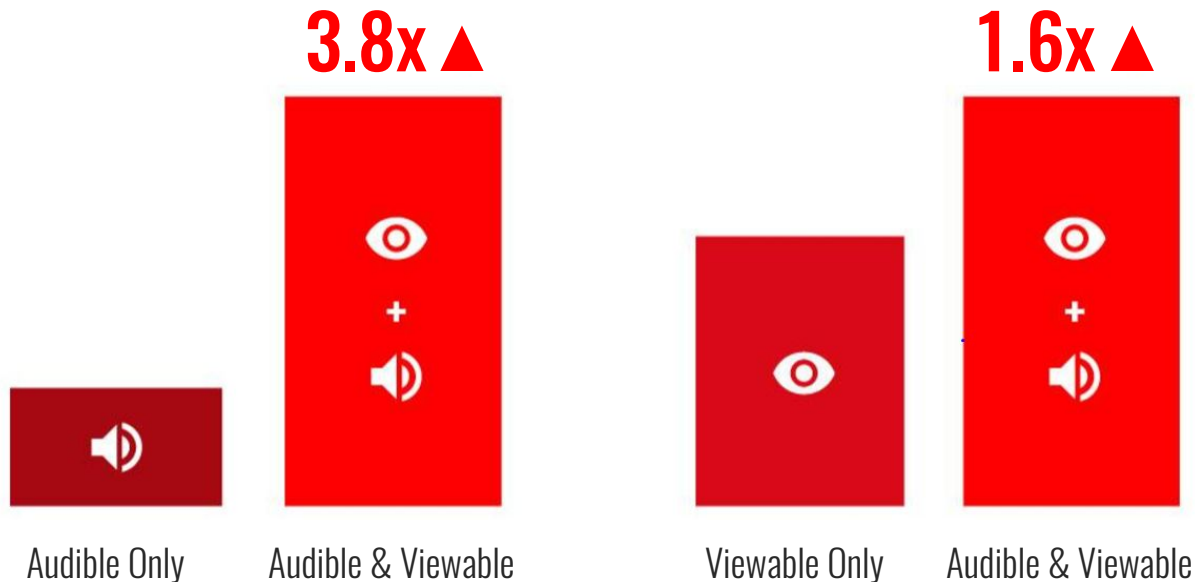


**95% Audibility**



# And we know that you need both.

Differences in **brand awareness** vs. control





# We offer stronger signals to help you find the right users





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## Remember the goldfish?

We need to adapt to the new user behaviours by making shorter ads work and by finding ways to get people to opt in on longer ads.



# Sunsetting the non skippable 30s

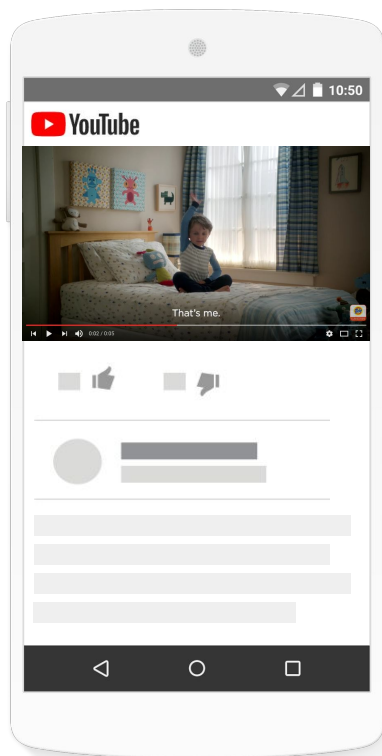
When users are forced to watch, longer ads drive greater user annoyance.

30s non-skippable video ads cause 35% higher abandonment than skippable ads.

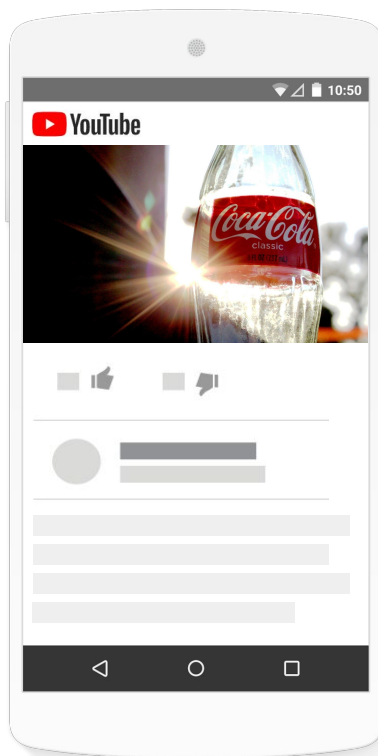
| Source: Internal YouTube Data, Q1 2015 - Q1 2016



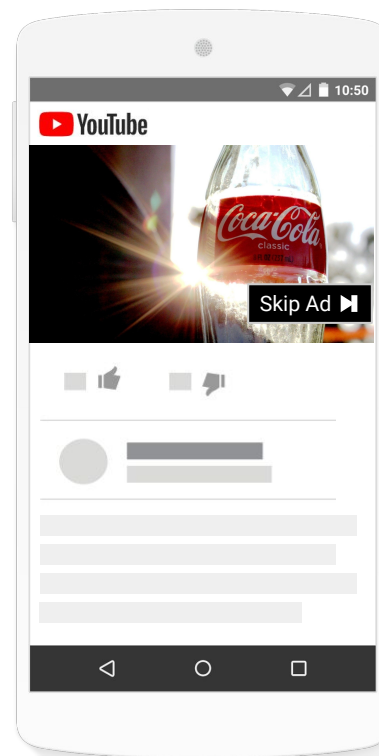




**:06** Bumper Ads



**:20** Google Preferred



**:20+** TrueView

# Bumper Ads – Tell your message in 6 seconds

Cost efficient 6 second video ads to reinforce your message or increase reach

**Uplift**

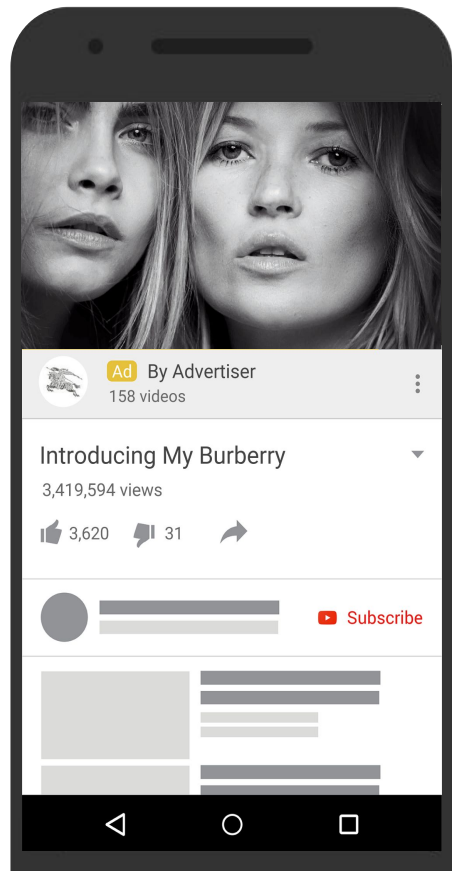
In Ad Recall and Brand Awareness is comparable to TrueView

**78%**

More net reach when added to a TrueView campaign

**€4.50**

CPM on average



# Google Preferred— Put your ads in front of more engaging content

Non-skippable instream video ads on YouTube premium inventory for guaranteed reach and big impact

Top  
5%

Of YouTube content based on popularity and engagement

97%

of Google Preferred campaigns saw a significant lift in Ad Recall, with an average lift of 65%



# The PREFERENCE SCORE is based on:

POPULARITY



**WATCH TIME**

Viewtime of the user in the different channels

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AFFINITY



**LIKES & SHARES**

Amount of Likes or Share for the individual viewer

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PASSION



**FANBASE**

Amount of viewers coming back

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Relevant content  
drives **stronger**  
ad recall.



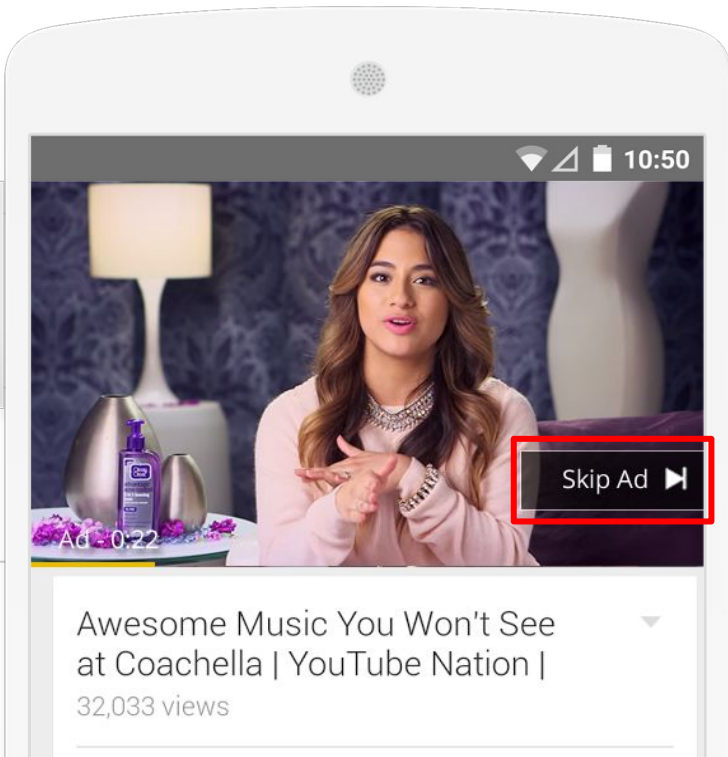
# TrueView InStream – Give users the choice to watch & engage

Skippable after 5 seconds, you pay only for people who watch the full ad (or at least 30 seconds)

Highest flexibility in targeting  
and interactivity

No limit in ad length

CPV 5 – 10 Cent





Tell your message

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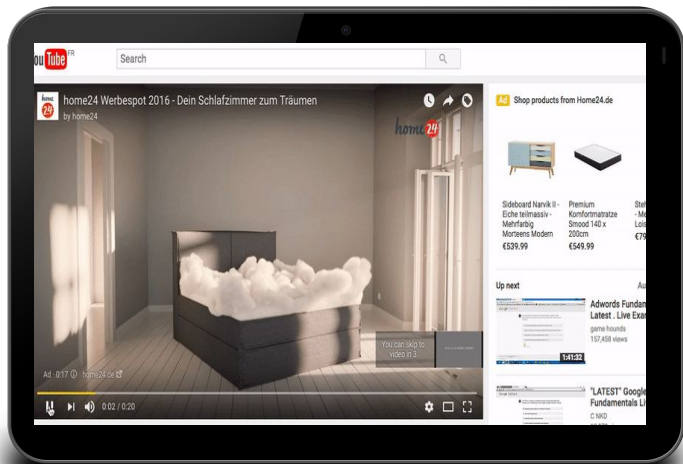


Find a hook

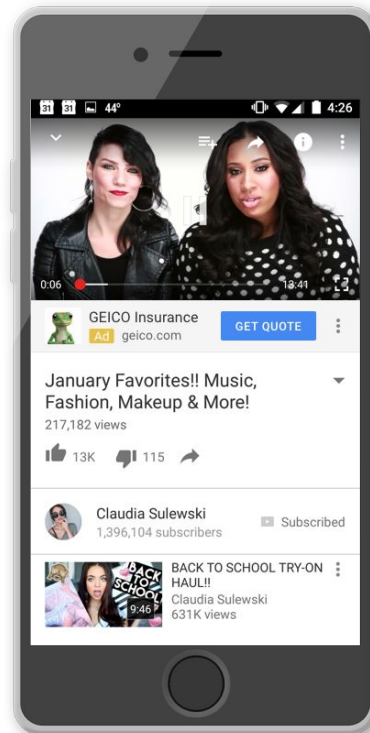
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# Use your TrueView ads to drive action



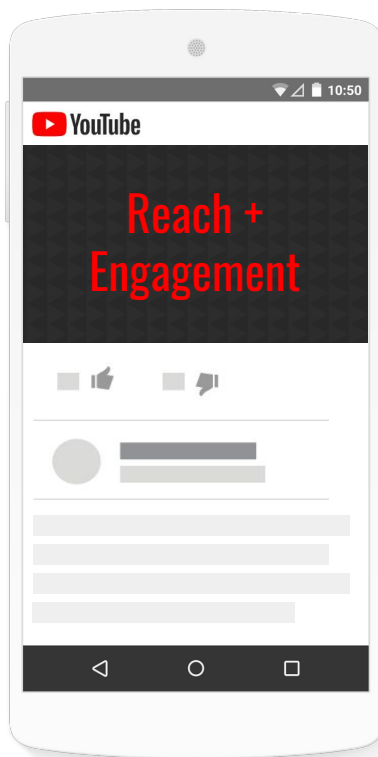
TrueView for Shopping



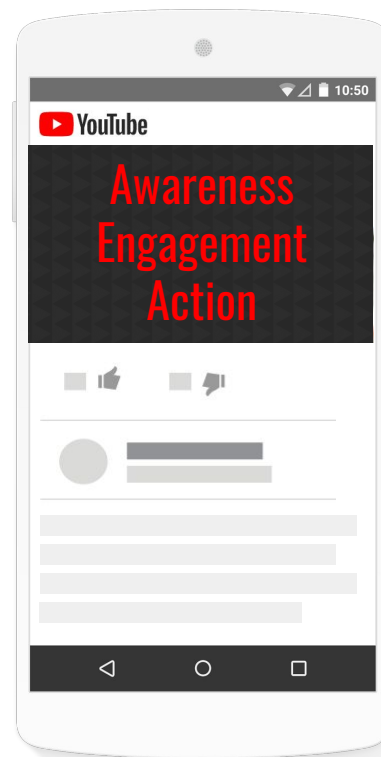
TrueView for Action



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# YouTube in the Living Room: Optimized for the big screen





# Introducing the next generation of **Hit Shows**

Reach engaged audiences



Align with content they love



Participate in the conversation



And it's all backed by YouTube



Jenny Z · 56 minutes ago

I just can't stop watching your video

Reply · 1,054 · 100%



belliesofgold · 4 days ago

LEGENDARY!

Reply · 598 · 100%



Lisa Perry · 4 days ago

Love, love!

Reply · 100%



YouTube

## ENVIRONMENT

Mass reach and a passionate audience build the right environment for your advertising message

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## AD FORMATS

Attention spans are decreasing – people watch what they want to watch. So you need to make shorter ads work and find ways users tune in to longer ads

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## EXPERIENCE

YouTube offers the right experience on every screen and content is evolving constantly

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Vielen Dank.

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**Slides & Feedback**  
<https://goo.gl/forms/ygrEheHkP9SKHH5i1>