



**Turn
Attention
Into
Action:**



**YouTube Marketing
Effectiveness Guide**

Results.

In every marketing campaign, the word can take on a different meaning. But to every marketer and every brand, results are usually what matter most. And in an expanding media landscape, proving results can feel overwhelming and complex, particularly when it comes to online video.

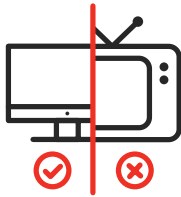
We built this guide to help. While success is never one-size-fits-all, these guidelines are backed by research and successful YouTube campaigns developed by brands like yours, and geared toward delivering outcomes. Whether you're looking to drive awareness, consideration, conversions, or full funnel success, consider this a resource for achieving the results that matter to your brand.



Adapt your plan for the attention economy

In a world where people can watch what they want, on any device, whenever they can squeeze it in, capturing attention is hard. So turning that attention into business impact must be even harder, right? Not so. But succeeding in the new attention economy will require you to adapt your plans. This guide will show you how.

As a starting point, here are three things we know to be true in today's media landscape.



>50%

18 - 49 year-olds in the U.S. are either light viewers of TV or do not subscribe to TV.

INSIGHT #01

Not all screen time is equal

Today, based on Nielsen's data, more than half of 18 to 49 year olds in the U.S. are either light viewers of TV or do not subscribe to TV, but over 90% of them watch YouTube.¹ When it comes to video viewing, research supports what we intuitively know to be true: when people are in a "lean-forward" viewing mode, they're 1.5X more likely to pay attention than when they're in "lean-back" mode.² And they're 1.8X more likely to be in lean-forward mode when watching online video compared to TV.³



3x

People are three times more likely to pay attention to online video ads vs. TV ads.

INSIGHT #02

YouTube viewers aren't just passively watching; they're actively engaged

Despite the buzz around shrinking attention spans, people can—and do—still pay attention. In fact, a new analysis of consumer behavior found that 81% of video viewing sessions capture people's attention.⁴ On YouTube, viewing sessions aren't passive. Viewers are actively engaged with a creator, or something they want to learn, discover, or share. These "lean-forward" moments are opportunities for your brand. According to Ipsos, people are three times more likely to pay attention to online video ads versus TV ads.⁵



3x

Relevant video ads get three times the attention of an average video ad.

INSIGHT #03

To capture people's attention, you need to be relevant

For today's consumer, the meaning of "relevance" has changed. It's no longer enough to simply know your audience. To break through, you need to know what people are looking for and in what context. Research finds that relevant video ads get three times the attention of an average video ad.⁶ So understanding your audience's intent and being able to respond to that intent is becoming table stakes. The right message, creative, and ad format are key to capturing their attention.

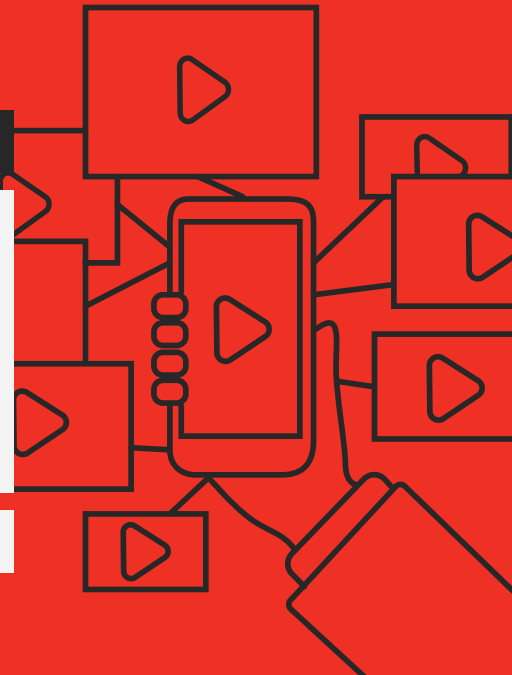
¹Source: Google commissioned Nielsen custom fusion study. Desktop, mobile and TV fusion. TV measurement of television distribution sources and total minutes viewed. Reach among persons 18-49, October 2017. ²Source: Google/Ipsos, Video Mobile Diary, U.S., 2017, n of 4,381 (saw ads occasions). ³Source: Google/Ipsos, Video Mobile Diary, U.S., 2017, n of 4,381 (saw ads occasions). ⁴Source: Google/Ipsos, "Video Mobile Diary", U.S., 2017. ⁵Source: Google/Ipsos, "Video Mobile Diary", US, 2017, n of 4,381 (saw ads occasions). ⁶Source: Google/Ipsos, Video Mobile Diary, U.S., 2017, n of 4,381 (saw ads occasions).



Build Awareness & Ad Recall

Video formats for driving reach, awareness and recall:

Solution	Video Length	Bid Approach
Bumper ads	:06	CPM
TrueView for reach	Open	
Reservation 15s	:15	
Outstream video ads	:30 or less	
Masthead	Open	CPD



Over the next few years, we expect the power of online video to enable more than half of humanity to learn, share, innovate, and participate.

By 2020, video is estimated to be **82% of consumer web traffic**.⁷ So in a world of seemingly infinite choice and scarcity of attention, video remains the world's favorite pastime, and it's still growing.

With more than 1.8 billion logged-in users each month,⁸ YouTube is at the heart of this boom, and a proven place for reaching a massive audience and driving upper marketing funnel metrics across verticals.

If increasing brand awareness and ad recall are KPIs for your campaign, here are three tips to follow.



2.4x

More attention is paid to ads when shown on platforms with full sight, sound and motion

TIP #01

Pull consumers in with sight and sound

People expect sight and sound when it comes to online video, and research shows that 2.4X more attention is paid to ads when shown on platforms with full sight, sound, and motion.⁹ So plan to invest in formats that deliver high viewability and audibility. Ninety-five percent of YouTube ads are audible,¹⁰ and 95% are viewable (compared to 66% on the rest of the web and apps).¹¹

TIP #02

Be relevant by focusing on their preferences, not just demographics

Relevance wins the battle for attention. To make your ads more relevant, move beyond demographic targeting to focus on consumers' intent signals, available through YouTube's Advanced Audiences. Campaigns that use Google's intent signals for targeting on mobile have 50% higher brand awareness lift than those using demographic targeting alone.¹²



50%

Campaigns that use Google's intent signals for targeting on mobile have 50% higher brand awareness lift than those using demographic targeting alone.



56%

Advertisers on prime time broadcast TV in the U.S. could have reached 56% more 18 to 49 year olds by also advertising on YouTube.

TIP #03

Plan YouTube alongside TV to maximize reach and audience impact

Research by comScore has shown that campaigns combining YouTube and TV placements can improve brand results. For instance, skippable ad formats saw significantly higher ad recall and brand awareness from one paid view on YouTube and one exposure on TV than from two exposures on TV.¹³ We also found that advertisers on prime time broadcast TV in the U.S. could have reached 56% more 18 to 49 year olds by also advertising on YouTube.¹⁴

⁹Nielsen Consumer Neuroscience, U.S., Video Ad Cross-Platform Research commissioned by Google. Conducted using eight advertisements, four platforms and 400 participants aged 18-35, Nielsen CNS Lab, Boston, 2016. ¹⁰Source: Google internal data. ¹¹Source: Google and DoubleClick advertising platforms data, May 2017. ¹²Source: Google Brand Lift Targeting Analysis, Global, October 2016 - March 2017. ¹³Source: Google/Ipsos, U.S., TrueView and TV Brand Lift in-home experiment for nine ads, 2016 ¹⁴Source: Google-commissioned comScore Study from comScore Xmedia U.S. Broadcast TV defined as NBC, CBS, ABC, FOX, CW, and My Network TV. Primetime defined as Mon-Sat 8:00 p.m.-11:00 p.m. and Sun 7:00 p.m.-11:00 p.m. YouTube data not restricted to primetime TV hours, Dec. 2015.

Key advice from brand marketers who drove upper funnel outcomes

Duracell

Use visual and audio elements that are unique to your brand, and six-second ads to complement your longer spots.



Duracell built short-form stories into the media mix for its recent “Trust is Power” campaign, to complement an anthem video and drive top-of-mind awareness. To champion the product and convey the message in a short amount of time, it paired iconic product features—copper-top imagery and audible “slamtone”—with a clear brand message. It was unquestionably Duracell, and a smart way to drive frequency and keep the brand on consumers’ minds without annoying them. Duracell’s ad emerged as one of the most popular bumper ads of 2017, and earned the brand a spot on YouTube Ads Leaderboard: Bumper ads edition.

[LEARN MORE](#)

Make Up Forever

Show up where other brands aren’t. Pull consumer insights from search data to find untapped opportunities.



Looking at search data, **Make Up Forever** uncovered the insight that beauty brands aren’t speaking to multicultural audiences in an impactful way. It responded with a YouTube campaign to reach and drive awareness among diverse multicultural audiences. The campaign’s success is a lesson in extracting consumer insights—and identifying category opportunities for the taking—from search data: 44% lift in brand recall, 18% lift in product searches, and 11% increase in subscribers to its YouTube channel.

[LEARN MORE](#)

Turner Sports

When promoting a live event, “pulse” your media around key moments.



Live broadcast veteran **Turner Sports** wanted to expand its NBA season tip-off coverage beyond linear television for 2017, so it produced “the world’s largest live pregame show,” which aired for four hours during a 24-hour takeover of YouTube’s Masthead. To optimize for its livestream KPIs—viewership, engagement, and awareness—Turner Sports pulsed media throughout the day, focusing its heaviest promotion on the livestream moments most tied to those goals. This approach generated 355M impressions and fueled a massive ongoing engagement strategy online.

[LEARN MORE](#)

Grow

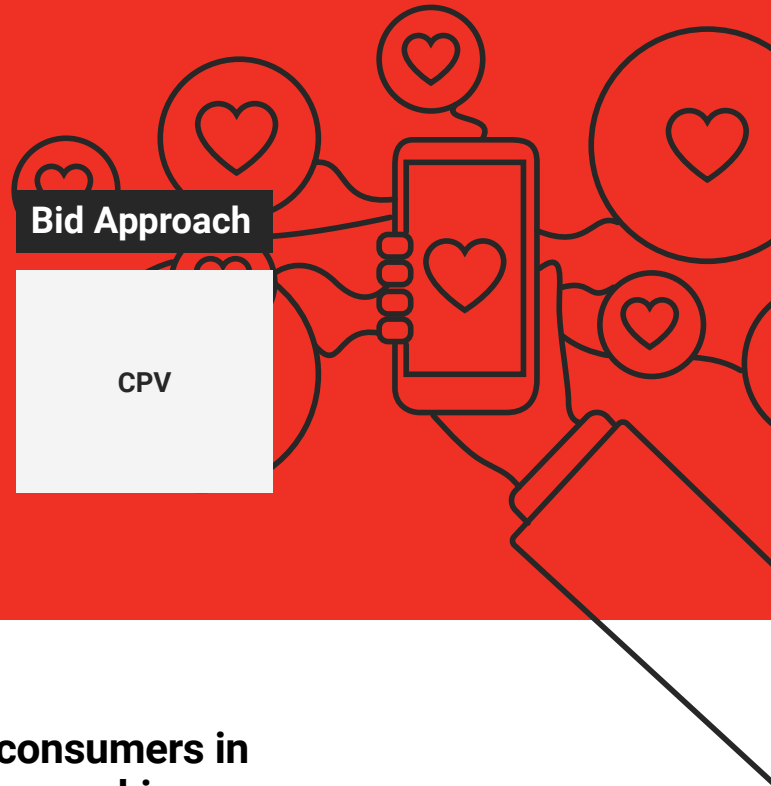


Consideration

& Interest

Video formats for driving consideration and interest:

Solution	Video Length	Bid Approach
TrueView in-stream	Open	CPV
TrueView discovery	Open	
TrueView for shopping	Open	



Online video is a critical resource for consumers in search of information and advice before making a buying decision.

For example, we've seen that nearly one in two car buyers turn to YouTube for information before their purchase,¹⁵ and nine in ten millennials say they watch videos for home care tips and ideas.¹⁶

It's no surprise, then, that advertisers looking to influence consumers and get them to consider their brands have driven impact on YouTube. Our recent research shows that seven in ten Google Preferred campaigns had a lift in consideration,¹⁷ and six in ten TrueView campaigns had a lift in consideration.¹⁸ We've also seen this impact translate into a return on investment. Looking across the Nielsen MPA studies we've run to date, we see that over 70% of YouTube campaigns drove a significant lift in offline sales.¹⁹

If your campaign goals include delivering results in the middle of the customer journey, here are three guidelines to keep in mind.

¹⁵Source: Google/Ipsos, "Human Stories," U.S., May 2017. ¹⁶Source: Google/Ipsos, "Human Stories," U.S., May 2017. ¹⁷Source: Google Preferred Brand Lift Meta Analysis, Global, 2017. ¹⁸Source: TrueView Brand Lift Meta Analysis, Global, 2017. ¹⁹Source: Commissioned Nielsen Matched Panel Analyses - Base: 55 YouTube Campaigns from 2016-2017 across 9 countries; count based on tested strategies with a lift based on a one-sided significance >80%



TIP #01

Be contextually relevant by planning around the specific content your audience is already watching

Ad content that is aligned to the video content it runs against can drive higher consideration lift versus generic creative.²⁰ To improve the relevance of your ads and help increase brand consideration, develop ads that are tailored to the content your audience is interested in—for instance, categories such as music, recipes, or workouts.

TIP #02

Build personalized experiences across a planned sequence of content

Moving potential customers down the purchase funnel demands more than a single hero asset or simply uploading your TV spot. Beyond optimizing your ad frequency for media weighting, coordinate your message across a sequence of ads, based on how a user interacts with them—be it an impression, skip, or view—to give a more relevant and timely ad experience.

Here are four video ad sequences we've seen to be particularly effective:



Tease, Amplify, Echo

Tease your audience with short ads, amplify with long-form, echo to spur action.



The Mini Series

Break your story into thematic chapters, told over time.



The Direct Shot

Stick to one concept & tweak the video based on viewer context, like what they're about to watch.



The Follow Up

Serve viewers a long-form ad, followed by shorter ads reinforcing the message.



TIP #03

Leverage the power of YouTube influencers

With engaged audiences in the millions and passionate fans hungry for content, YouTube creators are already an established channel for brands looking to run ads. They have also proven to be effective at helping audiences better understand your brand, your values, and your products. Our research has shown that brand integrations with YouTube creators drive lifts in brand familiarity, brand affinity, and purchase intent among both U.S. and U.K. audiences.²¹

Key advice from brand marketers who drove mid-funnel outcomes

20th Century Fox UK

Think bigger than a single piece of creative. Build a sequence of different ads to reach & engage users over time that is personalized, based on their watch behavior.



After years of relying on made-for-TV trailers as the crux of their online video strategy, **20th Century Fox** broke the mold. To promote *The Greatest Showman*, it built a data-driven sequence of ads to serve users over time, based on how they engaged with the 30-second trailer. The campaign delivered consideration uplift 5X stronger than typically seen in the industry and powered the film to set a box office record.

[LEARN MORE](#)

Yoplait

Build on your broader campaign message by echoing it with touches of personalization.

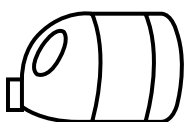


In addition to an anthem video for its “Mom On” campaign, **Yoplait** used YouTube’s Director Mix to quickly create 32 variations of six-second ads, which is used to retarget viewers of the anthem video. The copy for each short ad was customized, based on the video each mom was about to watch. Yoplait’s personalized approach delivered best-in-class results across all five brand lift metrics, including a whopping 1,461% lift in brand interest.

[LEARN MORE](#)

Clorox

For successful influencer marketing that drives interest for your brand, loosen the reins on your typical process and trust your team to create content that breaks through.



Influencer marketing on YouTube requires a different approach than other platforms. To deliver compelling content that’s genuine and fresh, **Clorox’s Brita** team found it key to let their partner influencer lead on creative development and production. And their new approach drove enormous impact: 2,000% search lift on mobile, 36% lift in brand favorability, and more than 2 million views of their made-for-YouTube ad.

[LEARN MORE](#)

Drive

Conversion



Video formats for driving action:

Solution	Video Length	Bid Approach
TrueView for action	Open	CPA
Universal App Campaign for Video	Open	

Historically, video was rarely considered an acquisition tool.

Historically, video was rarely considered an acquisition tool. The only way someone could “act” on a video was to watch it, and marketers could only optimize for reach (with TV) or views (with online video). Tracking hard ROI back to video? Nearly impossible.

But these days, new ad formats like **TrueView for action** have made video a powerful channel for driving online conversions. Thanks to this new technology, we’re better able to measure actual impact. For instance, we’ve tracked 100% more conversions on YouTube in the past 12 months than in the previous 12 months.²² The takeaway? Performance video should be a part of your marketing toolbox.

Here are three guiding principles for driving results with direct-response YouTube ads.



100%

Users paying attention to the first 5 seconds of your ads.

TIP #01

Tailor your creative to inspire action

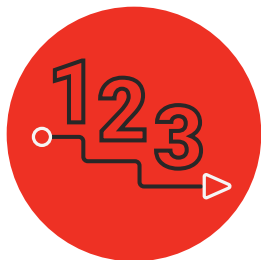
Since the ad's first five seconds are not skippable, you have 100% of users paying attention. To hook your target audience:

- **Front load your offer:** Pull them in with a relevant message.
- **Brand authentically:** Show your product, not just your logo.
- **Have a clear call to action:** Make the desired action easy to see and understand.

TIP #02

Deliver your message to an interested audience.

Set your ads up for success by ensuring they're delivered to users who will find the offer relevant. Using YouTube's Advanced Audience targeting, you can reach people who have recently searched for your brand (Custom Intent), who are looking to buy (In-market), who are entering a key life milestone (Life events), and who have engaged with your brand before (Remarketing).



TIP #03

Make taking action simple & easy

It seems like a no-brainer, but it's critically important to make it immediately clear to your viewers what to do if they like your offer. For example, if your desired action is clicks, consider "Sign up," "Book now," or "Learn more." If lead generation is your goal, consider "Register," or "Get quote."

Key advice from brand marketers who drove lower funnel outcomes

Yoox Net-A-Porter

Make it about customers, not your brand. Show them why your offer is the solution they're looking for & make it easy to convert.



To drive buzz—and fill online shopping carts—for last year's holiday season, Yoox dreamed up “The World's Most Exclusive Collection” campaign—a series of 25-second pre-roll video ads that practically dared viewers to buy a one-of-a-kind item. The catch? If a user didn't click on the ad quickly, the offer was gone forever. The clever approach drove hundreds of conversion and six-figure sales results.

[LEARN MORE](#)

Groupon

Leverage intent & context signals to reach the right audience & drive conversions.



To evolve from an email-centric to mobile-centric approach, Groupon sought to provide users with more relevant, personalized ads. To do so, it looked beyond demographic targeting to its audience's online behavior and context, using YouTube's Advanced Audiences. And the adjusted strategy worked: Groupon drove 160K new paying customers.

[LEARN MORE](#)

Lyft

To find creative efficiencies, test and learn how all your video ads performs on various metrics across the marketing funnel.



After launching a series of entertaining brand videos, Lyft wanted to see whether it could make the videos work even harder, to help drive direct response. It built an experiment through which it repackaged the brand videos to run as Universal App Campaigns, then gauged their impact versus ad creative specifically designed to drive conversions. According to Lyft's tests, the creative worked as well as direct response ads. One brand video in particular received an 8% higher CTR than Lyft's traditional direct response ad and drove a similar conversion rate.

[LEARN MORE](#)

Learn More



To continue to stay up-to-date on online video best practices and tips, [subscribe to Think with Google](#) and [sign up for YouTube Re:View](#), our weekly roundup of online video trends.

