

How Online Video Influences Your Audience

We all know the amount of time consumers spend watching video online is growing. And our research shows consumers don't just love online video—they're influenced by it. It earns unprecedented lifts in consideration and favorability. It impacts purchase intent. And the creators making it have never been more influential. Here's a look at the momentum of online video, and how your brand can tap into it:

HOW MOBILE VIDEO INFLUENCES PURCHASE INTENT

Small screens have a big influence.
As a result of seeing branded video on their smartphones:



40%
visited the store
or brand website.¹



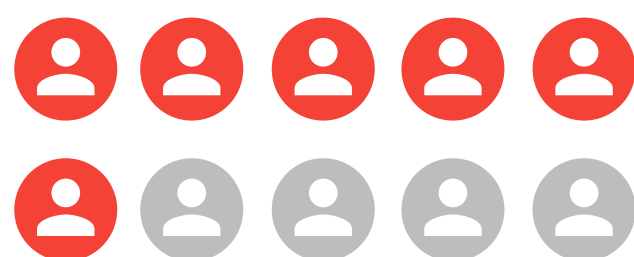
28%
made a purchase online
or in-store.¹

HOW YOUTUBE CREATORS INFLUENCE YOUR AUDIENCE

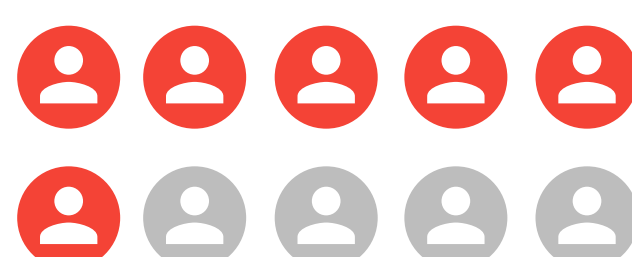


YouTube creators are more trusted than traditional celebs on what to buy.
Here's a peek at how much fans love—and listen to—their favorite creators.

Among YouTube
subscribers:



6 in 10
millennials watch new
videos by favorite creators
within 24 hours.²



6 in 10
would **follow the advice**
of a favorite creator over a
favorite TV/movie personality
on what to buy.³

Over the last year, their channels have continued to grow.

Google Preferred allows marketers to advertise with YouTube's top creators.
Here's how quickly those creators have grown year over year:

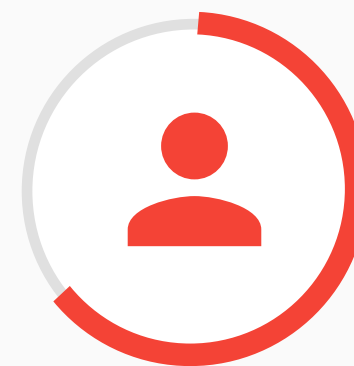
65%
more watch time⁴



66%
more likes⁴



65%
more subscribers⁴



WHAT THAT MEANS FOR YOUR BRAND

YouTube's influence has never been greater.
Here's how that influence can move your brand metrics:

Among
Google Preferred
campaigns measured:



75%
lifted **consideration**,
with an average
lift of about 14%.⁵



61%
lifted **favorability**,
with an average
lift of 8%.⁶

Among
TrueView campaigns
measured:



78%
resulted in an increase in
offline sales, with 61%
driving statistically
significant lift.⁷

SOURCING

- 1 Google-commissioned Ipsos, Brand Building on Mobile Survey, U.S., December 2015. (Smartphone video viewers aged 18-54, n=957).
- 2 Google-commissioned Ipsos Connect, "The YouTube Generation" study, U.S., November 2015. (YouTube creators subscribers aged 18-34, n=419).
- 3 Google-commissioned Ipsos Connect, "The YouTube Generation" study, U.S., November 2015. (YouTube creators subscribers aged 13-64 n=654).
- 4 Google internal data, U.S., Q4 2015 vs. Q4 2014.
- 5 Google Preferred Brand Lift Meta Analysis, 2015 and Q1 2016. Results for 42 U.S. Google Preferred Consideration Studies.
- 6 Google Preferred Brand Lift Meta Analysis, 2015 and Q1 2016. Results for 44 U.S. Google Preferred Favorability Studies.
- 7 Google/Oracle Data Cloud Sales Lift Meta Analysis, U.S. (18 TrueView CPG campaigns tested between April 2015 and March 2016. Lift is in sales of the advertised brand.)