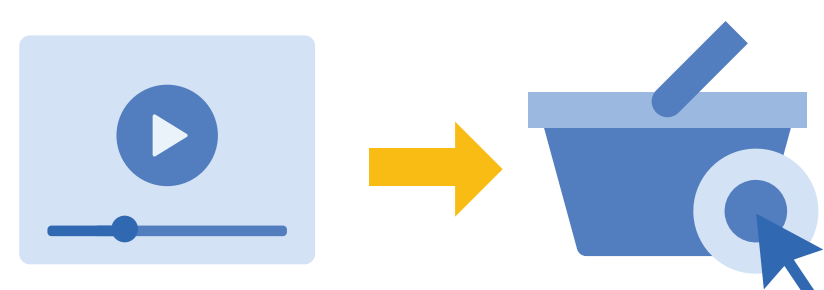
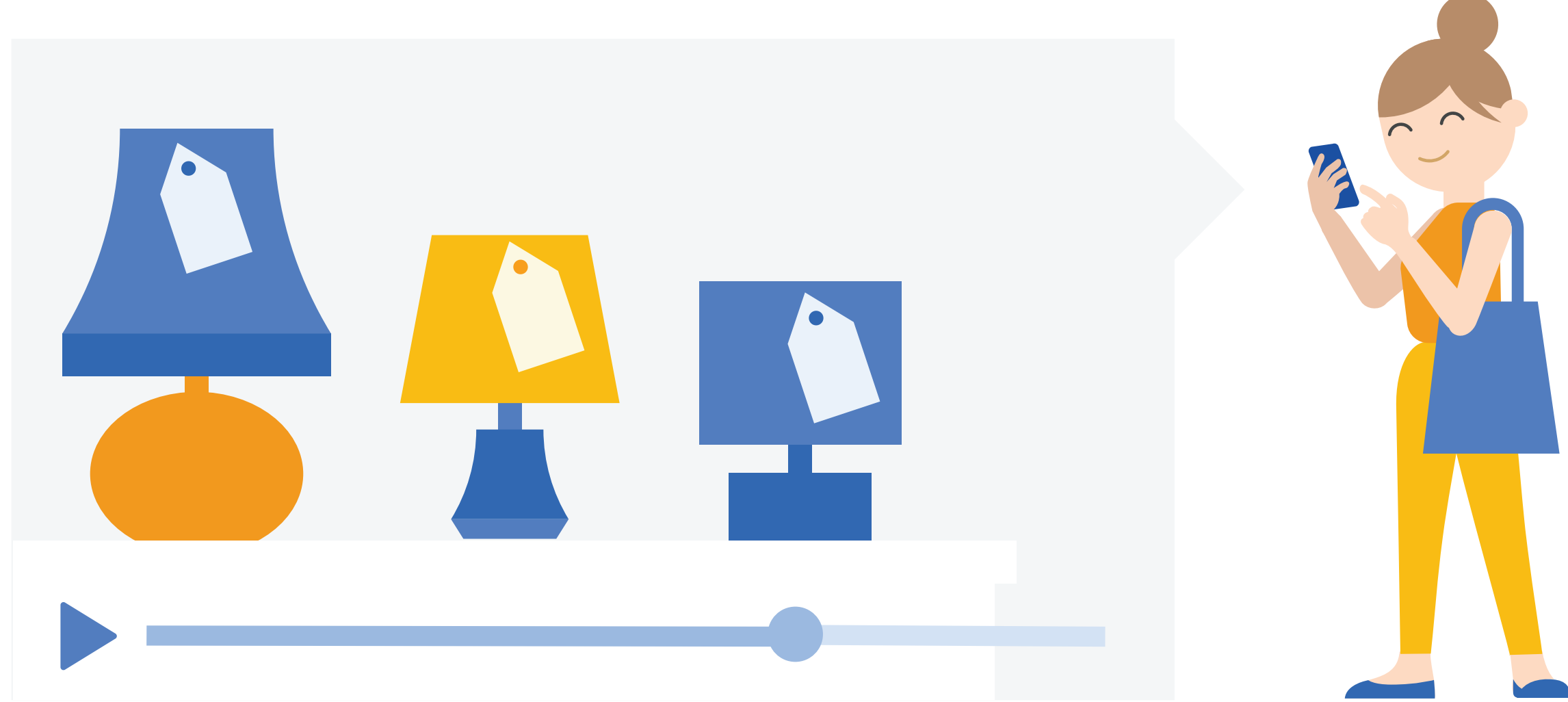


Digital video is the new window shopping

Video is being used throughout the shopping journey, including the earliest stages of brand awareness. From seeing your favourite creator's latest home revamp to watching shopping sprees, people are turning to YouTube for early-stage ideas and inspiration.



80% of shoppers

who watched a YouTube video related to a purchase that they were planning to make said that they watched in the beginning of their shopping process.¹

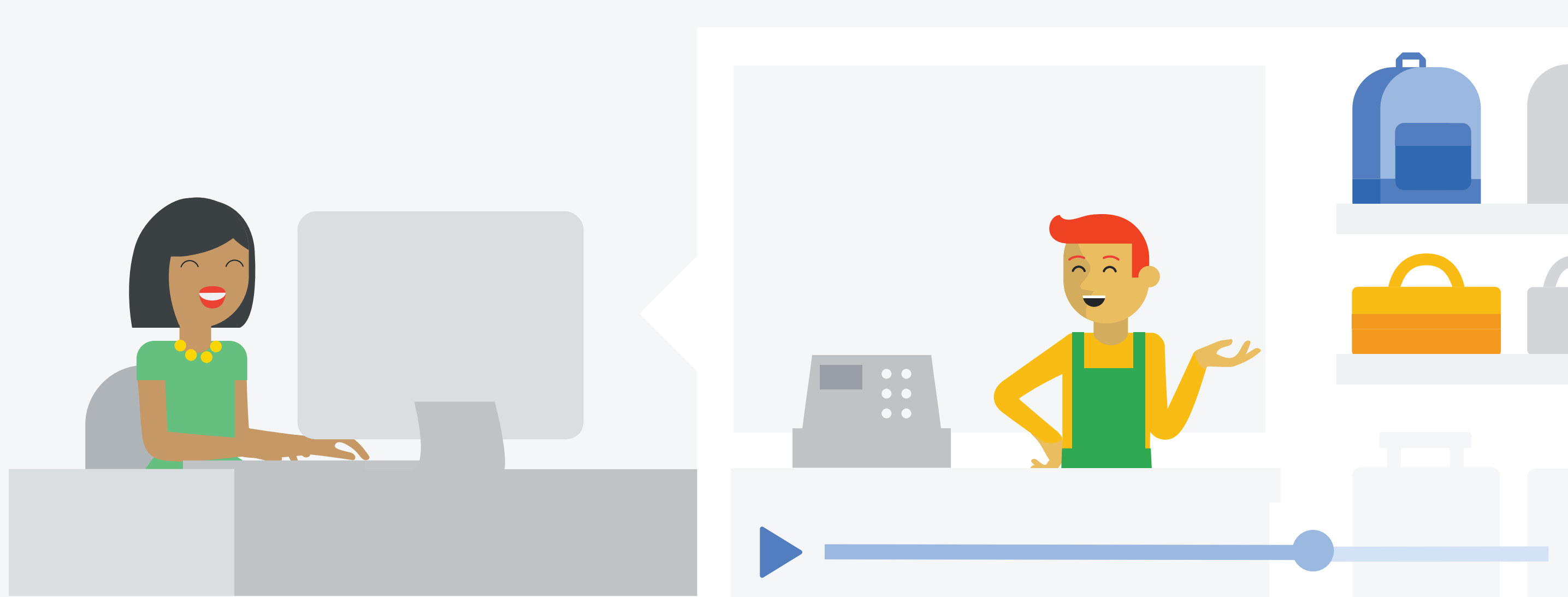


Over 14 years

of watch time of apartment tour/home tour videos in the past two years.²

Digital video is the new shop clerk

In an attempt to virtually try before they buy, people are increasingly seeking advice from others about what to buy. Whether it's tagging along on video shopping trips with influencers or learning specific details about products, shoppers are turning to real people that they feel they can trust.

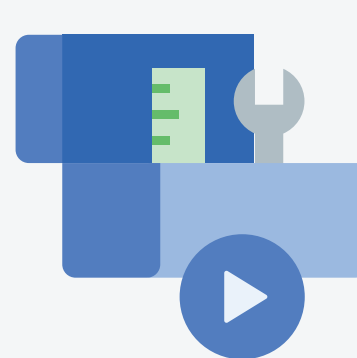


Over the last two years, watch time on YouTube has grown:



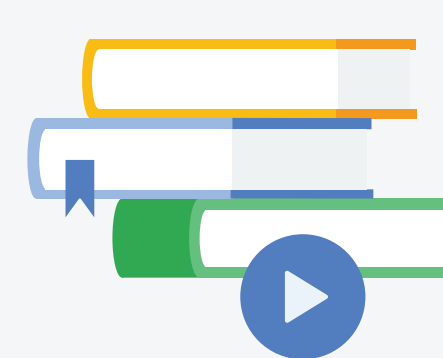
10x

"Shop with me" videos on mobile³



12x

"Does it work" videos⁴



2x

"Everything you need to know" videos on mobile⁵

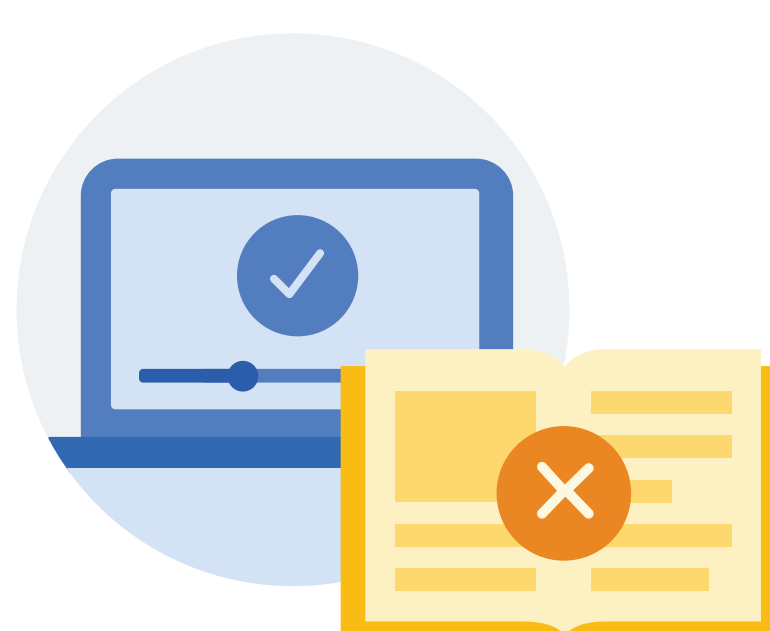
Digital video is the new instruction manual.

Whether pre-purchase or post-purchase, video comes in handy when people want to see how a product is actually used. They want to see others' real-life experiences to understand what to do after they open that box.



50,000+

50,000 years of product review videos watched on mobile in the past two years.⁶



3x

When it comes to learning about new products, YouTube users are **3X more likely to prefer watching a YouTube tutorial video** than reading the product's instructions.⁷



70%

In the past year, **70% of millennial YouTube users** watched YouTube to learn how to do something new or learn more about something they're interested in.⁸

Sources

- 1 Google/Ipsos, U.S., Shopping Motivations Study, n=252 YT viewers pre-/post-purchase, July 2017.
- 2 Google Data, U.S., Classification as "apartment tour, home tour or house tour" videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, March 2016–March 2018.
- 3 Google Data, U.S., Classification as "Shop with Me" videos were based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 and 2017.
- 4 Google Data, U.S., Classification as "Does it work" videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 vs. Jan.–June 2017
- 5 Google Data, U.S., Classification as "Everything you need to know" videos based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–June 2015 vs. Jan.–June 2017.
- 6 Google Data, U.S., YouTube Data, U.S., Classification as product review videos were based on public data, such as headlines, tags, etc., and may not account for every such video available on YouTube. Categories included Beauty & Fitness, Computers & Electronics, Mobile Phone, Food & Drink, Games, Home & Garden, and Shopping, July 2015–June 2017.
- 7 Google/Ipsos Connect, U.S., Human Stories Study, n=4,917 adults age 18–54 who use YouTube at least monthly, May 2017.
- 8 Google/Ipsos Connect, U.S., Human Stories, May 2017.