



# The Effectiveness Guide

A Guide to Marketing  
Effectively on YouTube



# Have you got their attention?

When it comes to YouTube, the answer is 'yes'. 95% of YouTube ads are viewable, and the same number audible.<sup>1</sup> This perhaps explains why, according to a study by GfK, YouTube and other pure video platforms generate higher audience attention than video on social media. For example, in Sweden, 75% of people say they are fully/ mostly paying attention on YouTube compared to 60% on average across social platforms.<sup>2</sup>

In a world where people can watch, read or play pretty much whatever they want, whenever they want, on myriad devices, capturing attention is more important than ever. **Turning that attention into action** can be

the difference between an average campaign and a highly successful one.

To help you – and your brand – convert attention into action on YouTube, we've put together this guide. While success is never one-size-fits-all, the insights and recommendations in these pages are backed by research, along with case studies from YouTube campaigns from brands across the Nordics and Benelux regions, and Europe. So whether you're looking to drive awareness, consideration, conversion, or full-funnel impact, you'll be able to find tips and guidelines to help deliver measurable results through online video, time and time again.

<sup>1</sup> Google advertising platforms data, Global, September 2018 <sup>2</sup> Google/GfK, YouTube Audience Insights studies, 2017, 23/20 countries, Sweden n total survey 1=2,000 (online population 16-65 years), survey 2=1,500 (YouTube past-3-day users 16-65 years)

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# Key Insights

**As a starting point, here are three things we know to be true about the current online video landscape**

## 01

### **Screen time is evolving**

The way we consume video is inevitably changing as smartphones and tablets become central to our everyday lives. Although we may be watching more video overall, broadcast television's share of our total screen-time is set to decline because of competition from online alternatives. According to a GfK study, 45% of 18-34 year olds in Sweden say they watch YouTube more now than a year ago.<sup>3</sup>

## 02

### **YouTube viewers are active, not passive**

Think about how you consume video. It stands to reason that, as a rule, you pay more attention to a video you've actively selected to watch than one you passively consume. Not only are YouTube viewers attentive, they're also more likely to seek out content on the platform that has high utility value to them. According to a GfK YouTube Audience Insight study, in each of Denmark, Finland, and Norway, adults rank YouTube first among video platforms as the place to find content that is relevant to them.<sup>4</sup>

## 03

### **Relevance is key**

It's no longer enough to simply know your audience. To cut through, you need to know what people are looking for – and in what context. But how do you know what's of value to an individual? With YouTube, it's possible to use signals from real behaviour elsewhere in Google's ecosystem to better understand your audiences' intent. You can then respond with the right message, creative, and ad format – all essential for an attention-grabbing, successful campaign.

<sup>3</sup> Google/GfK, YouTube Audience Insights studies, 2017, 23/20 countries, Sweden n total survey 1=2,000 (online population 16-65 years), survey 2=1,500 (YouTube past-3-day users 16-65 years)

<sup>4</sup> Flamingo/Tapestry, YouTube Cultural Impact Study, 2017, 16 countries. Base: DK, FI, NO Local Onliners (n= 2,000, each platform rated by those using it monthly or more frequently). Scale of 0-10. Media: TV, Newspaper, Radio, social media, online video platforms.

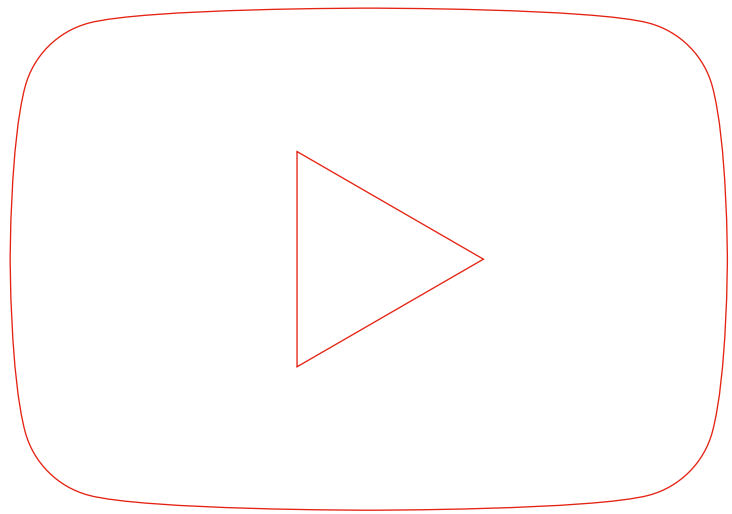


# **Build Awareness & Ad Recall**

Discover how Marley Spoon blended brand-building and **direct response YouTube ads** to win new customers on page 9 ▶

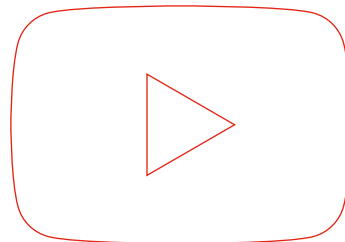
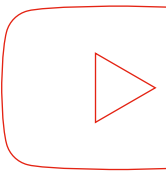


Over the next few years,  
we expect the power of  
online video to enable  
more than half of humanity  
to learn, share, innovate,  
and participate



**In a world of seemingly infinite choice, video** remains a highly popular content format, and its reach is still growing. It is estimated that, by 2020, video will account for a staggering 82% of consumer web traffic.<sup>5</sup>

With more than 1.9 billion logged-in global users every month,<sup>6</sup> YouTube is at the heart of this boom. It's a proven platform for reaching a large, engaged audience and driving upper-funnel marketing metrics; in other words, making people aware of your brand, and making them remember it.



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

<sup>5</sup> Cisco Visual Networking Index: Forecast and Methodology, 2016–2021

<sup>6</sup> YouTube Internal Data, Global, June 7, 2018



## #01

TIP

### Go beyond demographic targeting

To ensure that you reach the right audience, it may be worth considering going beyond traditional demographic targeting. Targeting on YouTube is different from other channels because, as part of the broader Google ecosystem, the platform utilises signals from what an individual is searching for and how they behave elsewhere online. These signals enable advertisers to target based on people's likely intent, yielding more efficient results. Campaigns that use intent-based targeting on mobile have 20% higher Ad Recall lift and 50% higher Brand Awareness lift relative to campaigns that only use demographic targeting.<sup>7</sup>



## #02

TIP

### Pull in consumers with sight and sound

A fully immersive video experience is key to driving engagement. Users who see and hear ads experience higher brand awareness, ad recall and consideration than those who only see or only hear them.<sup>8</sup> On YouTube, viewers are primed to watch and listen, and the statistics reflect this; 95% of YouTube ads are audible, and the same number are viewable,<sup>9</sup> compared to just 66% across the rest of the web and apps.<sup>10</sup>

## #03

TIP

### Plan YouTube alongside TV to maximise impact

Avoid the temptation to plan online and broadcast media independently. Research from multiple Ipsos/Google and GfK/Google studies has shown that campaigns combining YouTube and TV placements can improve brand results at the top of the funnel. For instance, when researching skippable ad formats on YouTube, we saw significantly higher ad recall and brand awareness from one exposure on YouTube and one exposure on TV than from two exposures on TV.<sup>11</sup>



<sup>7</sup> Google Brand Lift Targeting Analysis October 2016 -March 2017, Global, Smartphone, numbers shown represent relative difference between additive lifts of intent targeted and demo targeted campaigns, i.e. the former had Brand Awareness lift 1.5x the latter. <sup>8</sup> Google TrueView Brand Lift studies Aug-Sep 2016, Global, data for users with single impression. <sup>9</sup> Google advertising platforms data, Global, September 2018 <sup>10</sup> Google and DoubleClick advertising platforms data, May 2017 <sup>11</sup> Multiple Ipsos/Google and GfK/Google Studies, Global, 2011-2016



# How they did it: brands who drove awareness and ad recall

## TELE2

Swedish telecom operator **Tele2** looked to make further inroads to the Dutch market, focusing on difficult-to-reach audiences like students and millennials. The brand's market research revealed that for this audience, taking the perfect selfie is a serious business. After creating the 'Super Super Selfie Lens' filter, the brand used YouTube to launch the first ever music video shot through a Snapchat lens, starring selfie queen Roxeanne Hazes. The video brought to life the fun, colour, and rebellious attitude of the brand and gained over 1.2 million views in just 10 days, as well as a 900% increase in searches for 'Tele2 Unlimited'.

### The takeaway ►

**Tap into your audience's passion points in a way that's true to your brand.**

## SCOTCH & SODA

**Scotch & Soda's** Amsterdam Couture collection draws from different cultures and takes inspiration and fabrics from faraway lands – a brand story that needed time to explain. After videos in its previous campaigns achieved much higher completion rates on YouTube than other platforms, the brand began building and testing various creatives. Running pre-flight A/B tests, the team identified the highest-performing, most relevant video creative per demographic. Optimized throughout, the campaign led to a 24% lift in brand awareness.

### The takeaway ►

**Testing creative before launch can help you choose the best ad for each segment of your audience.**

## MARLEY SPOON

Berlin's meal kit service **Marley Spoon** set a target to grow its customer base and subscription rates in Australia. The YouTube-only campaign they created blended brand-building and direct response formats in a single test-and-learn content strategy. Some ads promoted convenience with messages such as 'quick' or 'easy', while another ad used humour to explain the service. This helped the brand achieve a lift of 49% in ad recall, a nine-fold uplift in search, and a 52% incremental uplift in subscriptions.

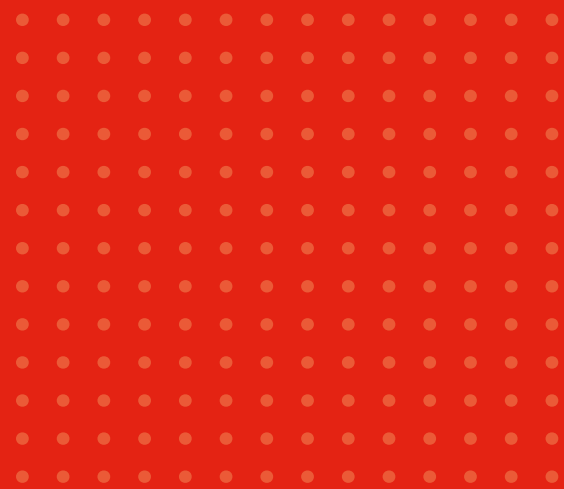
### The takeaway ►

**Achieve brand and performance goals in one campaign by harnessing video's emotional resonance and reliable signals of intent.**




*For Marley Spoon, telling many different stories all grounded in the same objective proved a winning formula.*

# Grow Consideration & Interest

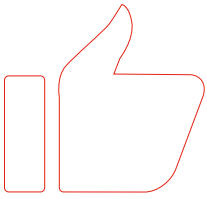


Find out why **producing ads made-for-YouTube** allowed OTTO to reach 2.7 million unique users on page 14 ▶



**Online video is a critical resource for consumers in search of information, both in terms of pre-purchase research and learning valuable skills**





**Online video is a key format for research** ahead of purchase. 65% of shoppers say online video has helped them learn more about a product they intend to buy.<sup>12</sup>

Creating and targeting content aligned to passion points has clear mid-funnel benefits – especially on YouTube, where audiences are primed to engage. Looking across a range of verticals, we see a number of examples where ads shown to users consuming contextually matched content has higher brand lift than ads shown to users consuming unmatched content.<sup>13</sup>

It's no surprise, then, that advertisers looking to influence consumers and get them to consider their brands have found success on YouTube, with seven in 10 Google Preferred campaigns seeing a lift in consideration.<sup>14</sup>

**If your campaign goals include delivering mid-funnel results, here are three guidelines to keep in mind ►**

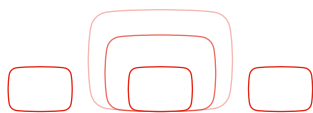
<sup>12</sup> Google/Ipsos, "How People Shop with YouTube" Study, Global, July 2018. 18-64 year olds who go online at least once per month and have purchased something in the last year (n=24,017) <sup>13</sup> Google TrueView Brand Lift, Global, Q1 2016. <sup>14</sup> Google Google Preferred Brand Lift Meta Analysis, Global, 2017

## #01

## TIP

**Be contextually relevant**

To improve the relevance of your campaigns and help increase brand consideration, it's advisable to develop ads tailored to the content your audience is interested in. According to a GfK study, content types with highest attention on YouTube in Sweden are often those that satisfy users' need for 'inspiration' – e.g. tech, electronics and gadgets with 80% paying attention fully / mostly, education and science at 78%, and How-to or DIY at 76%.<sup>15</sup>



## #02

## TIP

**Build personalised experiences**

Moving potential customers down the purchase funnel demands more than a single hero asset, or simply uploading your TV creative. Beyond optimising your ad frequency for media weighting, make sure you consider coordinating your message across a sequence of ads, based on how a user interacts with them – be that an impression, skip, or view – to give a more efficient and relevant ad experience.

Here are **four video ad sequences** that can work particularly well:



**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 and tweak the video based on viewer context, such as what they're about to watch

**The Follow-up:** serve viewers a long-form ad, followed by shorter ads reinforcing the message



## #03

## TIP

**Take a stand**

With engaged Dutch audiences in the millions and passionate fans hungry for content on YouTube, it can still seem like a challenge to make a meaningful impact at scale. One proven path to moving customers down the funnel is to take a stand on a pertinent cultural or societal issue with a genuine connection to your brand. When done in an authentic and tactful way, the results can be far-reaching.

<sup>15</sup> Google/GfK, YouTube Audience Insights studies, 2017, 23/20 countries, Sweden n total survey 1=2,000 (online population 16-65 years), survey 2=1,500 (YouTube past-3-day users 16-65 years)

# How they did it: brands who drove consideration and interest

## HEINEKEN

The goal for **Heineken** was clear: get consumers to 'focus on the things that unite us rather than divide us'. The resulting 'Open Your World' campaign consisted of a 4.5-minute long-form video showing diametrically opposed individuals coming together over a beer; the video has been viewed more than 14 million times on YouTube alone, with a 65% completion rate. When asked, 78% of the audience now agree that the brand stands for openness.

### The takeaway ►

**Long-form video can captivate a large audience when it has a powerful message and well executed creative content.**

## ALBERT HEIJN

With linear TV viewership declining in the Netherlands, **Albert Heijn** needed new ways to reach their customers. Working closely with agency partners, the team launched 'Appie Today', the brand's own YouTube channel. The channel uses rich viewer behaviour data from YouTube and Google to inform daily content, which includes inspiration, entertainment, and answers to customer musings. Albert Heijn use a variety of formats, like TrueView Bumper Ads to generate reach. In its first year, Appie Today earned 15,000 subscribers and over 20 million views. Brand Lift studies have also shown a 16% increase YoY in brand favorability.

### The takeaway ►

**Use data to inform the content and spark dialogue with your customers.**

## OTTO

**OTTO's** objective was to cost-effectively build brand affinity across a broad target group of 18-65 year olds. They adapted their witty 'Irene Celebrates the OTTO Shopping Festival' ad for a series of YouTube-only versions. By segmenting the audience and testing new formats such as TrueView for Reach, OTTO connected with 2.7 million unique users and reduced their contact price by 40%.

### The takeaway ►

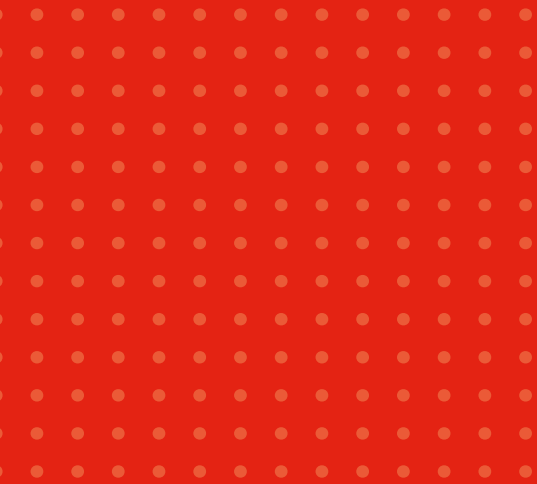
**Produce creative specifically for YouTube formats and use data to segment your audience for cost-effective reach.**



*OTTO's campaign "Irene celebrates the OTTO Shopping Festival" looked to inspire and entertain customers with wit, charm, and emotion.*



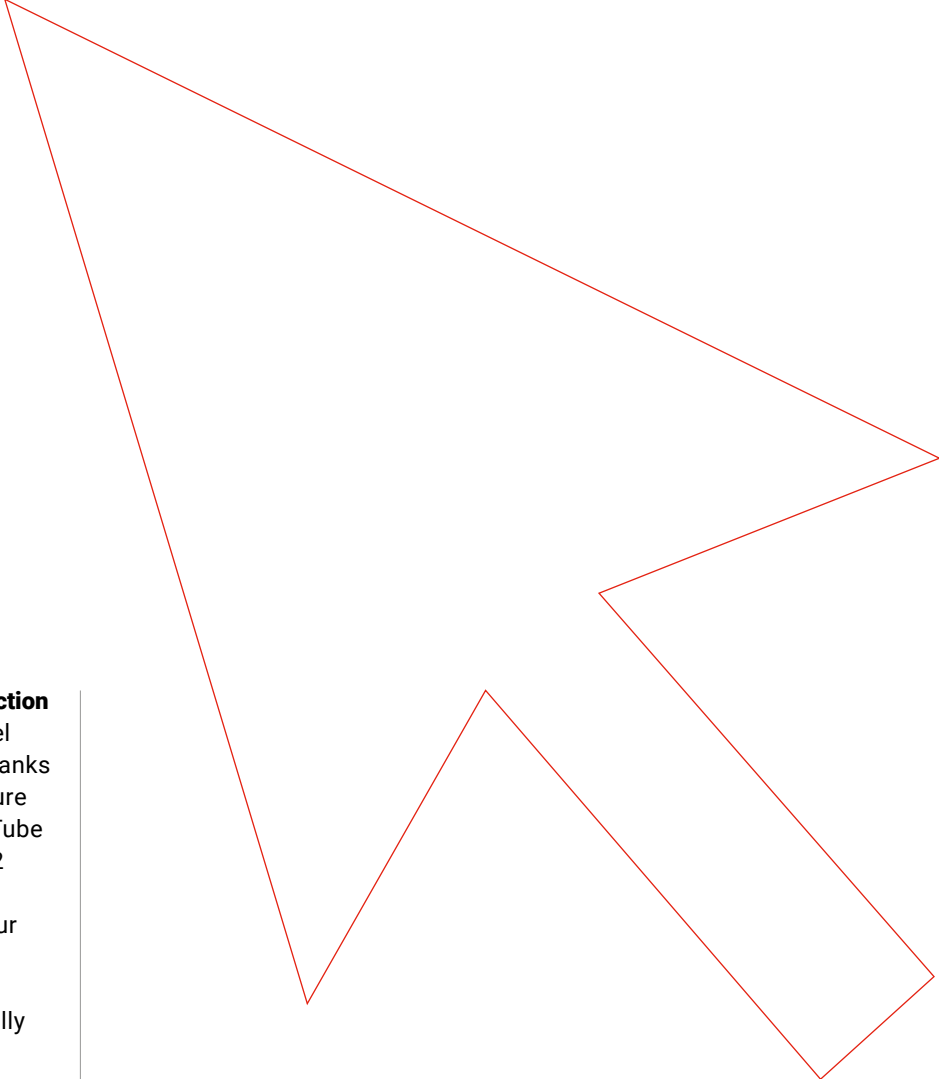
# Drive Action



Learn how Subway directed customers to real-world locations from YouTube using **Search and Maps** on page 19 ▶


A man and a woman are looking at a smartphone together on a city street. The woman is in the foreground, looking down at the phone. The man is behind her, also looking at the phone. They are both wearing casual clothing. The background shows a blurred city street with cars and buildings.

**Online video is a powerful tool for turning prospects into customers and driving online and offline conversions**



**New ad formats like YouTube's TrueView for action** have made video a more accountable channel for driving online and offline conversions. Thanks to this technology, we're better able to measure real impact. 100% more conversions on YouTube in the past 12 months than in the previous 12 months.<sup>16</sup> The takeaway? There's no reason why YouTube shouldn't be a major part of your performance marketing toolbox.

Indeed, adding YouTube to the mix can actually improve the effectiveness of your other activities. On average, advertisers running YouTube video ads in addition to Search ads see 8% higher search conversion volume, 3% higher search conversion rates and 4% lower search CPAs compared to advertisers who run search ads alone.<sup>17</sup>



**Here are three  
guiding principles for  
driving results with  
TrueView for action ►**

<sup>16</sup> YouTube Data, Global, Mar '16 to Feb '17 vs. Mar '17 to Feb '18. <sup>17</sup> Source: Google Data, Global. Jan 2015-June 2018, Compared to advertisers that run Search only.



## #01

## TIP

## Tailor your creative to inspire passion

When viewers are emotionally invested, they're more receptive to messages that are delivered in the right way. According to a study by GfK, 4 in 5 Swedish YouTube users act on the videos they watch, e.g. by liking, sharing or commenting.<sup>18</sup>

Furthermore, with TrueView, the ad's first five seconds aren't skippable, so you have a valuable window to form a connection. To hook your target audience in the first five seconds and encourage action, try the following:

- ▶ **Front-load your offer:** pull audiences in with a direct and relevant message
- ▶ **Showcase your brand authentically:** display your product, not just your logo
- ▶ **Have a clear call to action:** make the desired action easy to see and understand
- ▶ **Don't be generic:** build your creative around specific passion points that matter to your audience



## #02

## TIP

## Be smart with your spending

Set your ads up for success by ensuring they're delivered to users who will find the offer both interesting and relevant. Using YouTube's advanced audience targeting, you can reach people who have recently searched for your brand (Custom Intent), those who are looking to buy (In-market), those who are entering a key life milestone (Life Events), and those who have engaged with your brand before (Remarketing). Also, bear in mind that TrueView in-stream ads only cost you money if someone watches them. If the video is skipped before the viewer watches 30 seconds or to the end of a shorter ad, you aren't charged – at all.

## #03

## TIP

## Make taking action simple

It may seem obvious, 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. Whatever you decide, make sure it's visible, easy to understand, and clear right from the beginning of your ad.

<sup>18</sup> Google/GfK, YouTube Audience Insights studies, 2017, 23/20 countries, Sweden n total survey 1=2,000 (online population 16-65 years), survey 2=1,500 (YouTube past-3-day users 16-65 years)

# How they did it: brands who drove action

## JOTEX

To promote its new spring collection, **Jotex** needed to get their products in front of consumers. Jotex produced a series of short creatives, tailoring delivery to specific segments of their female audience. For example, users who had recently experienced major life events (such as a wedding or birth of a baby), or those in-market for home furnishings and decoration. The brand then allowed users to shop directly from the ad, using the TrueView for Shopping format. This approach saw a 25% increase in website transactions and a 22% increase in revenue.

### The takeaway ►

**Make it easy for customers to interact with your products, directly from your ad.**

## THOMAS COOK

Neckermann Reisen, part of **Thomas Cook Group**, created an ad campaign with the aim of increasing last-minute summer holiday sales for families, especially in Egypt. The team decided to run a test by dividing the creatives between TrueView and TrueView for Action formats. Each side of the campaign used different targeting based on the desired conversion. The results indicate ad format has a significant influence on effectiveness. In the case of Thomas Cook, TrueView for Action ads returned four-times the conversion rate at a 33% lower cost per website visit.

### The takeaway ►

**Use Google and YouTube's data and tools to find audience segments with intent for your product or service.**

## SUBWAY

**Subway** wanted customers to visit its restaurants to try their new Rotisserie Flavoured Chicken Sandwich. First, the brand used signals from Search, Maps and other apps to reach an audience with high intent. Next, they showcased the exceptional taste and freshness of the sandwich in an ad campaign featuring a strong call to action. Using Google Store Visit data, Subway measured a 30% increase in restaurant visits among customers who watched the ad.

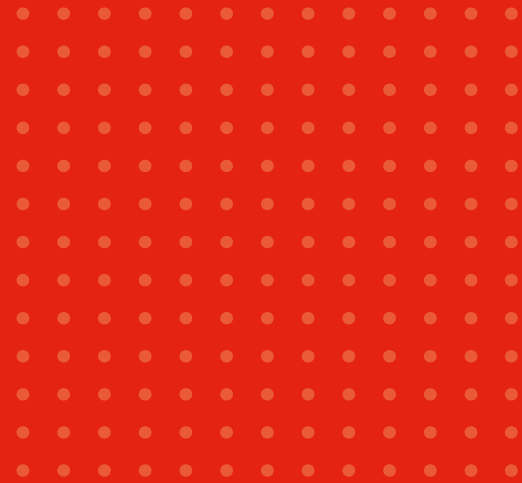
### The takeaway ►

**Use Google data to both understand audience intent and measure the impact online media has on offline behaviour. For example, store visits.**



*Promoting a new, limited-time sandwich, Subway had to get customers in the door to try it, fast.*

# YouTube Video Formats



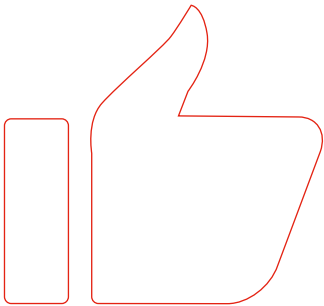


## To drive reach, awareness and recall



SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
Bumper ads	06s	tCPM	Awareness Lift Ad Recall Lift Impressions Frequency Unique Reach
TrueView for reach	Open (:15s recommended)		
Reservation	:15		
Outstream video ads	<:15s recommended	vCPM	
Masthead	Open	CPD	

## To drive consideration and interest



SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
TrueView in-stream	Open	CPV / Maximize Lift	Consideration Lift Purchase Intent Lift Favorability Lift Views
TrueView discovery	Open	CPV	
TrueView for shopping	Open		

## To drive action

SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
TrueView for action	Open	tCPA / Maximize Conversions	Brand Interest Leads Website Conversions MMM Sales Lift Store visits Sales App Installs
Universal App Campaign for video	Open	CPA/CPI/ROAS	





To find more tips on how to make online video work harder for you go to

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**[www.thinkwithgoogle.com/benelux](http://www.thinkwithgoogle.com/benelux)**