

# Experiment: How WeDo drove awareness and consideration with advanced audiences



## Experiment with Google Ads

### What we set out to test

Can advanced audience solutions for video ads accelerate awareness and consideration for new brands entering the market?

### The background

[WeDo](#), an online marketplace in New Zealand, is designed to connect people who need help with household tasks with nearby professionals. As a newcomer in the country's competitive household services market, WeDo's goal was to increase its reach and awareness among potential customers.

WeDo launched its first campaign to see if video ads on YouTube could drive brand awareness and consideration with key, relevant audiences.

### How we set the experiment up

WeDo used [Video experiments](#) to test the brand impact of YouTube campaigns on different audiences. The Video experiments tool splits audiences to ensure a user only sees one campaign, letting experimenters observe the individual impact of each campaign.

The experiment ran for 10 days in New Zealand and the same creative was used for each test, ensuring the audience groups were the only variable.

#### Control group:

TrueView ad and demographic audiences (25-54)

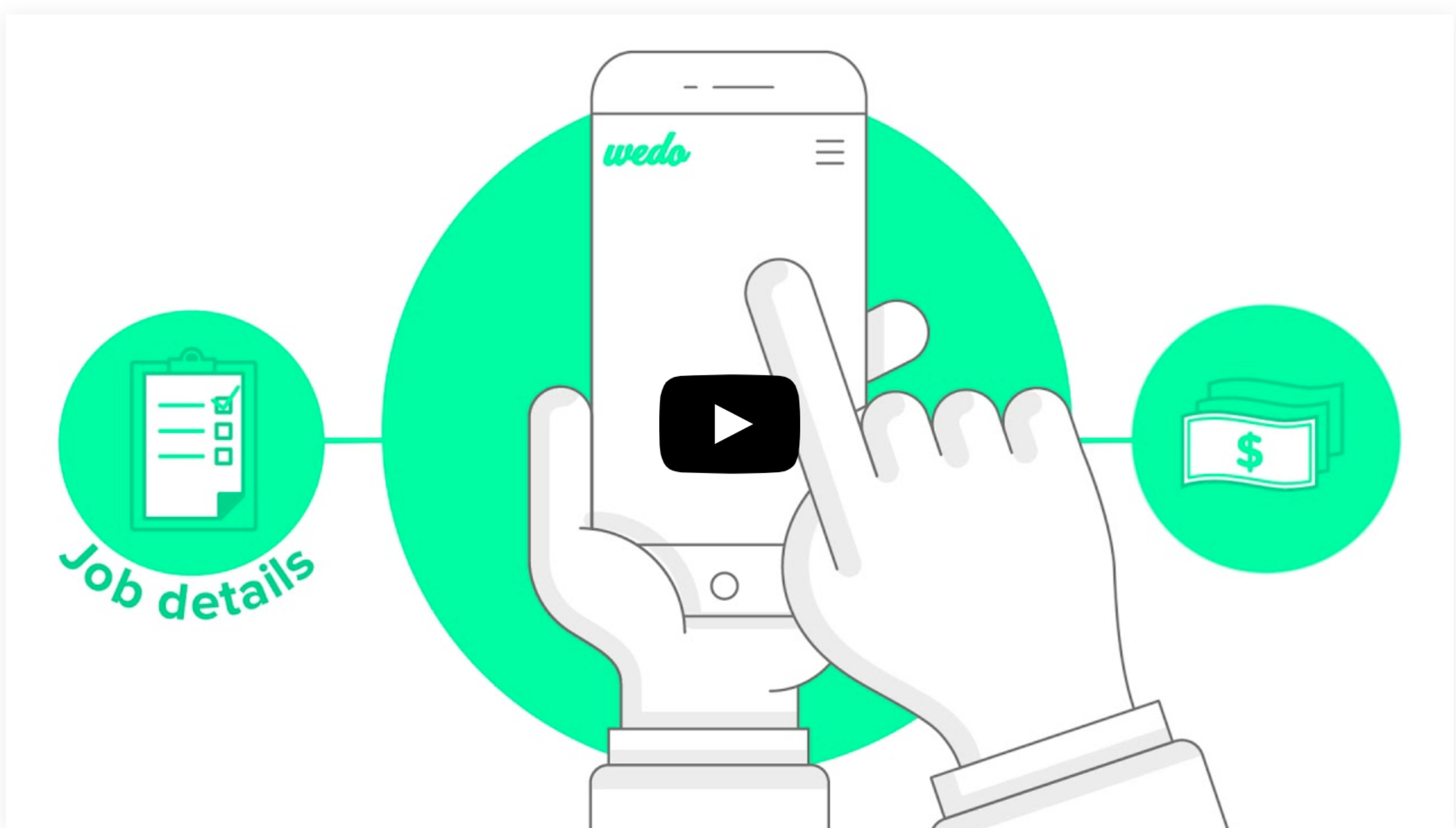
#### Test group:

TrueView ad and affinity (Home & Garden, Lifestyle & Hobbies)

#### Test group 2:

TrueView ad and advanced audiences\*

\*Advanced audience solutions used: in-market (Home & Garden), Life Events (moving), detailed demo (homeowners), and custom intent



### Solutions we used

- [Signal-based audience solutions](#)
- [Brand Lift surveys](#)
- [Video experiments](#)

### What we learned

Advanced audience solutions allow YouTube ads to most effectively drive brand awareness and consideration by reaching the most relevant audiences.

"Experimenting with Google helped us realize the power of YouTube as a platform and the impact of 'beyond demo' audience solutions in driving consideration with key audiences efficiently and effectively. The ability to essentially predict intent and invest at this stage is really exciting." — Tom Hunt, Marketing Lead, Spark New Zealand

+66.8%

awareness with TrueView and advanced audiences

+76.7%

consideration with TrueView and advanced audiences

+56.8%

awareness with TrueView and affinity

+29.8%

consideration with TrueView and affinity

*This case study is part of the Experiment with Google Ads Program.*