

Viewernomics

The art and science of audience engagement

"Viewing habits are evolving. As marketers, we need to as well."

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This year, after a decade in content, I decided to join YouTube.

As a long-time viewer, my YouTube homepage has always said a lot more about me than my bookshelf; a strange combination of *Food with Chetna*, *The RSA*, and *NPR "Tiny Desk Concerts"*. (Plus, I've watched "Marcel the Shell" more times than I'd like to admit.)

Since I started at YouTube, it's been eye-opening to see just how many UK brands and creators are using YouTube effectively — and how audiences are leaning in. They're passionate, immersed and captivated. They're *more than just viewers*. They're fired up and focused on finding what they love; whether it's funny celebrity moments (you *have* to check out Saoirse Ronan's monologue on *Saturday Night Live*), or inspiration from creators like Amy Lee Fisher. Recent research shows that over two-thirds of people in the UK who watch YouTube say they watch videos related to their passions¹ — and for brands, this represents a unique opportunity to connect with audiences at their most engaged.

In this edition of **Viewernomics**, you can explore everything from key viewing trends to the latest "Rules of Engagement" and even peek into some of your peers' favourite videos. Most of all you'll find out how to better reach — and connect with — engaged audiences on YouTube. Enjoy!



Lucy Ferguson
Head of Content, Think with Google U.K.

**This
is**

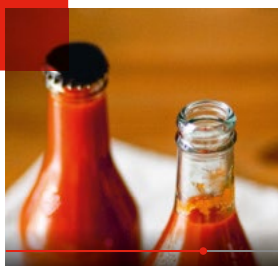
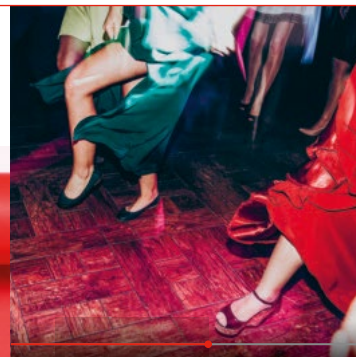
Everyone's YouTube is unique. We asked four industry leaders in the U.K. what they laugh at, cry with, learn from and escape to on YouTube.

My

YouTube

CHIEF CREATIVE OFFICER, LEO BURNETT LONDON

Chaka Sobhani



What I love on YouTube is anything that subverts a traditional format and gives it a twist. That's what "Hot Ones" — the amazing series from the channel *First We Feast* — does brilliantly. It's an interview at the heart of it, but they get the interviewee to eat hot wings throughout.

I really enjoy going behind the scenes. Because of that, I watch a lot of short-form, often user-generated content. I absolutely love "73 Questions" from *Vogue* and *Hollywood Reporter's* "Roundtable" because they're real and authentic, and you can see they haven't been edited to within an inch of their lives.

Music videos are my jam.

I love "The Dance", released by H&M for its 2018 spring season collection. It was essentially a music video featuring Winona Ryder and Elizabeth Olsen. I could watch that on a loop, it's just beautiful.

I genuinely believe that "Viva La Vulva" from

Bodyform/Libresse was game-changing. If there was ever something that was made for YouTube as a platform, it was that. It was made to be shared globally, and it created this important, fundamental attitude shift. I think that's genuinely perfection.

I absolutely love "Open Door" by Architectural Digest,

especially the one with Liv Tyler. It's behind the scenes and it's a bit snoopy, but at its essence it's about great design — it just has a really compelling story to it.

CEO, OMNICOM MEDIA GROUP UK

Dan Clays

Maradona doing keepy-uppies to the tune of "Live Is Life" is YouTube gold.

He's warming up for a Napoli game in Italy and is completely in his own little bubble, showing off his genius. He was a footballer on another planet to anyone else at the time; freestylers watch and learn! YouTube is amazing for preserving that kind of archive, which would otherwise get lost and forgotten.

There's an unbelievable guy called Nick Vujicic

who was born with a rare disorder called tetra-amelia syndrome which is characterised by having no limbs. He has a *TED Talk* on YouTube which is just incredible. It's about how he gets through life, and what he's achieved — it's just completely inspiring.

I watched the Live Aid Queen set on YouTube with my kids recently, just after finishing "Bohemian

Rhapsody". YouTube is a brilliant platform for showing new generations what happened in the past. For us, it meant once the film had stopped we could then watch the epic reality of Wembley 1985.

Alzheimer's Research UK's "Share The Orange"

is perfect for YouTube not just because it uses engaging talent but because inviting viewers to share is at the heart of the message. It's a great example of how YouTube can help brands, particularly charities, to raise awareness.



"YouTube plays a brilliant role in looking back, not just forwards."





CMO, TUI UK & IRELAND

Katie McAlister

When I really think about the diversity of what I use YouTube for, it's crazy.

I took my kids fishing recently, with a rod my dad gave me. I had no idea how to use it, so I went on YouTube and searched "how to cast" and worked it out, and then we caught a fish. Amazing!

I think something we'll look back on as a defining moment

is Greta Thunberg's speech at the UN Climate Summit, hopefully as the time we woke up to what's going on in the world. I watched it on YouTube, which is the best place for that kind of idea-driven speech to spread.

There's a TED Talk that I really like,

"A lyrical bridge between past, present and future" by David Whyte. It's about how you're always either looking back and evaluating decisions or you're looking forward and you're very rarely in the present. It's a good thing to remember.

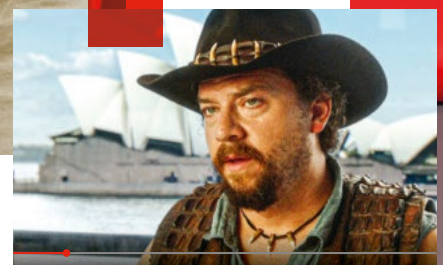
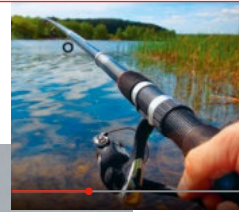
I spend a lot of time watching a channel called *Linguistica 360*,

which is basically the news in slow Spanish. I did a degree in Spanish, but you forget words, so it's really great for building vocabulary — I'd do even more of that if I had the time.

I really liked Tourism

Australia's "Dundee" ad.

It had a little bit of everything — obviously Chris Hemsworth, but it also hit that older demographic who got the "Crocodile Dundee" reference. It had amazing cinematography of Australia, but also viral appeal.



CHIEF CREATIVE OFFICER, MADE.COM

Jo Jackson

YouTube is the only place where I can relive an epic memory from my youth.

My dad was the “Man from Del Monte” — an iconic TV ad from the 80s. You can’t find it anywhere else. It’s not just about nostalgia, though, YouTube is an important place to archive creativity. I use it as a constant reference point for our campaigns. Things change and move, so you need to rely on the community to keep great pieces of content alive.

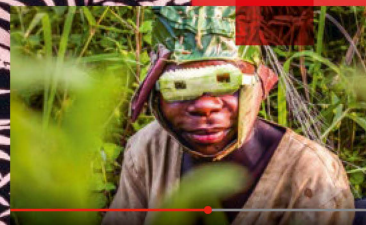
I love Kokoko — a band I never would have discovered without YouTube. They’re from the Democratic Republic of the Congo and play instruments made out of upcycled materials. It’s the levels of discovery that I love. It’s one thing listening to the music, but when you watch the visuals, you’ve never seen anything so inspiring.



“People want to see something real. That’s the special sauce.”

One brand that I really think has it right is MR PORTER. Take Tom Ford’s “Three Rules Of Underwear”, for example. That’s not content for content’s sake. Not only is it stunning to watch, it’s informative and entertaining. I watched it for my husband, obviously...

For me, DIY on YouTube is massive. Last night, when I was trying to get my daughter to sleep, I was multitasking and looking at how to use decorator’s caulk. My YouTube history is a lot of DIY, a lot of how-tos. Last week, I was looking at how to fix the dishwasher.



Watch our “This is My YouTube” video series at
yt.be/thisismyyoutube



How to make slime

10

Hair tricks that actually work

Best ever football goals

Smartwatch review

Fortnite funny fails

Easy paella recipe

Supercar powerslides

5-minute makeover

Minimalist apartment tour

New technology 2020

Ocean sounds for sleep

Garden inspiration

How to fix a leaking tap

Digital art tricks

Which car to buy

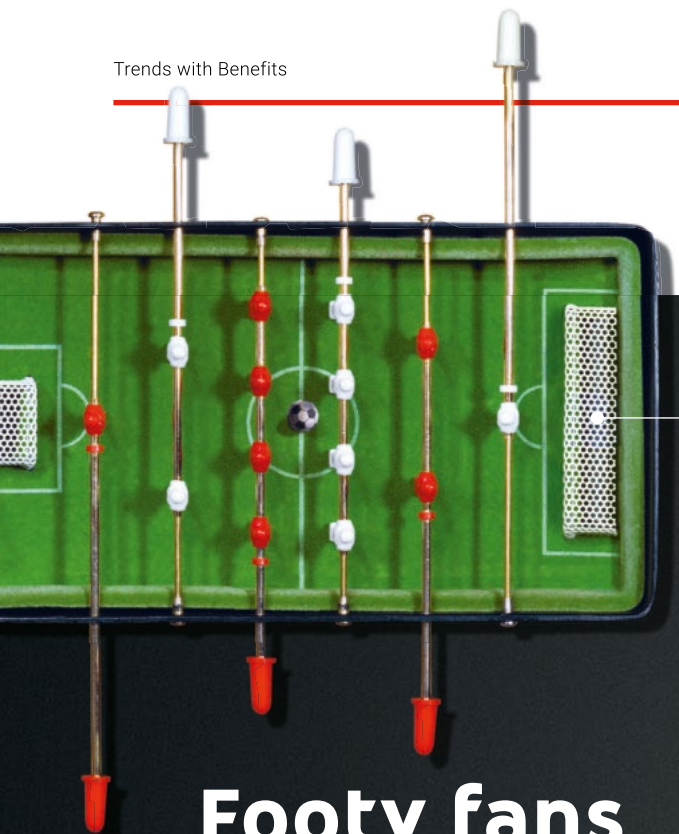
Trends



with

What audiences watch, and the way they watch, is constantly changing. To stay relevant and drive results, make sure you're tapping into these key audience trends.

Benefits



80%

increase in U.K. watch
time of football
highlights this year

Footy fans

are watching beyond
90 minutes

At its heart, good sport is about drama. The most engaging sporting content allows fans to immerse themselves in the highs and lows, heroes and villains, with smart insights, off-kilter analysis... and, okay, a hefty chunk of behind-the-scenes gossip. When it comes to football, not only are fans coming to YouTube to catch highlights — with an 80% increase in U.K. watch time this year² — they're also tuning in for pre- and post-match content from their favourite creators, as well as documentaries, interviews and bite-sized news reports. In fact, 58% of U.K. viewers say the video content they watch gives them something to talk about³ — and, for brands, this represents an audience of ultra-engaged fans ready to receive and react to relevant advertising.

Get inspired by:

Adidas

To generate excitement about the launch of its Nemeziz football boot, Adidas tapped into viewers' love of everything around the beautiful game. Using YouTube's video ad sequencing tool, the team created a tailored sequence of video content that was served to viewers depending on whether they watched or skipped the first ad. Viewers who engaged the most were served extra content, while those who skipped were shown a final product ad. The final score? Adidas' smart sequencing led to a **33% lift in awareness**, a **20% lift in ad recall**, and a **317% lift in product interest**.

Find out more about how Adidas drove results at
► g.co/think/adidasfootball

Foodies

are hunting out healthy options

From soft-shell tacos to veggie burgers, YouTube is where foodies go to make their mouths water... or get some help with their efforts in the kitchen. And it's working; YouTube viewers are 1.4X more likely to say that content they watch taught them something than those who watch other platforms.⁴ This year, watch time of cooking recipe videos in the U.K. was up 55%.⁵ One surging trend is for healthy variations of recipes; for example, catering to a keto (low-carb) diet. For brands, this trend towards more conscious eating means an opportunity to join a bigger conversation, whether it's through health-orientated ads or food-focused how-tos.

Get inspired by: Quaker Oats

As a brand with solid name recognition but little audience affinity, Quaker Oats wanted to remind customers of the health benefits of breakfast. To do so, the brand mapped its audience profiles — including consumers already eating well and those trying to do better — to segments of YouTube's viewership. With creative informed by Search trends, it dynamically varied text on ads to ensure each viewer got the right message. The results? A **4.25% lift in retail sales**, alongside a healthy **122% lift in brand interest**.

55%

increase in U.K. watch time of cooking recipe videos this year

Find out how Quaker Oats drove brand lift at
▶ g.co/think/quakeroats



50%

increase in U.K. watch
time of "makeup
transformation"
videos this year

Beauty lovers

are doing it themselves

Few categories move as fast as beauty, with fans flocking to Disney Princess transformations one moment and GRWM (get ready with me) videos the next. One overarching trend, though, is for content that's truly helpful, with 32% of British viewers saying they feel the need to learn something new, develop a new skill or get smart through online video.⁶ As such, it's no surprise that watch time for "makeup transformation" videos in the U.K. has increased by 50% this year.⁷ To tap into this audience need state, think about how your content can be genuinely useful — especially at the bottom of the funnel. When beauty creative is optimised for late stages of the purchase journey, results are up to 2X stronger.⁸ And, to make your content really take off, consider how partnering with YouTube creators can give you an authentic gateway to an already-engaged audience.

Get inspired by:

Fenty Beauty

From the day it launched with 40 shades of foundation, Rihanna's beauty brand Fenty has always been about empowerment. But it's a word the brand itself avoids — preferring to show, not tell — with helpful content featuring everything from useful DIY beauty tutorials to a launch ad filled with a truly diverse array of faces. The result? The **biggest beauty launch in YouTube history**, but also the creation of the Fenty Effect; a movement in which every beauty brand saw the value of offering a wider range of shades for all.

See how Fenty Beauty created YouTube's biggest beauty launch at
▶ g.co/think/fentybeauty

Tech buffs are diving deeper

Technology video consumption is becoming increasingly diverse, with viewers searching for Silicon Valley news one day and unboxing videos the next. In the U.K., watch time for Culture & Technology videos — largely representing searches about digital art, from SLR reviews to drawing tutorials — has increased by 50% this year.⁹ In particular, viewers are chasing content that gives further insights into their passions: 56% of U.K. consumers say they've watched something on YouTube in the past 24 hours that allowed them to dig deeper into their interests.¹⁰ This rising demand for detailed, product-led content is something U.K. creators such as *SuperSaf* and *Mrwhosetheboss* are already tapping into — and that brands can learn from. Reach everyone from novice enthusiasts to tech experts with videos that are useful — and team up with creators who are already immersed in their world to make it stick.

Get inspired by: **Samsung**

To position its Galaxy smartphone at the top of the pack for video, Samsung decided not to make a traditional ad. Instead, the brand created a series that was entirely shot on Samsung Galaxy smartphones. Pairing established YouTube creators with newer up-and-comers, the resulting "Make" series showcased the product in an organic way and helped viewers dig deeper by weaving it into the fabric of the story. And it worked: **17% of those exposed to the ads were more likely to purchase** the Galaxy as their next phone.

50%

increase in U.K. watch time of Culture & Technology videos this year



Find out how Samsung
authentically reached viewers at
► g.co/think/samsung

55%

increase in U.K. watch time of supercar videos this year



Petrolheads

are looking for all things automotive

From aspirational to functional, every automotive passion point is represented on YouTube. For example, U.K. watch time of supercar videos has increased 55% this year.¹¹ Auto channels on YouTube are trialling longer-form content which gives greater room for in-depth breakdowns on every class of vehicle. Plus, it's a key space for consumers searching for information on their next investment, with video searches for "which [product] should I buy" doubling since last year.¹² And that presents big opportunities for brands to authentically connect in two ways: first, to fuel viewers' passion for all things auto, and second, to help them navigate purchase decisions within the category itself.

Read about how Ford used data to drive deals at
g.co/think/ford

Get inspired by:

Ford

Putting data at the core of its campaign, Ford found new ways to connect with potential car buyers by identifying the pain points of buying a car. Based on insights about what people search for on YouTube and industry-specific keywords, Ford created five unique videos pitched at Europe's five biggest markets, each using the TrueView format to encourage interaction. The result? **Best-in-class results for ad recall** and a **significant increase in brand consideration** across its key territories, helping steer viewers directly to the dealership door.

Read this feature online at
g.co/think/trendswithbenefits

The magic of online video is that you can watch what you love, whenever you want. Viewers don't follow **Rules**; they follow passions. They're leaned in, captivated, and engaged. They're more than just viewers. And, for advertisers, getting in front **of** audiences at their most engaged can lead to powerful results. Results that boost your brand, and your bottom line. That is the power of **Engagement**.

Nº 1

Supercharge your storytelling

In a world of distraction, it can be hard for brands to earn attention — and even harder to keep it.

To give your ad the strongest chance, replace the traditional story arc (build up, climax, pay-off) with peaks throughout: begin with a compelling hook, then keep the tempo up with unexpected twists and brand mentions throughout. To cater to different viewers, serve up content of varying lengths; short ads are great to pique interest but longer ads can boost consideration. Plus, video ad sequences can have a significantly higher impact than single ads, increasing ad recall by 91% and purchase intent by 68%.¹³

Case Study

How “Deadpool 2” smashed sales targets

Deadpool is unlike other superheroes. Deadpool movies are unlike other superhero movies. Twentieth Century Fox Home Entertainment used that to its advantage in its latest campaign to promote the release of “Deadpool 2” on Blu-ray, DVD and digital download, harnessing the character’s fourth wall-breaking humour in a series of bespoke skippable ads. Viewers who watched were rewarded with an exclusive deleted scene, while those who skipped received a heartfelt talking-to from Deadpool himself. The result? The brand’s **highest ever electronic sales conversion, view-through rates over 60% and a 198% uplift in organic searches.**

Find inspiration from the
YouTube Ads Leaderboard at
► g.co/think/adsleaderboard



Nº 2

Tap into Search

Not all audiences are created equal —

and using Search signals can help you differentiate casual browsers from in-market shoppers. Refine your focus and make your spend work harder by leveraging intent signals using Advanced Audiences, which gather anonymous insights from across Google including active Search terms, lifestyle, interests and interactions. The results speak for themselves: ads served with intent signals alone have 30% higher consideration lift and 40% higher purchase intent lift than when the same ads are served using demographic signals alone.¹⁴



"We've been able to reach and convert more of our target audience than ever."

Gil Efrati, CMO, Nectar



Case Study

How Nectar by Resident grabbed viewers' attention

When mattress brand Nectar by Resident set out to grow sales, it needed an edge. After analysing Google trends, the team found a high volume of searches around getting a good night's sleep. So they developed a fast-paced and informative ad that tapped into popular culture by using caricatures of recognisable figures. The ad included branding from the start and provided clear calls to action — all best practice for short-form online video. Then they used YouTube's custom intent audiences to leverage signals from Search, and reach interested audiences. And it worked, with a dreamy **190% ad recall lift**, **95% brand awareness lift** and a **4X increase in organic Search queries**.

Need to know

Advanced Audiences

1

What it is

Advanced Audiences are anonymous, aggregated insights — built using signals from consumer behaviour across Google — which can be used to help predict who's most likely to engage with your brand. From detailed demographics to interests and intent, Advanced Audiences allow brands to reach key consumers at every stage of the consumer journey.

2

Why it works

Real impact happens when viewers feel like they're being spoken to by the creative. And, since customers pay 3X more attention to ads that are relevant to them,¹⁵ it pays to know — really know — who you're talking to.

3

How to use it

Get started by exploring pre-built audiences, such as Affinity Audiences (based on lifestyle information), Life Events (based on important milestones like renovating a home), or In-Market Audiences (based on behaviour indicating someone is in the market for a product or service). In addition, you can now build your own custom audiences tailored to specific objectives.

Find out more at

► g.co/think/ytadvancedaudiences

Nº 3

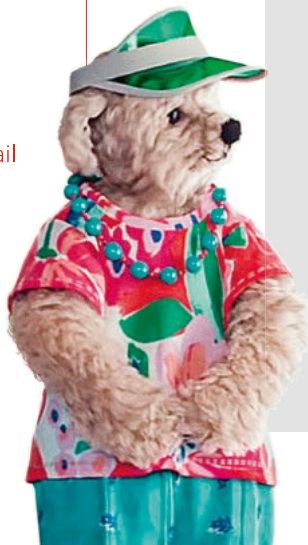
Drive instant action

Online video has long been seen as a tool to build brand awareness — but leaned-in viewers are also primed to take action. More than half of shoppers say online video has helped them decide which specific brand or product to buy.¹⁶ Brands that enable prospective customers to take action with a seamless, immediate experience hold an advantage from the off. This is where TrueView for action comes into its own, combining CTAs, headline text overlays and end screens to drive conversions. So, whether you're looking for sign-ups or sales, strong creative with an enticing CTA can help build your brand and drive lower-funnel results at the same time.

Case Study

How Heathrow Airport reached new heights

Standing out during the festive season can be a challenge, but Heathrow did just that with a strategy featuring TrueView for action. After launching with a YouTube Masthead that reached 12 million users in one day, Heathrow used intent signals to find viewers planning to travel — then served bespoke retail ads with TrueView for action. Across the course of the campaign, TrueView delivered **1.9 million views** with a **view rate of 41%**, as well as a **25% increase in ad recall**. Crucially, it also drove lower-funnel results, with **900 retail reservations booked** by shoppers who wanted to browse online but collect at the airport.



Need to know

TrueView for action

1

What it is

TrueView for action helps YouTube audiences actively engage by adding prominent CTAs and headline text overlays to in-stream videos.

2

Why it works

Made up of a CTA, headline and URL end screen, TrueView for action helps customers continue their journey seamlessly. It encourages viewers to engage with your brand, whether you want them to find out more, sign up or make a purchase.

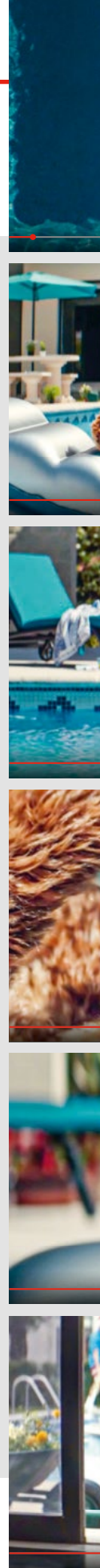
3

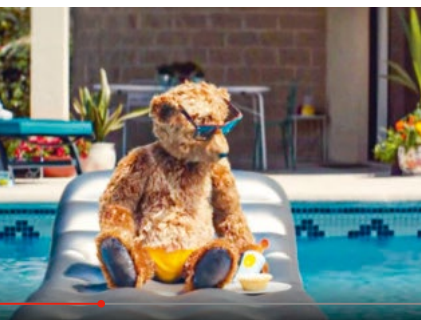
How to use it

Use clear messaging that emphasises a next step, like "Book now", "Get a quote" or "Learn more" — and test different options to see which are most effective.

Find out more at

► g.co/ads/videocampaigns





Nº 4

Play into passion points

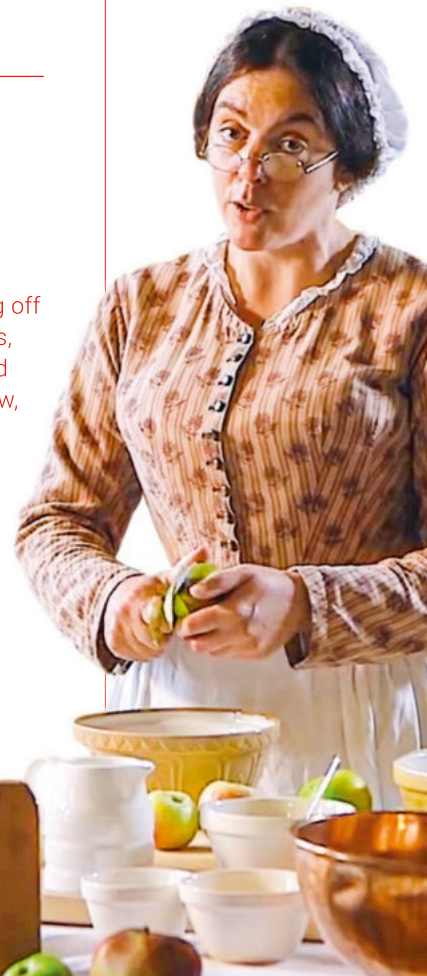
More than two-thirds of people in the U.K. who watch YouTube say they watch videos related to their passions.¹⁷ So, if you create content that allows viewers to engage with their interests on a deeper level — whether it's football, food or flower arranging — they'll pay attention. Tap into Search to discover your audience's interests, then ensure the creative is compelling and relevant, and you'll build loyalty and trust while driving views.

Case Study

How English Heritage found the ingredients for success

Using Search and YouTube analytics to find high-trending topics for historical storytelling, English Heritage radically transformed its marketing strategy in just three years. Kicking off a series around popular cooking search terms, the charity has since captured the hearts (and clicks) of more than **685,000 subscribers**. Now, its YouTube channel reaches over **3 million people** every month and is an increasingly important part of the charity's strategy to reach and engage large audiences. That's why the brand nabbed the Grand Prix prize at this year's YouTube Works awards.

Find out more about the 2019 YouTube Works winners at g.co/think/youtubeworks



Nº 5

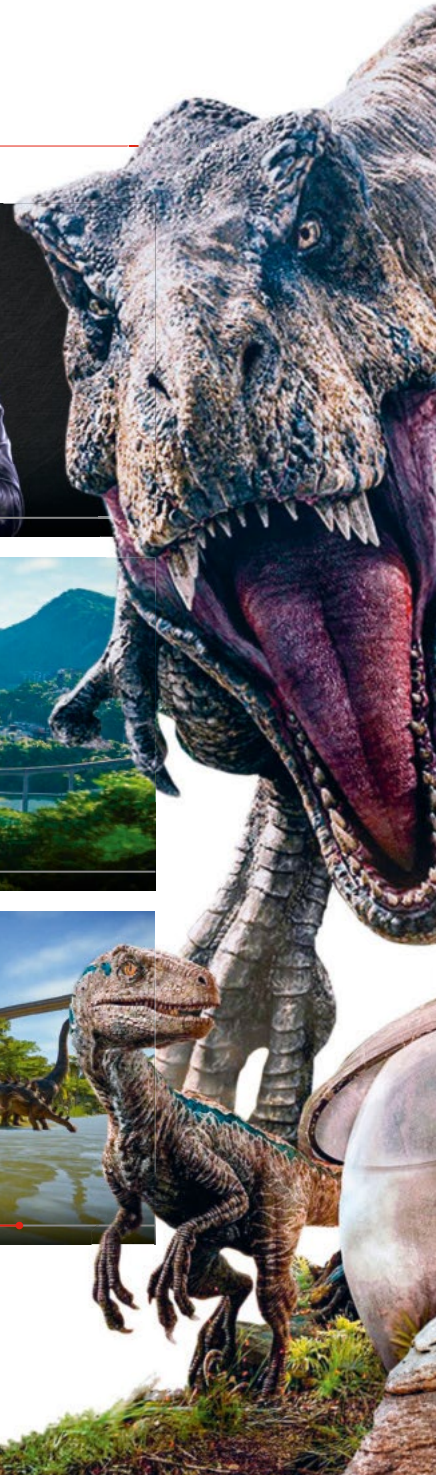
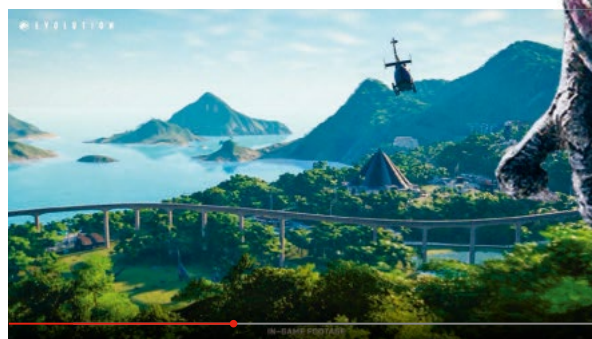
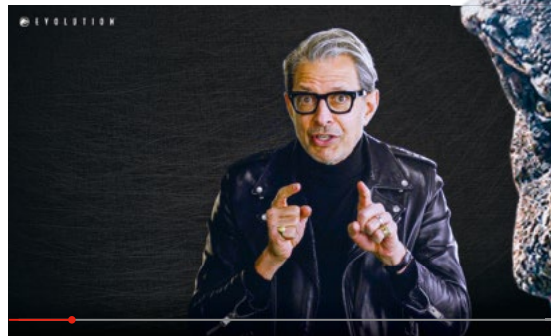
Go big on bumpers

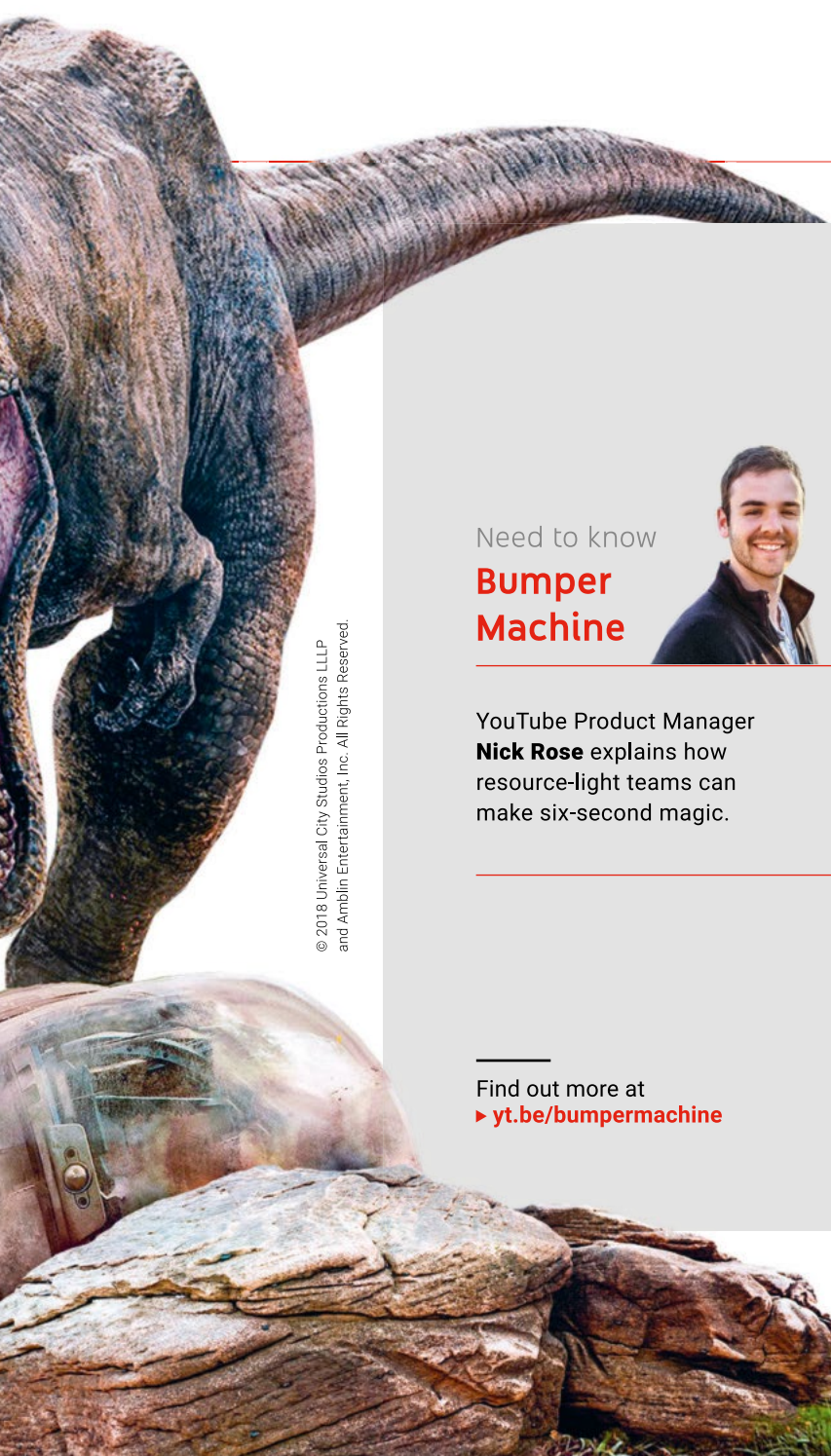
Six seconds is all it takes to win (or lose) attention — and, with bumper ads, that's what you get. Whether you deliver your whole message or intrigue viewers enough to keep watching, you'll get the best results if you plan for a six-second format. That means keeping your story as simple as possible — home in on a feeling or punchline — then getting creative in the way that you deliver it. Bumpers might be short but they're also mighty: 89% of bumper campaigns measured in the U.K. in 2018 drove a significant lift in ad recall, on average by 20%.¹⁸

Case Study

How “Jurassic World Evolution” became a roaring success

When Frontier looked to launch its new game to coincide with “Jurassic World: Fallen Kingdom”, it needed to cut through the noise. The solution? Identifying bespoke YouTube gaming audiences based on everything from country to console type, the team created 60 bumper ads. Then, they optimised the ads based on audience data such as location and propensity to engage. The creative worked just as hard, ranging from in-game footage to “Jurassic Park” actor Jeff Goldblum addressing the viewer directly. The payoff was monstrous, with **19.7 million completed views** by the end of the launch stage and **22,000 sales directly from YouTube**.





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Need to know

Bumper Machine



YouTube Product Manager
Nick Rose explains how
resource-light teams can
make six-second magic.

Find out more at
► yt.be/bumpermachine

What is Bumper Machine?

A tool that automatically cuts down long-form ads to six-second bumpers and allows users to edit the generated cutdown to fit their needs.

How does it work?

It uses machine learning to help detect the optimal clips from your original video and automatically generate multiple cutdowns for you to choose from and edit further.

What does it mean for creatives?

It certainly doesn't replace a good idea — it's more for teams who don't have creative resources in place, or who want to help their creatives make multiple options.

Why does it work?

Bumper ads are a very efficient way to get your message out, but one challenge is stripping perhaps 80% of a 30-second ad away to make one. Bumper Machine does that for you.

Read this feature online at
► g.co/think/rulesofengagement



My day in Re:View

As YouTube EMEA's Head of Culture and Trends, it's **Roya Zeitoune's** job to be immersed in what viewers are watching. Here's a glimpse inside her packed day job – and even more packed YouTube playlist.

6:00a.m.

How do bees make honey?
It's Okay to be Smart



My day invariably starts early. I'm getting my daughter ready when she asks, "How do bees make honey?" She's only 6 so she's asking a lot of these questions at the moment! We try to limit screen-time, but the educational content on YouTube is amazing, so that's often where we'll go to find the answer.

9:00a.m.

BTS DNA music video
ibighit



The first thing I do when I get into the office in the morning is take a look at the Trending tab. It's a great insight into the minds of viewers and what's rising culturally. This week? A bit of K-Pop. It's fascinating watching these kinds of niche trends become mainstream.

1:15p.m.

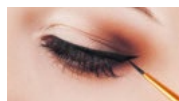
Great Yarmouth
Pleasure Beach Experience



Over a quick bite to eat, I indulge in the latest video from one of our Creator on the Rise channels, which is completely dedicated to rollercoaster reviews. This is what YouTube is all about; incredibly passionate audiences and creators who love what they're doing.

5:00p.m.

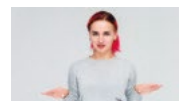
Alexa Chung's cat-eye
Vogue



After an afternoon of back-to-back meetings, I'm finally settling down to write my next narrative which is all about the rising content trend of "back to basics". A lot of well-established brands like Vogue are starting to do this more and more, with hand-held cams and behind-the-scenes aesthetics.

7:30p.m.

100 people Tell Us What They'd Do With 24 Hours to Live, Cut



After putting my daughter to bed, it's time for a quick break with one of my favourite channels: *Cut*. With simple yet powerful storytelling, it really knows how to connect with viewers. It's so poignant and so moving and so real, you can see why subscribers keep coming back.

10:00p.m.

Why is Pride still important in 2019?
TLDR News



Finally, I'll do one last check of my email. YouTube never sleeps! A colleague has sent me a Pride video from *TLDR News*, a channel which creates simple, news-based explainers. Brands can learn a lot from channels and creators like this; they really get YouTube.

Sign up for YouTube Re:View — a weekly email bringing you up to speed on what the U.K. is loving and watching on YouTube — at ► g.co/think/youtubereview

REDWOOD_

Produced by: **Redwood London**
Global Creative Lead: **Dan Jude**
Editor: **Lauren Priestley**
Creative Direction: **Adrian Aldred**
Art Director: **Luke Wakeman**
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All data not cited originally appeared on Think with Google.

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