



# 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. 80% of Polish people say they are fully/mostly paying attention on YouTube compared to 62% 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. 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.

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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, 53% of 18-34 year olds in Poland 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 study in Central and Eastern Europe, 78% agree that YouTube helps them to find useful tips or to learn how to do something.<sup>4</sup>

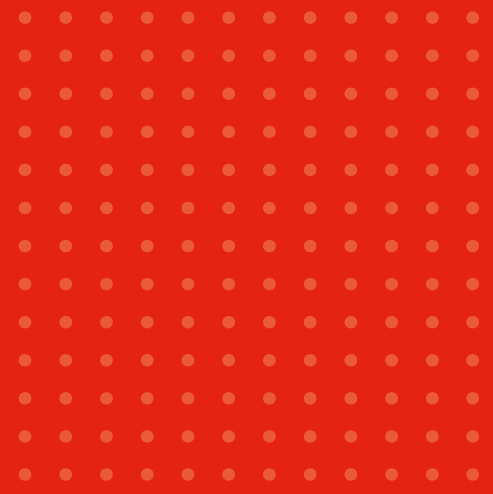
## 03

### 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, Poland n total survey 1=2,000 (online population 16-65 years), survey 2=1,505 (YouTube past-3-day users 16-65 years)

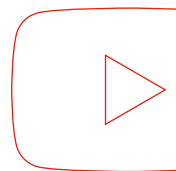
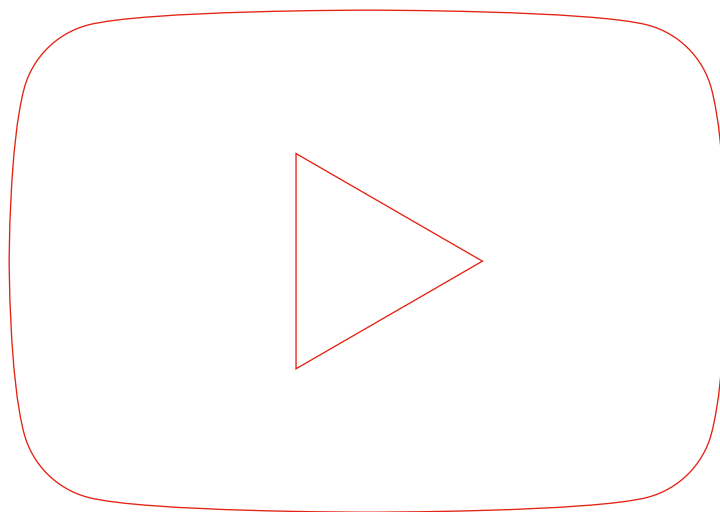
<sup>4</sup> Flamingo/Tapestry, YouTube Cultural Impact Study, 2017, 16 countries. Base: PL Local Onliners (n= 2,000, each platform rated by those using it monthly or more frequently). Scale of 0-10. Media: TV, Newspaper, Radio, social media, online video platforms.



# **Build Awareness & Ad Recall**

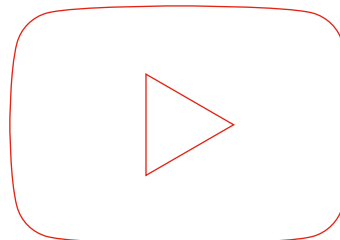
Find out how Fattal Hotels were able to rebrand as an international chain by using **Google data to target YouTube ads** on page 9 ▶

**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. On mobile, for example, campaigns that use intent-based targeting 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

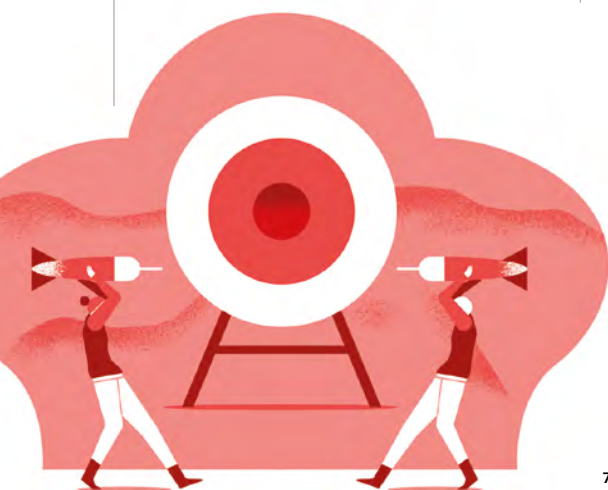
A fully immersive video experience is key to driving engagement. Users who see and hear ads experience higher brand awareness, ad recall and consideration than those who only see or only hear them.<sup>8</sup> On YouTube, viewers are primed to watch and listen, and the statistics reflect this; 95% of 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

## SUPERDRY

To drive buzz around a key clothing category, **Superdry** decided to shake up its approach to outerwear with the 'This Is The Jacket' campaign. To connect with millennials, the brand tapped into contemporary British music culture by inviting grime artist Paigey Cakey to write an original soundtrack for an ad, in which she also starred. The campaign earned 4.8 million views and a huge 238% increase in branded search lift.

### The takeaway ►

**Build your campaign around a key consumer insight to reach the right audience and drive engagement.**

## PHILIPS

Leveraging the excitement of the World Cup, **Philips** looked to build awareness of its OneBlade razor in Romania among its male target audience. Using Audience Explorer, Philips found 58% of the target was aged between 18-34, that many enjoyed Personal Grooming and Do-It-Yourself content, and 27% of them were parents. Philips customized creative for each of these segments, leading to a 27% lift in brand awareness, with the campaign being seen by over 860,000 unique users.

### The takeaway ►

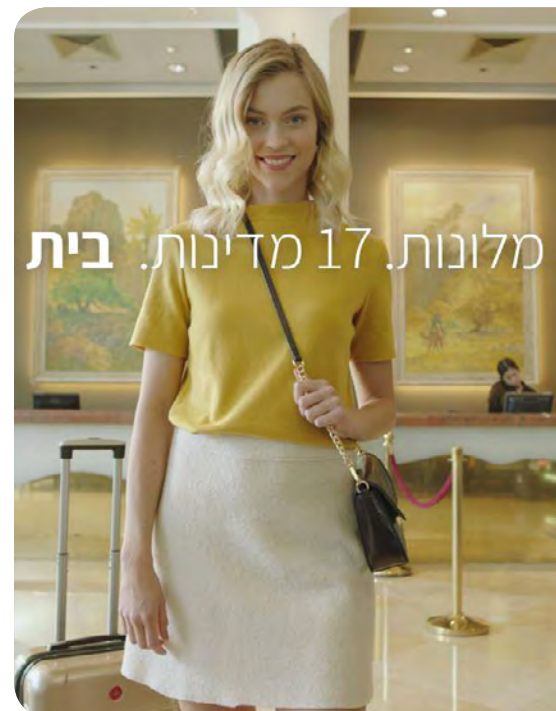
**Pair powerful targeting with tailored creative to make the most impact.**

## FATTAL HOTELS

With hotels in 17 countries, Israel's largest hospitality organization Fattal Hotels looked to rebrand as an international hotel chain, while driving more traffic to its site. Through visually stunning shots, the brand's hero ad highlighted multiple hotel locations, reinforcing its cosmopolitan character. The team used Google data to reach those in the market for travel. For example, Fattal could show ads on YouTube to people who had recently searched Google for "hotels in Tel Aviv" or "hotels in Berlin". After the campaign, the hotel brand saw a 35% uplift in site traffic and a 25% increase in branded search queries.

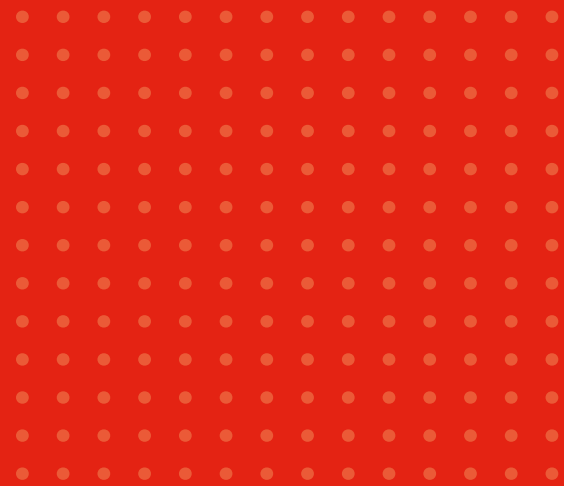
### The takeaway ►

**Use intent targeting to reach those already in the market for your product.**




*Fattal Hotels ads showcased various hotels in visually stunning locations, reinforcing the brand's cosmopolitan character.*

# Grow Consideration & Interest

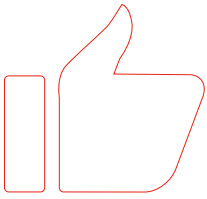




Learn more about IKEA's ground-breaking  
**YouTube Shopping campaign** that  
generated a 460% ROI on page 14 



**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 ►**

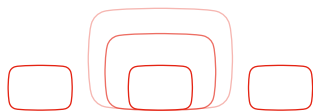
<sup>12</sup> Google/Ipsos, "How People Shop with YouTube" Study, Global, July 2018. 18-64 year olds who go online at least once per month and have purchased something in the last year (n=24,017) <sup>13</sup> Google TrueView Brand Lift, Global, Q1 2016. <sup>14</sup> Google Google Preferred Brand Lift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

# #01

TIP

## Be contextually relevant

To improve your campaign's relevance with your consumers, it's recommended 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 Poland are often those that satisfy users' need for 'inspiration' -- e.g.'How to' or DIY with 96% paying attention fully / mostly, cars/ motoring at 87%, and health & fitness at 84%.<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. 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 Central and Eastern European 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, Poland n total survey 1=2,000 (online population 16-65 years), survey 2=1,505 (YouTube past-3-day users 16-65 years)

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

## AIB

Last summer, **AIB** set out to become the most admired sponsor of all sporting events in Ireland, while also enhancing the image of the Gaelic Athletic Association. To do this, it needed to tap into a wider audience, not just GAA supporters. So, the team created “Journey to Croke”, a series of episodes that followed Jeff Stalling and Kammy Kamara’s immersion into the rivalries, pride and culture of the GAA - hosted exclusively on YouTube. AIB used TrueView ad sequencing to guide viewers from episode to episode. The series garnered 6 millions views, and more than 150,000 related searches, as well as a 12% increase in preference.

### The takeaway ►

**Use long-form video to captivate a large audience, especially if your story takes more time to explain.**

## ORANGE ROMANIA

**Orange Romania** launched ‘Orange Love’ to announce its evolution from a mobile operator and retailer, to offering connected services such as mobile, TV and internet. Orange analyzed the online behavior of potential and current customers, segmenting them into three groups: current clients, Orange website visitors, and competitors’ clients. The team then created customized messaging and ads for each segment based on viewing interests. The first YouTube video explained the spectrum of services and benefits, while the second showed footage from TV channels included in the package. The efforts paid off, with the team seeing 50,000 new leads within just nine months, twice the original forecast.

### The takeaway ►

**Use YouTube and Google audience tools to reach specific segments of your market.**

## IKEA

To promote the 1,000+ products in its sale, **IKEA** aimed to put online shoppers in the shoes of in-store customers. Using immersive storytelling, IKEA became the first local brand in the Home & Garden sector to implement a YouTube Shopping campaign. The ‘What’s Incredible is the Price’ ads allowed viewers to easily click through to products direct from their device. The campaign delivered 460% return on ad spend, as well as a 33% Ad Recall with the main target.

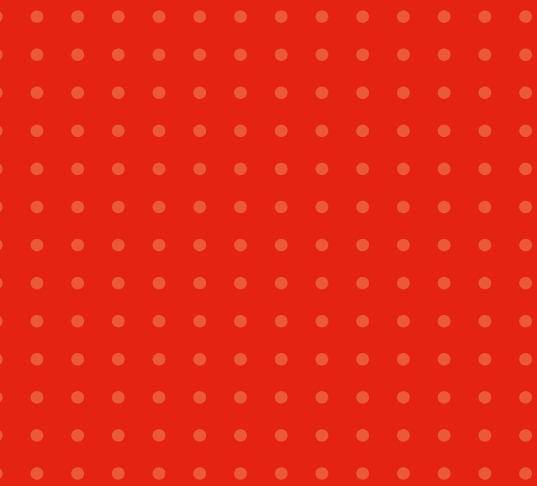
### The takeaway ►


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



*IKEA’s “What’s Incredible is the Price” campaign used video to put viewers in the shoes of in-store customers.*

# Drive Action



Discover how NordVPN used YouTube to **educate and inform its customers** about complicated topics whilst capturing new viewers on page 19 

**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. For example, 100% more conversions have been tracked 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

## Make the most of the first five seconds

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.

# How they did it: brands who drove action

## ŠKODA

To launch two new models, the Octavia and the Karoq, and promote a third, the Fabia, **Škoda Auto** needed to drive their potential customers to models' landing pages, and encourage them to sign up for test drives. The brand tapped into interest and behaviour based targeting before carefully setting up a strategic conversion metric for each car model. The campaign drove brilliant results with up to 85% higher conversion rates and 45% lower cost per acquisition compared to other YouTube campaigns.

### The takeaway ►

**Setting the right conversion targets for your business is essential to driving impact with YouTube for Action.**

## FASHION DAYS

**Fashion Days** inspires customers to find their personal style. To connect viewers directly to the products they loved, the brand enabled TrueView for Shopping to allow users to shop their products and make purchases, directly from the ad itself. The campaign achieved a 75% higher click-through rate on shopping card than the ad itself, and overall, Fashion Days saw their conversion rate from YouTube improve by 72%.

### The takeaway ►

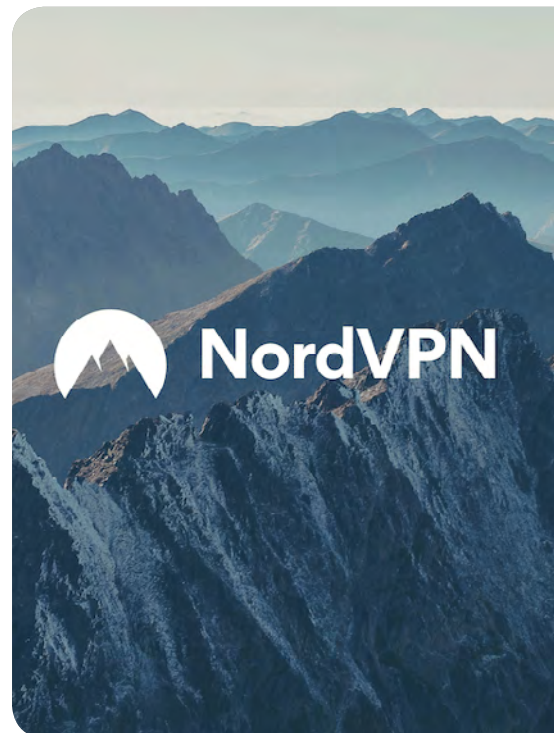
**Make it easy for customers to interact with your products, directly from your ad.**

## NORDVPN

As one of the most trusted VPN service providers, **NordVPN** delivers secure Internet connections to over four million people around the world. Though traditionally a search-heavy advertiser, VPN knew that for complicated topics, like Internet privacy, many users use YouTube to learn. NordVPN used this as an opportunity to educate their users, while reaching potential new users. Using TrueView for Action format they were able to drive over 13k conversions at 5-7 times cheaper than their non-video campaigns.

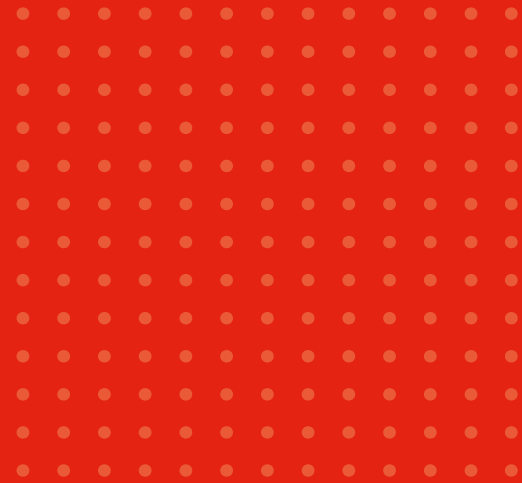
### The takeaway ►

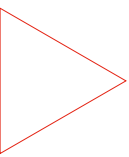
**At best, advertising is helpful and informative. Identify areas to educate your consumers, while also explaining the benefits of your product or service.**



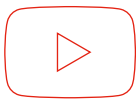
*NordVPN used video to answer common user questions about topics like internet privacy, or "what is a VPN?".*

# YouTube Video Formats



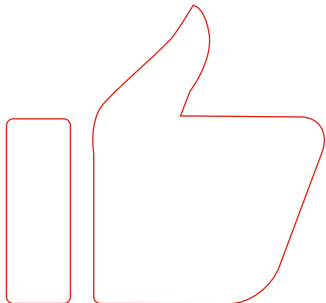


**To drive reach, awareness and recall**



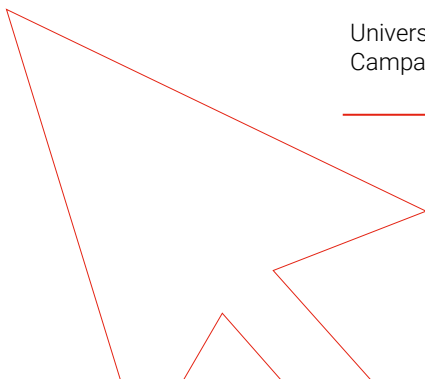
SOLUTION	VIDEO LENGTH	BIDDING STRATEGY	MEASURE THE IMPACT
Bumper ads	06s	tCPM	Awareness Lift Ad Recall Lift Impressions Frequency Unique Reach
TrueView for reach	Open (:15s recommended)		
Non-skippable in-stream ads	:20		
Outstream video ads	<:15s recommended	vCPM	
Masthead	Open	CPD / CPM	

**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

[thinkwithgoogle.com/intl/en-cee](https://thinkwithgoogle.com/intl/en-cee)