



# SMARKETER

The Google Ads market leaders

## YouTube Ads Performance Guide

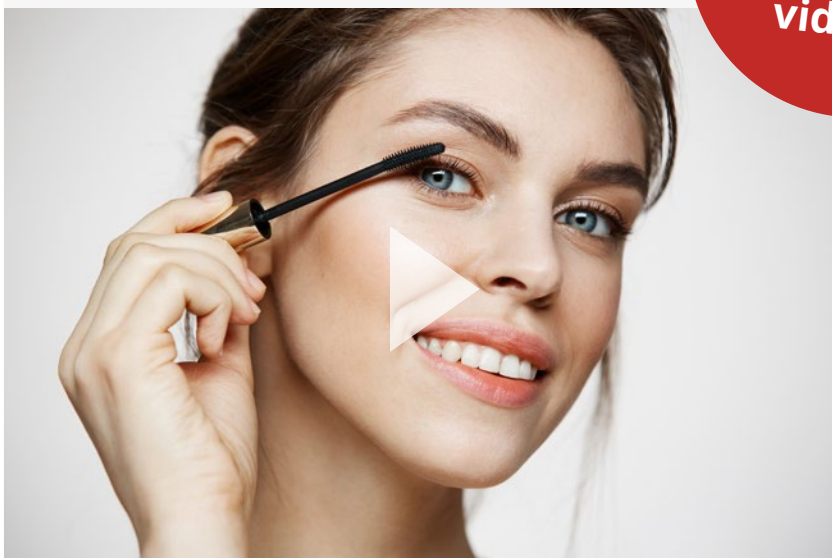
The big E-Book about Video Ads on YouTube

Get a  
YouTube Ad  
for free!\*



# We create your first promotional video - free of charge!\*

Start successful YouTube advertising with Smarketer



Save  
your free  
promotional  
video!\*

If you start your YouTube strategy with us, we will create a YouTube promotional video for you free of charge!\*

- ✓ Effective target group marketing
- ✓ Convincing promotional videos
- ✓ Achieve high attention

**Book a personal consultation:**

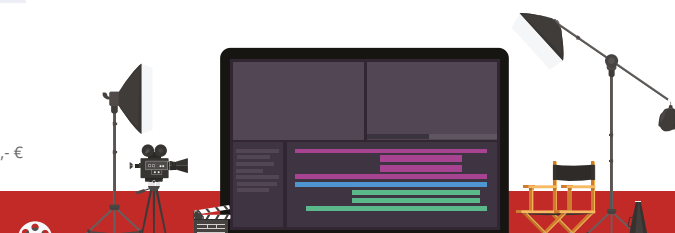


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[www.smarketer.eu](http://www.smarketer.eu)

\*Stock video worth max. 3.000,- €  
from a YouTube AdSpend of 10.000,- €  
in 3 months.



# What awaits you in this e-book

## Successfull advertising on YouTube


Dear readers,

Every day, millions of people come to YouTube to find out about topics, to be entertained or to discover new content. The variety and quantity of videos makes the platform unique. For advertisers in particular, this offers the opportunity to reach the right users in new ways and to address them with stories in the form of moving images.

In this e-book, we will show you the advantages and opportunities that video ads on YouTube offer you:

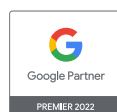
- ✓ Optimal integration of YouTube Ads into your marketing strategy
- ✓ Measuring the success of your video campaigns with specific KPIs for your marketing objective
- ✓ Effective use of audience targeting and ad formats
- ✓ Best practices for creating video creatives
- ✓ Practical case studies from the advertising industry

..and much more. As the market leader for Google Ads in German-speaking countries, we are always happy to support you with your You Tube advertising campaigns. Contact us for a free and non-binding initial consultation.

Click here to contact us or call us:  **Tel: +49 (0)30 920 38 34 46**

We wish you every success,

*Your Smarketer Team*



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## What makes YouTube so interesting?

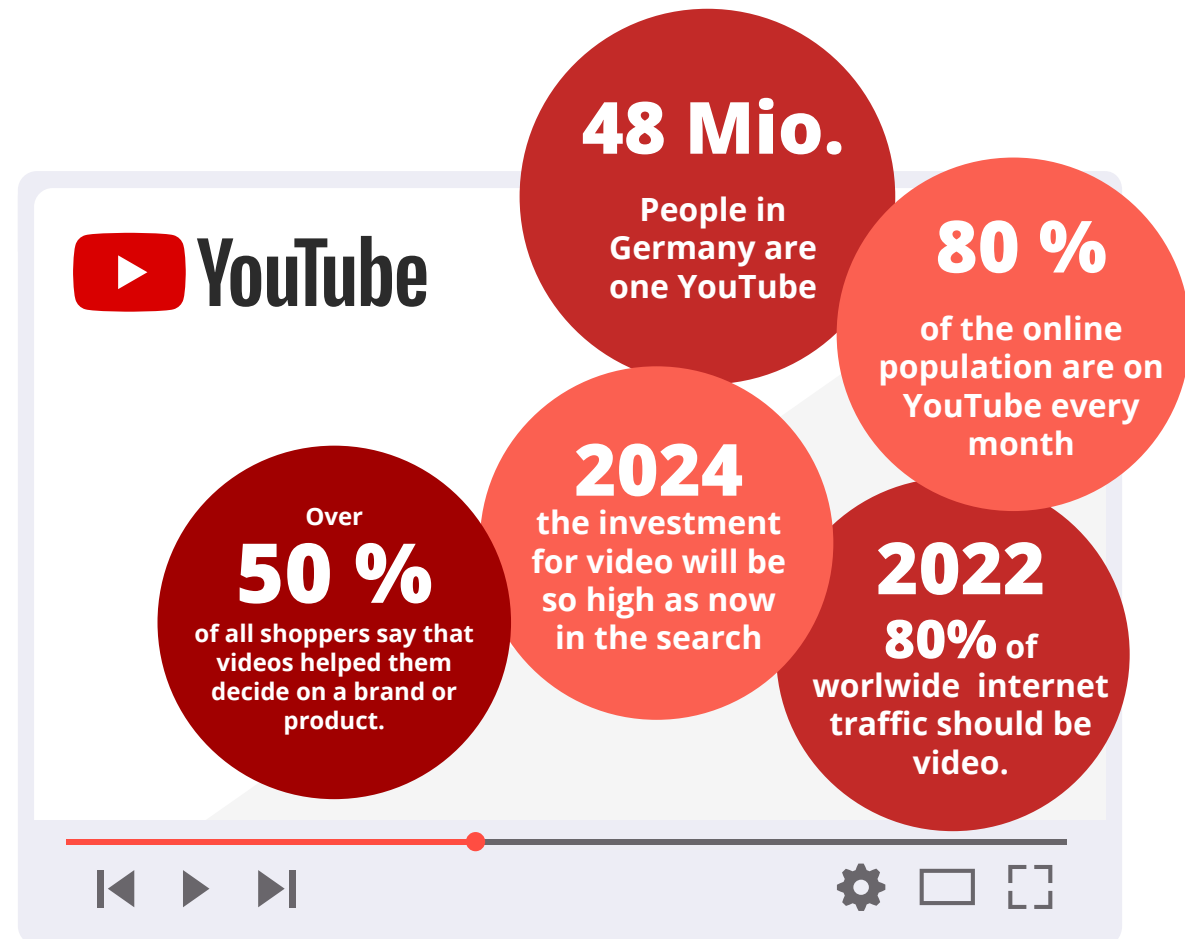
Short-facts about the second largest search engine in the world

### How Youtube conquered the Internet

Hardly any other platform **has grown as rapidly in recent years as YouTube**. The platform's first video, „me at the zoo“, was uploaded by co-founder Jawed Karim on 23 April 2005

In 2005, he founded the video platform YouTube together with two other colleagues from his former employer Paypal, Steve Chen and Chad Hurley. The aim of the founders was to create a platform on which **video clips could be uploaded quickly and easily** and made available to the public. Shortly after its founding, YouTube was already one of the fastest growing websites in the world. **More than 100 million video views per day** were recorded in June 2006 alone. One year after its foundation, YouTube was taken over by Google for a **purchase price of 1.65 billion US dollars**.

Today, YouTube is the world's largest video platform with **more than 2 billion users**. **More than 400 hours of video material** are uploaded **every minute**. For users, video creators and advertisers, the platform has become a model of success! **We show you how you can use this success for your business!**



Source: Nielsen Net View (2014, 15), GfK Crossmedia Visualizer

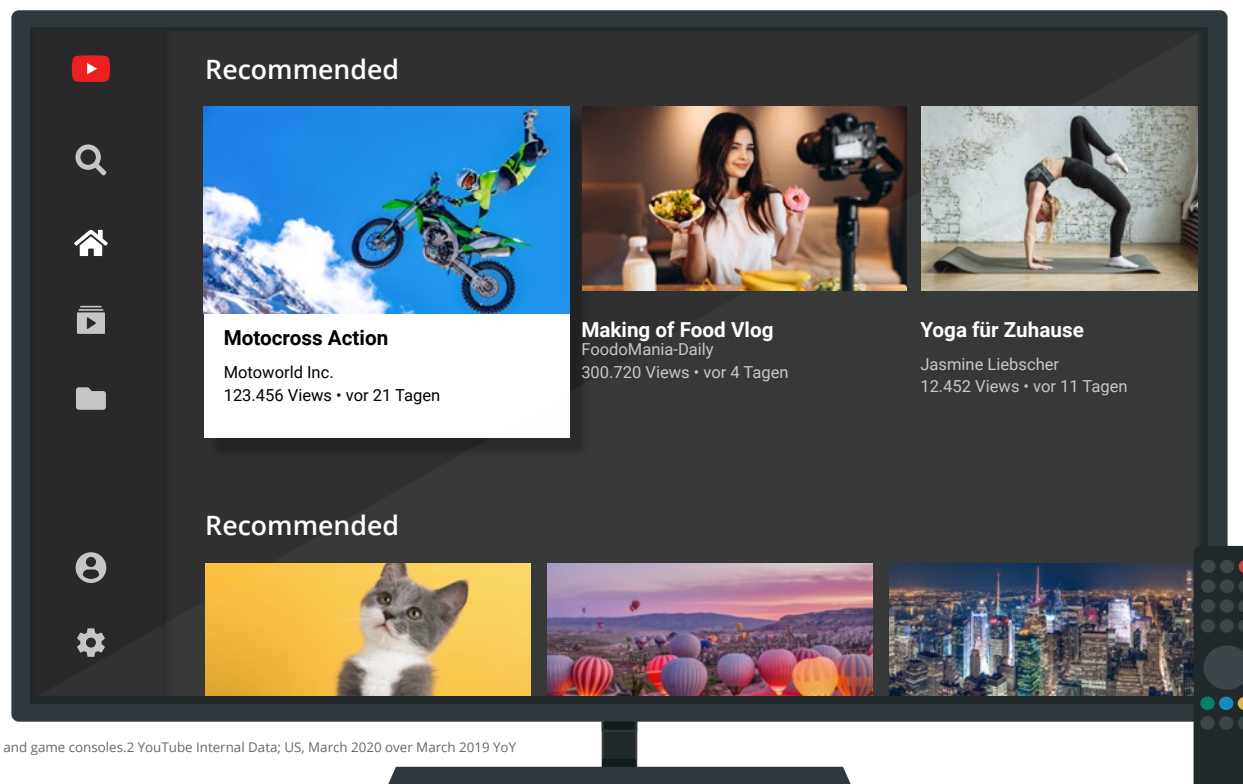
# YouTube TV Screen

**250 million**

hours are watched daily  
on YouTube<sup>1</sup>

**+80%**

annual growth in viewing  
time on YouTube<sup>2</sup>



## From black-and-white TV to on-demand: the development of moving images

The world's first regular television programme was launched in 1935. Until 1967 the moving images were still broadcast in black and white, yet **television revolutionised the media landscape**. At first, the programme was designed to last only a few hours.

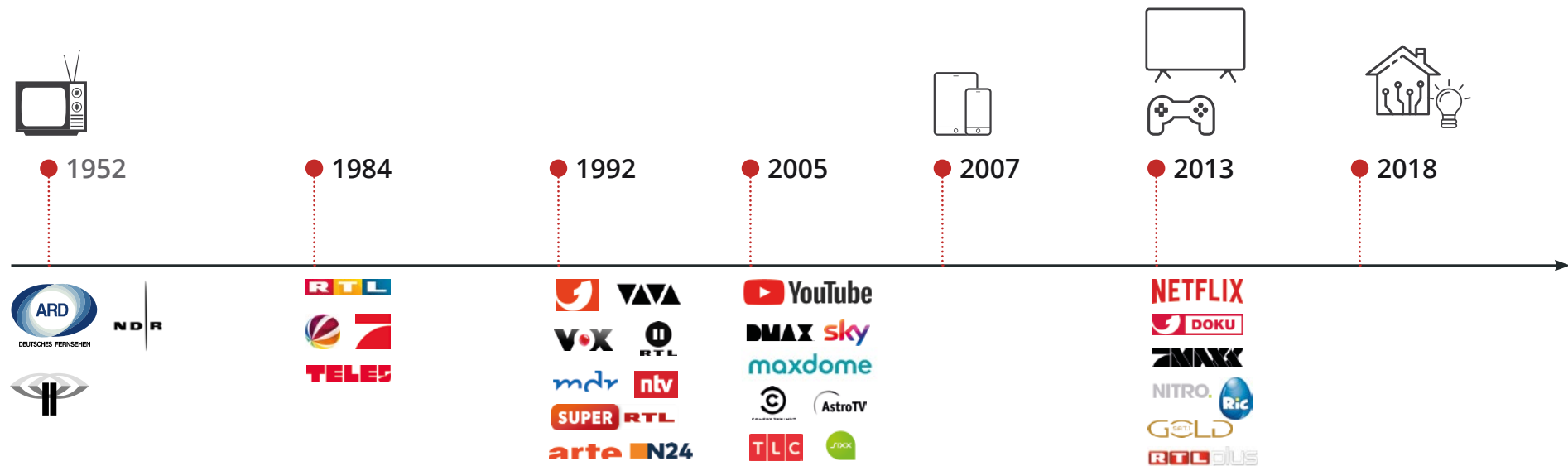
However, television quickly developed into a mass medium. The big breakthrough came in the 1950s: the West German states founded the **Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten (ARD)** in 1950. In the GDR, the news programme „Aktuelle Kamera“ was broadcast two years later. Until the 1980s, the public broadcasters continued to broadcast a programme that was constantly being expanded.

Then, in 1984, **the private broadcasters joined in**. Since the 2000s, the development of moving images in non-linear formats has continued. Video platforms and **streaming services** such as Sky, Maxdome, Netflix and YouTube are becoming increasingly popular. With the increased availability of the internet and the **introduction of mobile devices**, location- and time-independent viewing has been on the rise since 2007.

The development towards Smart TV will receive a strong push. More and more media users are using voice control. Also the use of **cast devices and the cross-media streaming** of videos is becoming increasingly popular. The **individualisation of viewing habits**, the active participation and interaction of

users with the respective media content will remain a relevant topic in the future.

For advertisers, the **media accessibility of users** on the respective devices is a particular challenge. The **complexity of media use** and the increasing demands on media content are points that advertisers should definitely consider.



## TV viewing time changes significantly

A few years ago, television was still the undisputed number one of moving media. In recent years, however, the linear programme has faced strong **competition from streaming services and non-linear formats**. TV viewing time has been declining for years. Especially in the target group of the under 50s. The reason for this is the growing range of alternative platforms: Especially **the young target group of 14- to 29-year-olds** spends most of its video usage time with non-linear formats: **72% of video usage time here is accounted for by streaming platforms and YouTube, only 28% by linear TV**. But even in the age group of the over 50s, television is no longer the only medium with which video content is consumed.

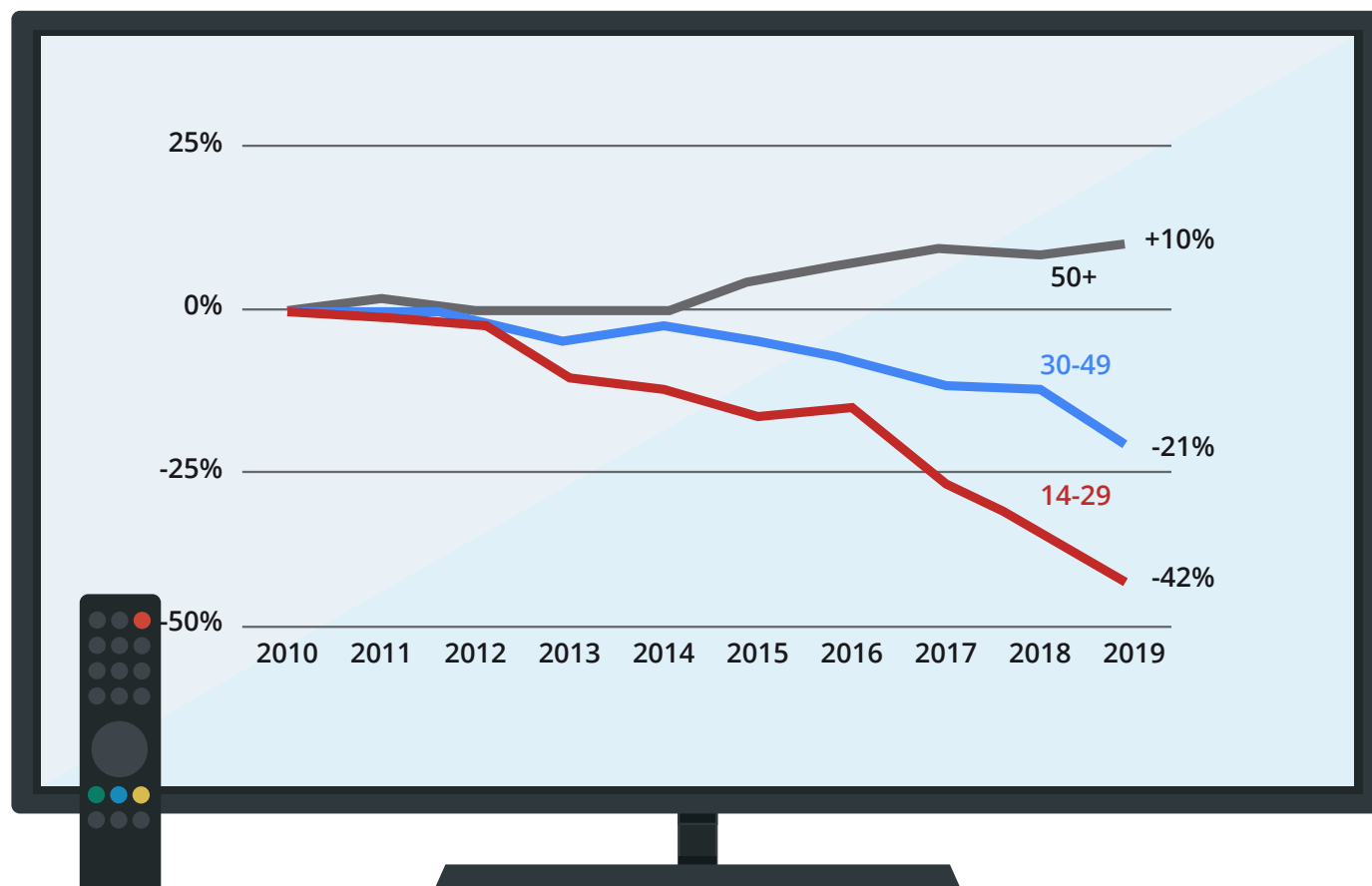
While **linear television** remains particularly relevant for the **consumption of news and relevant social issues, streaming and video platforms** are playing an increasingly important role in providing entertainment.

On YouTube, music and comedy videos are among the most popular video categories. But documentaries and vlogs, tutorials and how-to videos are also among the categories with the most viewers.

**In contrast to classic TV**, YouTube scores above all with its on-demand offers. The videos can be selected according to individual interest and accessed at any time of day. **In addition, the content is available to users free of charge, which gives YouTube an advantage over paid streaming platforms and pay TV.**

The target group of the over 50s can still be reached well with TV commercials.

The **younger target groups**, on the other hand, are **particularly well reached on digital moving image** platforms. For many advertisers, **cross-media** advertising campaigns have proven their worth. Even though both advertising media are moving images, **TV and YouTube platforms must be treated differently.**



Source: AGF Videoforschung in collaboration with GfK. Taken from Meedia 11.01.2019, <https://meedia.de/2019/01/11/trotz-fussball-wm-unter-50-jaehrige-schauten-2018-so-wenig-fern-wie-seit-jahrzehnten-nicht/> [https://www.ard-werbung.de/fileadmin/user\\_upload/media-perspektiven/Massenkommunikation\\_2020/MK\\_2020\\_Publikationscharts\\_final.pdf](https://www.ard-werbung.de/fileadmin/user_upload/media-perspektiven/Massenkommunikation_2020/MK_2020_Publikationscharts_final.pdf)

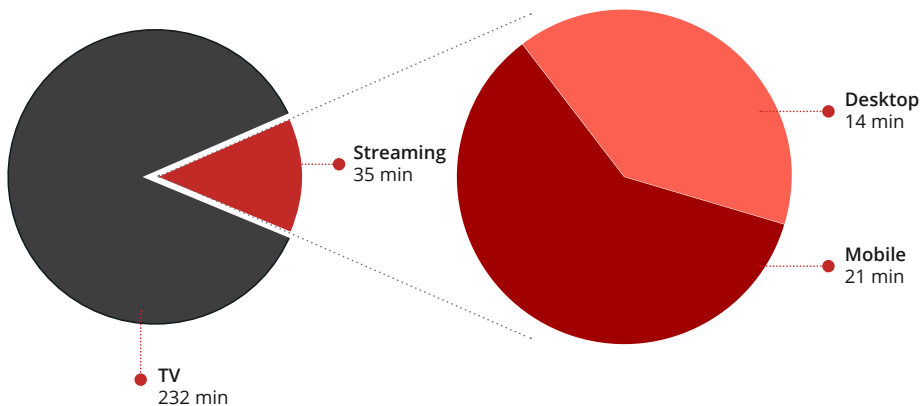


## Average daily viewing time of people in Germany (18+ years)

YouTube reaches an average daily viewing time of 33 minutes

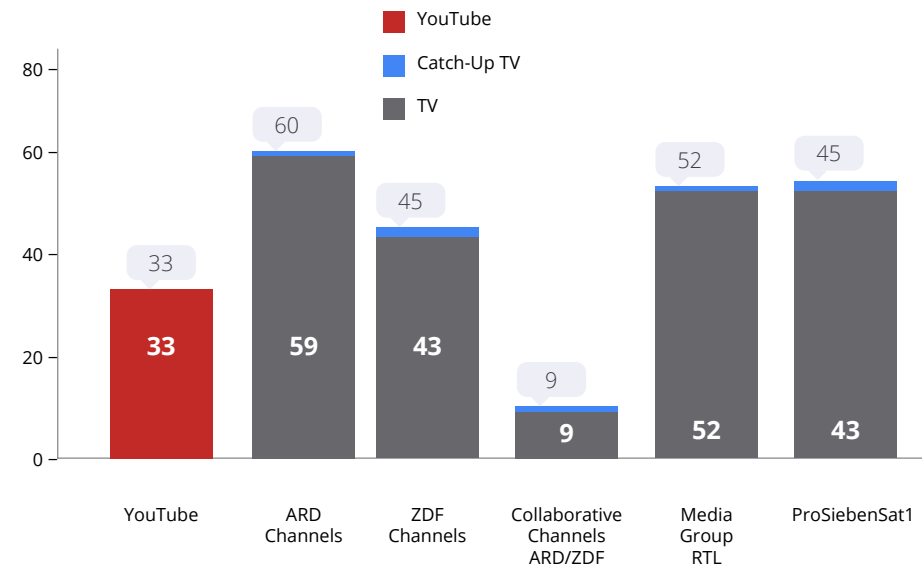
Despite the competition from streaming and video platforms, **TV viewing time per day remains very high at 232 minutes**. Streaming and video services make up an **average of 35 minutes of streaming time per day**, but this only includes services that can also be covered by advertising. Services such as Netflix or Amazon Prime Video are not included here.

Users watch streaming content primarily on mobile devices, which again has an impact on many aspects of the creation of advertising content. **The majority of streaming time is spent on YouTube - every German over the age of 18 watches an average of 33 minutes per day.**



Compared to catch-up offers and media libraries of the classic TV channels in Germany, the **enormous relevance** of YouTube is evident. But why is that?

**YouTube is not limited to individual shows, formats or interests.** Users can find the **right videos for their own tastes, which is exactly what makes the platform so unique.**



## The diversity of content on YouTube attracts millions of people

The content on YouTube is as diverse as the platform's users. This is exactly what makes YouTube so attractive as a video platform: both mainstream topics and niche content offer the right video for every taste.

It is precisely this **variety of topics** that attracts users from **all age groups and demographics**. In contrast to TV, it is possible for every person to create their own YouTube channel, **in line with the original motto of „Broadcast Yourself“**.

Today, YouTube contains videos from the areas of entertainment, tutorials, beauty & fashion, gaming, music and much more. Again and again, videos go viral and often **engage the entire internet community**.

What started as a hobby and passion for many users has become a profession - YouTube video creator. Accordingly, the **production quality** on many channels has risen in recent years and is no longer inferior to the content in other media.



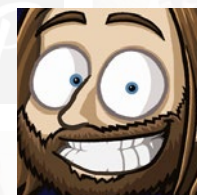
Freekickerz (8.6m subs)  
**Sports**



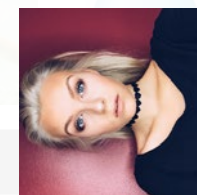
Julyen Bam (5.4m subs)  
**Entertainment**



Kontor TV (5.8m subs)  
**Music**



Gronkh (4.9m subs)  
**Gaming**



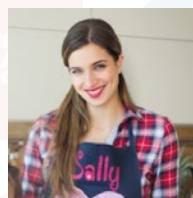
Dagi Bee (4.0m subs)  
**Beauty & Fashion**



My Spass (2.3m subs)  
**TV Broadcaster**



JP Performance (2.1m subs)  
**Automotive**



Sallys Welt (1.9m subs)  
**Food & Beverages**



MrWissen2go (1.5m subs)  
**Science & Education**



PC WELT (629k subs)  
**Technology**

Source: YouTube Channel Subscriber, June 2021

## This is how many people YouTube reaches worldwide

The **internet has become part of our lives**. It has changed our habits and ways of thinking, from shopping to communicating with friends and family. Therefore, it is not surprising that videos on the internet are becoming more and more popular worldwide. According to an estimate by Nielsen, there will be an **increase of up to 60%** in video content viewed worldwide in the next few years.

With almost **500 hours of new content** uploaded to YouTube every minute and over **2 billion users** per month worldwide, the video platform remains the undefeated number 1.

**It's the content that makes it so special - users come to YouTube for many reasons and watch all kinds of content every day.**

- ✓ Life takes place more and more on the internet
- ✓ YouTube is the most popular video platform
- ✓ Everyone has access to YouTube and can find content to their own taste
- ✓ At the same time, every advertiser can enter with a low budget and reach people
- ✓ Compared to TV, much cheaper and at the same time better targeting.

 **YouTube**

**60%**

Growth in video content watched worldwide



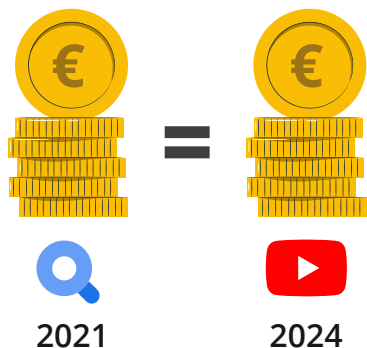
Source: Nielsen, "Key Questions all Marketers Should be Asking", March 2020; YouTube Internal Data, Global, January 2019; Source 2: Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global (US, CA, BR, UK, DE, FR, JP, IN, KR, AU), August 2018, n=20,000, A18-64 general online population.; Based on Nielsen MPA Analyses, 55 YT campaigns across 9 countries; Source: J&J YouTube 2018 global Brand Lift Results that reported significant Lift; NA (US - 16 Studies)

## Reach of YouTube in Germany

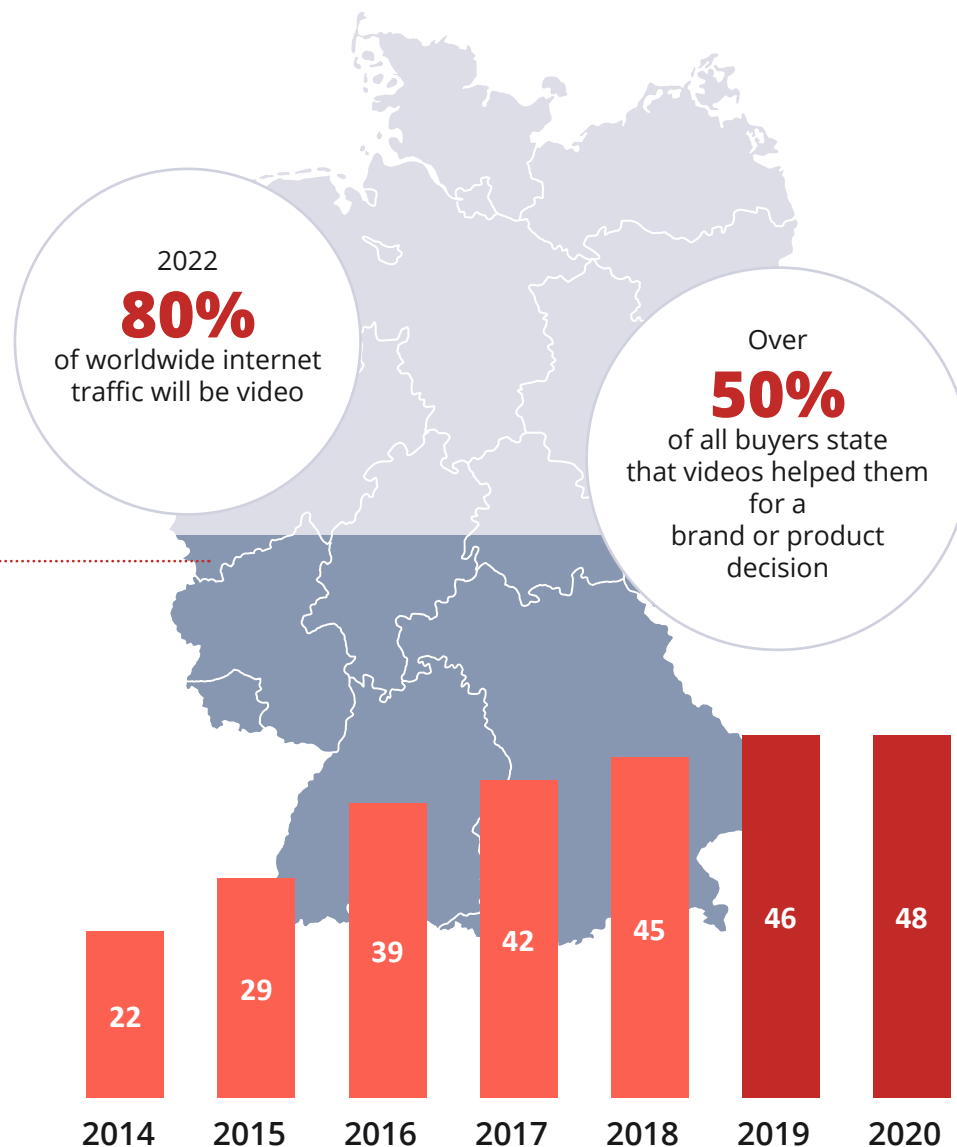
# 48 million

people from age 18+ visit YouTube  
each month in Germany

This is more than **80%** of the online-population +18.



2024 the investment for  
video will be so high as now  
in the search



million german visitors per year on YouTube

## YouTube watch time gains speed in Germany

Corona Pandemic reinforces the trend towards YouTube

We remember: In the early 2020s, the Corona pandemic gripped the entire world and **changed many habits permanently**. In Germany, too, people were forced to spend more time at home.

But the ban on going out was not the only reason for the enormous increase in watch time on YouTube. People discovered the desire for **DIY projects**, moved **their sports classes into the living room** and wanted to **decorate their flat with new furniture**.

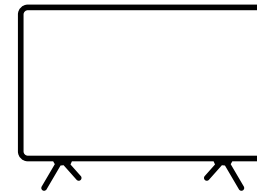
With video tutorials, fitness courses or inspiration for interior design, YouTube was the platform that could meet the new demand with its variety of topics. **For advertisers, this was a great opportunity** to promote their own brand to their target group or to present special offers.

Many new users also recognised the advantages of the platform's on-demand content and caused a **huge increase in user numbers**.



# +15%

Increase in viewing time in German  
from march to April 2020<sup>1</sup>



Consumption on the TV screen is also  
increasing:

# +11%

Increase in viewing time on  
TV screens in Germany  
March to April 2020<sup>1</sup>

## YouTube offers a high reach in all age groups

Not only young people use YouTube

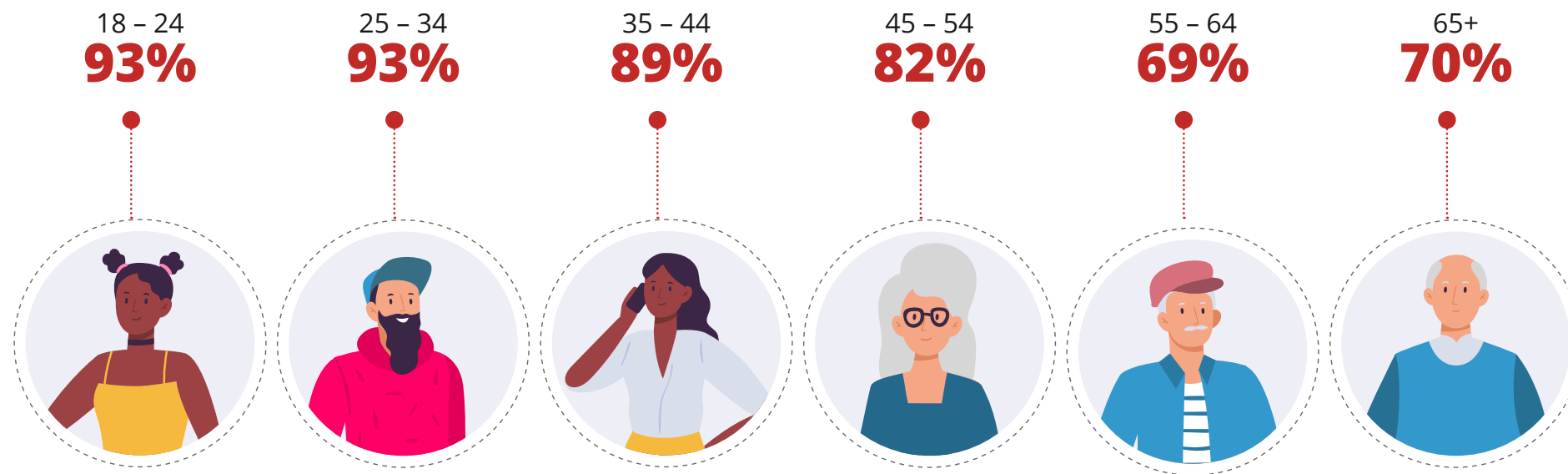
Due to the diversity of topics, YouTube reaches people of **all ages**. It becomes clear - depending on the age group, the use of YouTube varies.

Looking at the **different age segments**, we find that younger users (<50 years) use YouTube more intensively than people aged 50 and over. But the content that these age groups consume also differs greatly in terms of **subject matter and**

**preparation** of the advertising message for the individual products and services.

With this in mind, TV and YouTube campaigns can be combined very well. But what does this mean for the planning, implementation and analysis of advertising campaigns? We will answer this question in this e-book.

### YouTube usage by age group:



Source: GfK Crossmedia Link, July 2019, Base: DE Online Population 18+

# YouTube Ads: How can I profit from YouTube as an advertiser?

Video ads also have positive effects on other channels

## Direct advantages

- ✓ Remarketing expansion to new platform
- ✓ Combination of moving image+sound for own products Service
- ✓ Performance-based entry into new channel
- ✓ Develop new user groups



## Indirect advantages

- ✓ Awareness effects
- ✓ More brand access
- ✓ Free impressions
- ✓ Positive effects on other performance channels, for example:
  - ✓ Higher conversion rates and more conversions
  - ✓ Lower cost-per-acquisitions
  - ✓ Higher brand awareness and more website traffic



# The 3 levels for the perfect YouTube campaign

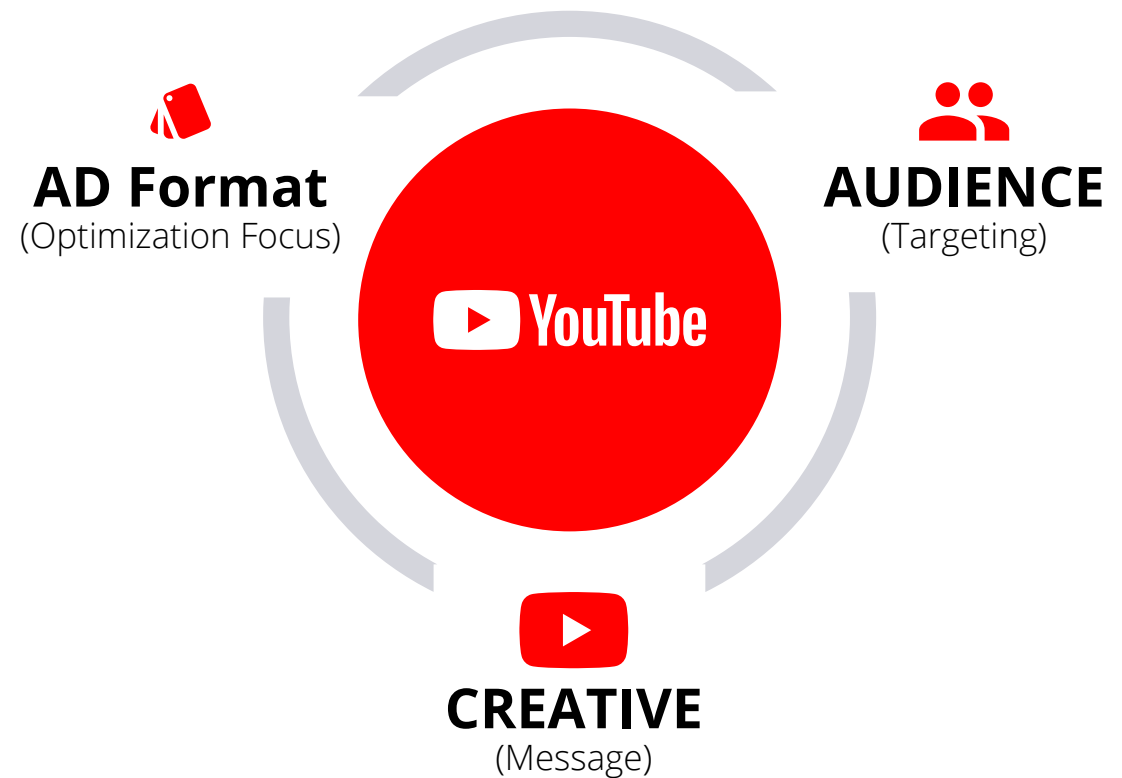
The perfect combination for effective advertising campaigns

## It's all in the mix!

A good advertising campaign on YouTube consists of **several elements** that must be aligned with the campaign goal.

YouTube offers a **wide range of ad formats and target group orientations** to create exactly the campaign you want.

However, the **decisive role is played by your advertising message**, which you bring to your users with the creative. Create **emotions, arouse curiosity and tell stories** with the videos you use for your ads!





# 7 steps to your success

How to integrate YouTube Ads into your marketing strategy



# Audience

(Targeting)



## How YouTube leverages user signals - Example: Light TV viewers

Reach your audience that cannot be accessed on TV!

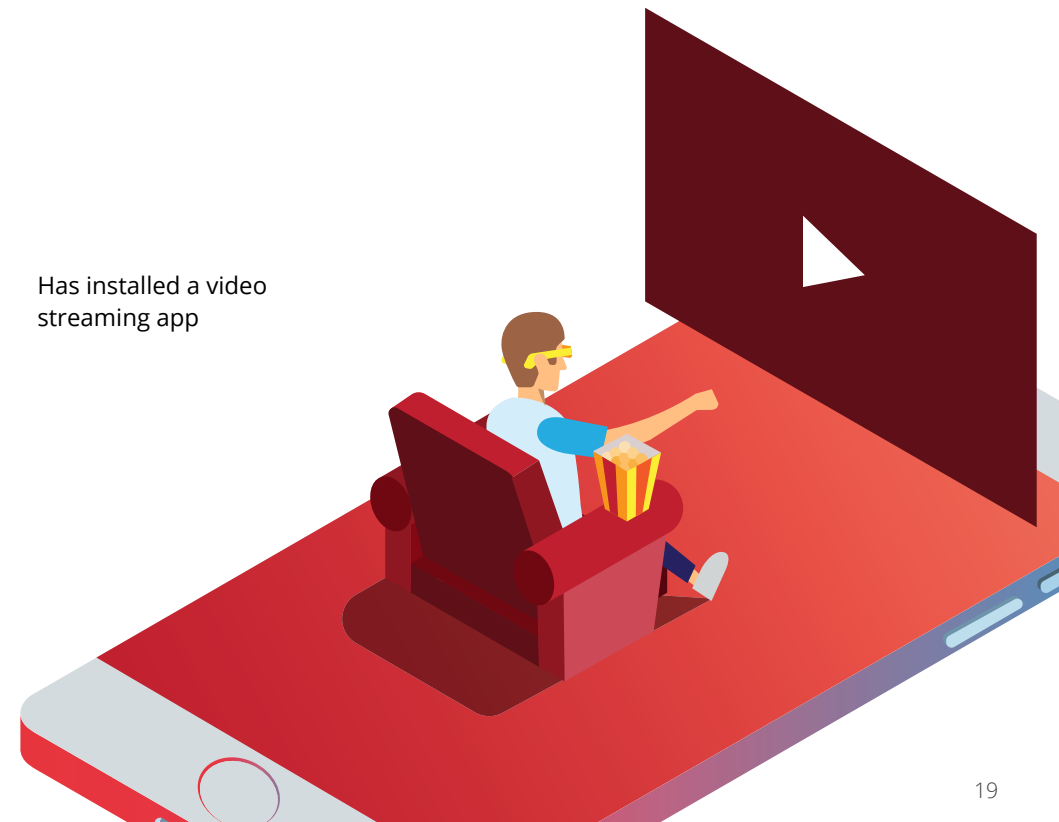
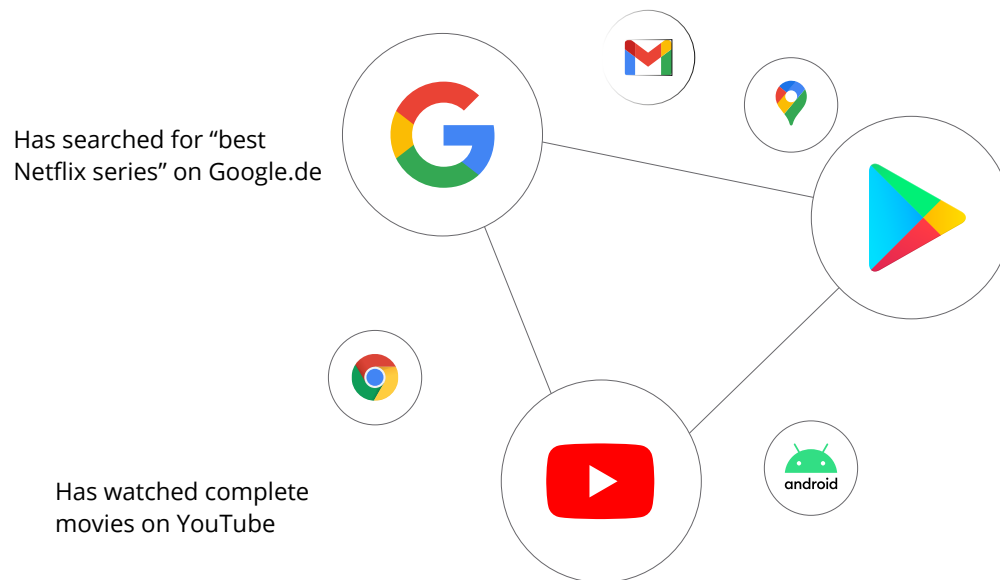
Light TV viewers typically watch less than one hour of broadcast or cable TV per day.

**Google studies signals** to understand the unique behaviour of TV light viewers. The signals are **regularly validated through surveys**.

For example, the user group „light TV viewers“ includes people who are assumed to watch **little or no linear TV**. This makes them an ideal target group for building incremental reach for a TV campaign.

But how does YouTube check the assumption that users belong to this category? While KPIs such as watch time, impressions or clicks can be measured in the Ads account, YouTube checks the targeting via surveys.

Based on the users' responses, this target group segment is either enlarged or adapted. This is the way many of the YouTube campaigns work.



# YouTube can reach users on all funnel-levels

Define YouTube specific KPIs for your marketing goals

## Awareness:

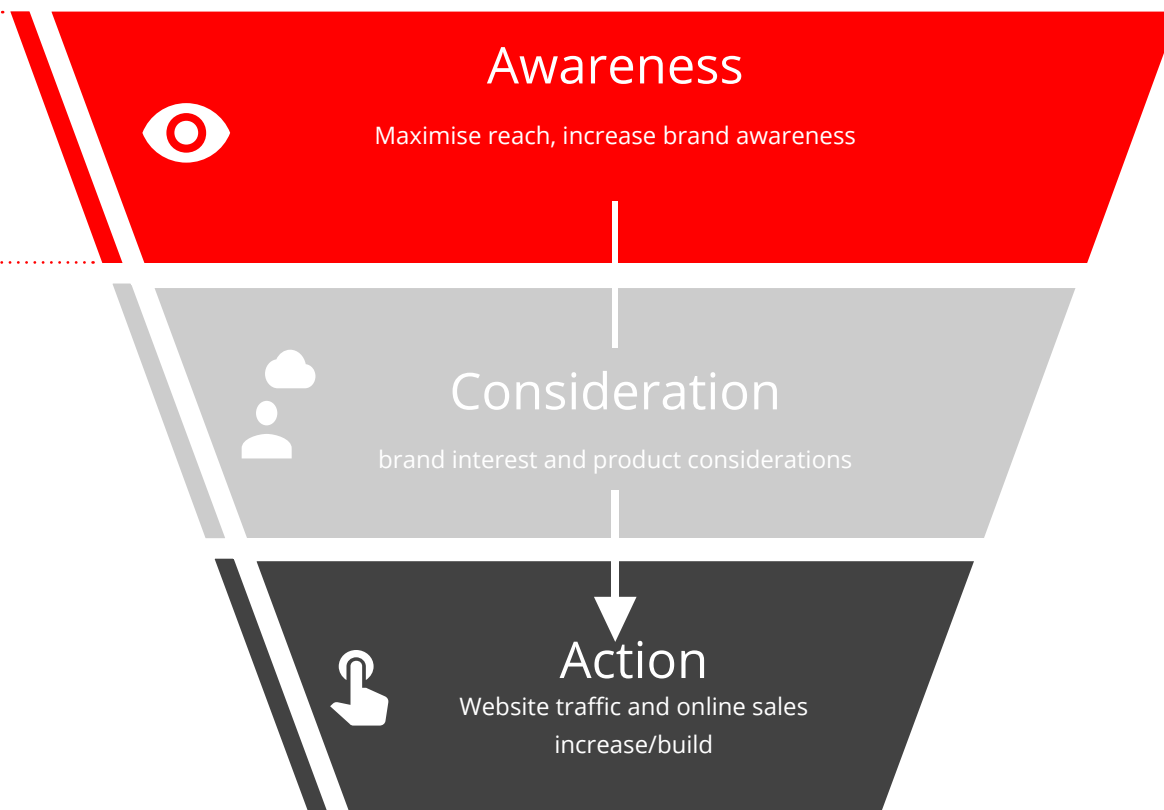
- Views
- Impressions
- Unique Users
- Increase awareness
- Increase ad recall

## Consideration:

- View-Through-Rate
- Playback time
- Increase brand preferences
- Increase the willingness to buy
- Increase the brand interest

## Action:

- Clicks
- Valls
- Registrations
- Sales
- Increase the willingness to buy



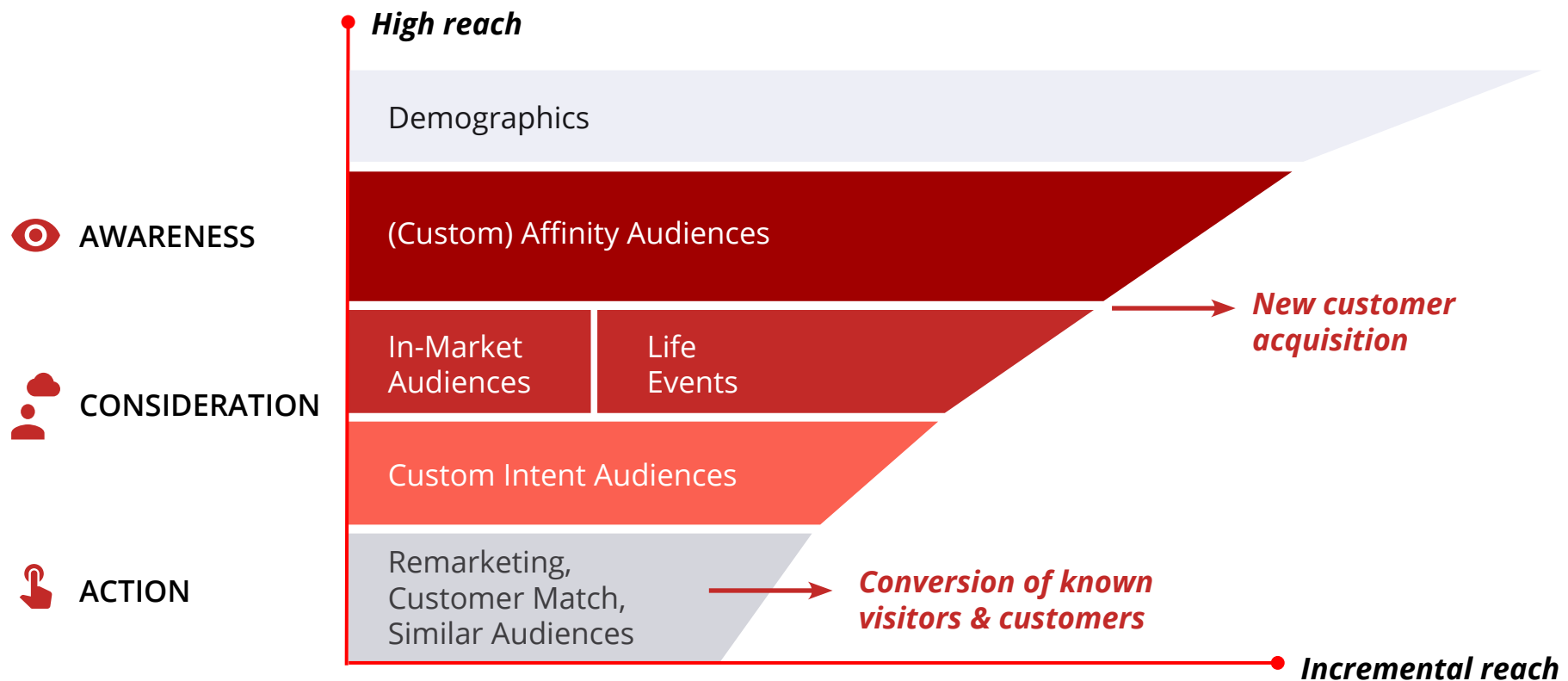
KPIs such as views, impressions, clicks or conversions can be tracked **in the Google Ads account**.



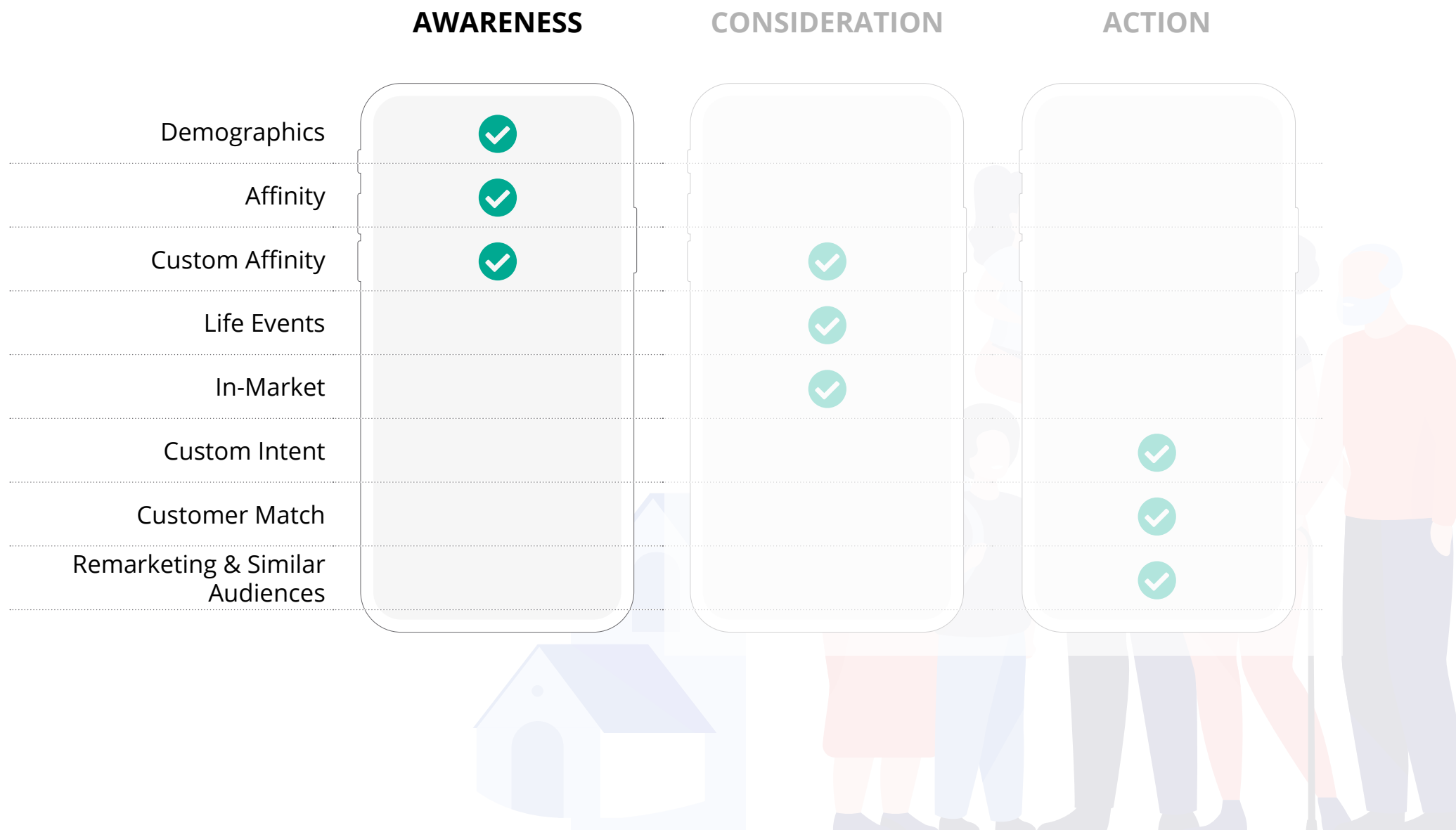
YouTube asks for specific **branding metrics** such as „increase in brand interest“ **through surveys** after an ad.

## Reach the right audience at the right time

Define your target group according to the campaign goal



## The right target group for every point in the customer journey



## Target group orientation for awareness

Reach broad user segments with the same interests, habits or demographic characteristics

By **targeting broad audiences**, you can reach a large number of people at once with your YouTube ads. Do you want to present your innovative product to a **large audience** on YouTube at the same time? Then these target groups are perfectly suited to get your advertising campaign rolling. The various **setting options** nevertheless offer you enough leeway to define a precisely fitting target group.

### Demographics

People of a certain age, gender or parental status



### (Custom) Affinity Audiences

Reach target groups with key interests



#### Marketing Goal

##### Reach and awareness:

- ✓ Choose these targets when you want to present a product or message to maintain **interest in your company** among relevant target groups.

#### Characteristics

##### Alignment features:

- ✓ Indicated gender
- ✓ Age groups
- ✓ Parental status and age of child
- ✓ Household income
- ✓ Employment status
- ✓ Predefined interests

#### Impact analysis

##### Optimise according to these KPIs:

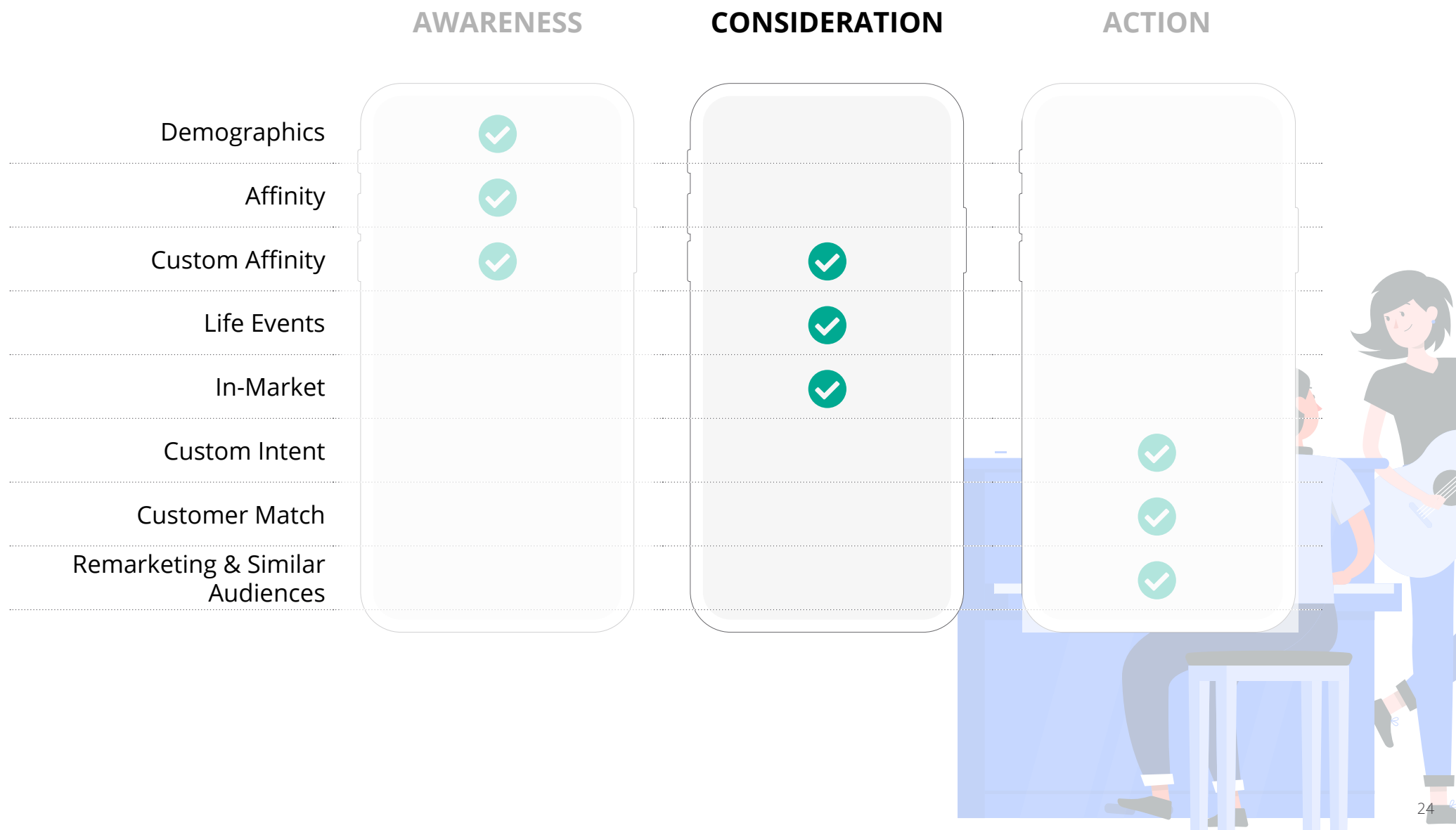
- ✓ Increase in awareness
- ✓ Increase in advertising revenues
- ✓ Impressions
- ✓ Individuals reached

#### Best Practices

##### How to use the target group:

- ✓ Recommended bidding strategy CPM, vCPM or CPD
- ✓ Masthead
- ✓ TrueView campaign „Reach
- ✓ Bumper ads
- ✓ Non-skippable ads

## The right target group for every point in the customer journey





## Target group orientations for consideration

Reach targeted users with a specific intention

Have your users already progressed further in the buying process and are interested in your product group? Then Consideration targeting is an excellent way to reach people at the right time. Life events such as marriage, graduation or relocation usually bring a need for different products and services. At the same time, you reach users who already signal a willingness to buy your products.

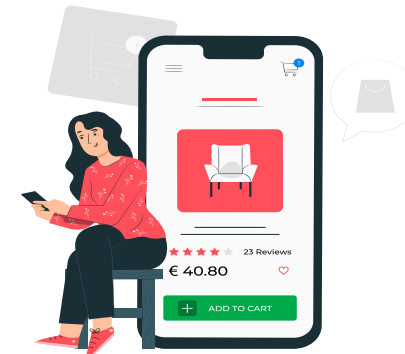
### Life-Event Audiences

Reach people at special life events



### In-Market Audiences

Reach target groups with buying interest



#### Marketing Goal

##### Willingness to buy and interest:

- ✓ With messages that trigger interaction, you increase the user's willingness to buy a product or service at all decisive moments.

#### Characteristics

##### Alignment features:

- ✓ Marriage
- ✓ Graduation and training
- ✓ Relocation
- ✓ Signal of willingness to buy various product groups

#### Impact analysis

##### Optimise according to these KPIs:

- ✓ Increase in willingness to buy
- ✓ Increase in purchase intention
- ✓ Calls or website visits
- ✓ For some ready-to-buy target groups also: Leads & Conversions

#### Best Practices

##### How to use the target group:

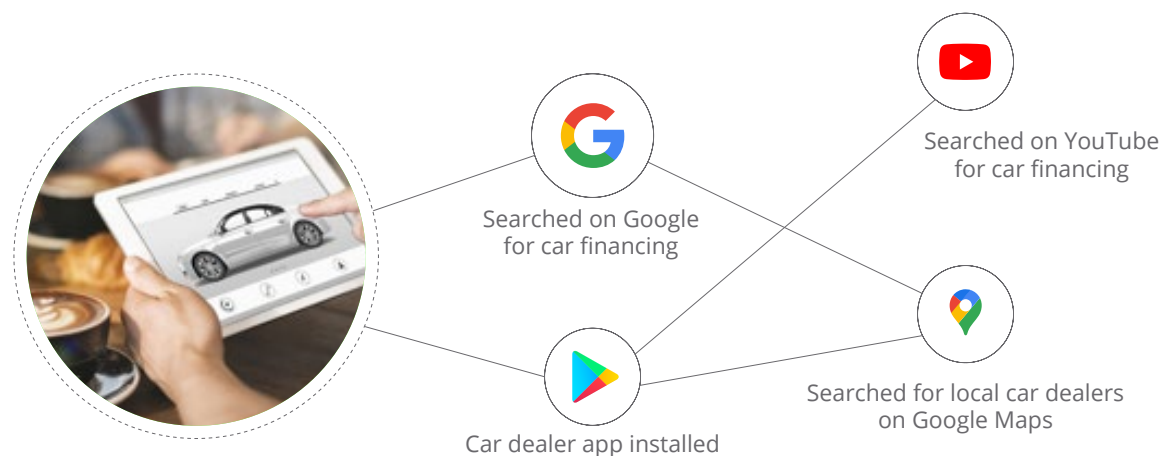
- ✓ Recommended bidding strategy CPM and CPV
- ✓ TrueView Discovery
- ✓ TrueView In-Stream
- ✓ Maximise willingness to buy (Beta)

## Example: How Google determines the „In-Market Audiences“ target group

Addressing users who inform themselves about certain products and are already close to making a purchase.

In-Market Audiences are driven by user signals across all Google properties:

### Example: in-Market for car



#### Signals:

It starts with signals. Google looks at signals from search, Google Maps, Android app downloads and YouTube to identify separate behaviours and distinguish „interest“ in real time.

#### Survey:

Google then validates the behaviour with the help of surveys.

#### Scaling:

Using this information, machine learning models find other people on YouTube who belong to this target group based on common behaviours and characteristics.

## Search campaigns can overlook many undecided users

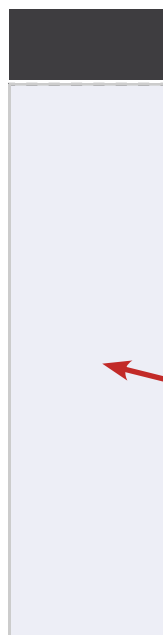
Address interested users again with your videos

100 users search for  
your product/service

10 of them visit  
your website



Assumption  
of 10% click  
through rate



*Unused  
in-market  
consumers*

Most of these  
people are also  
reachable on other  
Google channels

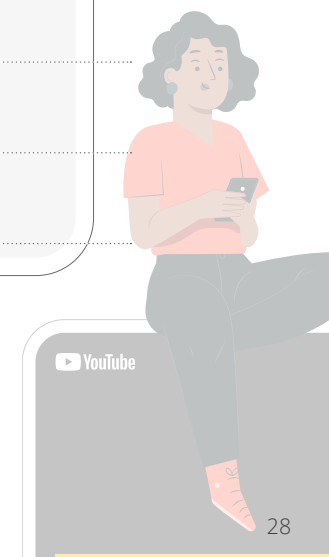


**+30%**  
conversion rate  
than other target  
groups

Source: YouTube Internal Data, Global, June 2018 - July 2018 On average, TrueView for action campaigns that use custom intent audiences generate 30% higher conversion rates compared to TrueView for action campaigns that use other targeting.

## The right target group for every point in the customer journey

	AWARENESS	CONSIDERATION	ACTION
Demographics	✓		
Affinity	✓		
Custom Affinity	✓	✓	
Life Events		✓	
In-Market		✓	
Custom Intent			✓
Customer Match			✓
Remarketing & Similar Audiences			✓



## Target group orientations for action

Reach users who have completed a specific action

If you want to prompt your users to take a specific action, such as a click or registration, then the target group alignments for „action“ are the right choice. These target groups are either about to make a purchase or have already been in contact with your company or brand.

### Remarketing

Re-address users as well as website visitors



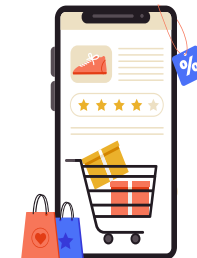
### Customer Match

Reach your customers or similar users



### Custom Intent

Reach users with high purchase intention



### Marketing Goal

#### Actions and Online Sales:

- ✓ To do this, you should reach the target groups with the strongest intention at the time of decision-making and facilitate a measurable action that is valuable to you.

### Characteristics

#### Alignment features:

- ✓ Customer lists
- ✓ Remarketing lists of website visitors
- ✓ Similar target groups
- ✓ User-defined target groups with common intent
- ✓ Visited URLs or entered keywords

### Impact Analysis

#### Optimise according to these KPIs:

- ✓ Brand interest
- ✓ Leads
- ✓ Website conversions
- ✓ Store visits
- ✓ Turnover

### Best Practices

#### How to use the target group:

- ✓ Recommended bidding strategy CPA or maximise conversions.
- ✓ TrueView for Action for the goals.
- ✓ Actions on the website
- ✓ Lead generation
- ✓ Purchase transactions on the website

## Similar Audiences

Target ads to new users who have similar characteristics to your website visitors

Generate TrueView for Video action campaigns with similar audiences

---

**30 %**

higher conversion rate

---

compared to TrueView for Video action campaigns that use other target groups.



Source: Google Data, Global, Jan - May 2019. Other Audiences include Affinity, Custom Affinity, In-Market, Detailed Demographics, Life Event, and Video Remarketing.

## Custom Intent

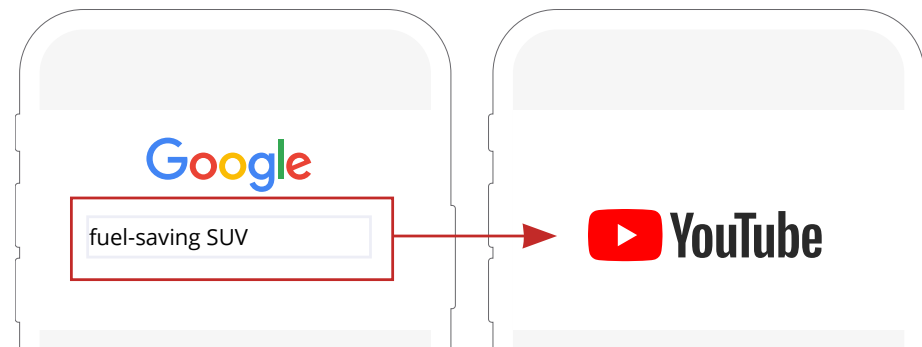
Reach users who are actively searching for your product on Google to promote actions on YouTube.

**85 %**

of people who use Google search are  
also on YouTube.

---

With Custom Intent, you can define keywords that apply to your brand and reach people on YouTube shortly after they show an intent by searching for your keywords on Google.





## Custom Intent

Alone with ad placement by Google  
Intent-Signals you get

**20%**

higher  
Ad-Recall-Lift

**50%**

Higher increase  
in brand  
awareness

than if the same advertisements are  
only placed with demo signals.



Source: Google Brand Lift, Global, Smartphone (analysis restricted to smartphone to isolate the impact of targeting), October 2016 - March 2017



## Custom Intent

Alone with Google Intent-Signals  
placed ads you get

**30%**

greater  
consideration  
of the brand

**40%**

higher  
purchase  
intention

than if the same advertisements are  
only placed with demo signals.



## Custom Intent

TrueView for Video action campaigns  
that use custom audiences  
(search terms) achieve

---

**180 %**

higher conversion rate at less than half  
of the costs

---

compared to TrueView for Video  
action campaigns that use other  
target groups.



Source: Google Data, Global, Jan - Mai 2019. „Andere Target audiences“ umfassen Affinity, Custom Affinity, In-Market, Detailed Demographics, Life Event und Video Remarketing.



## Customer Match

Generate TrueView for Video action campaigns with customer match

---

**180 %**

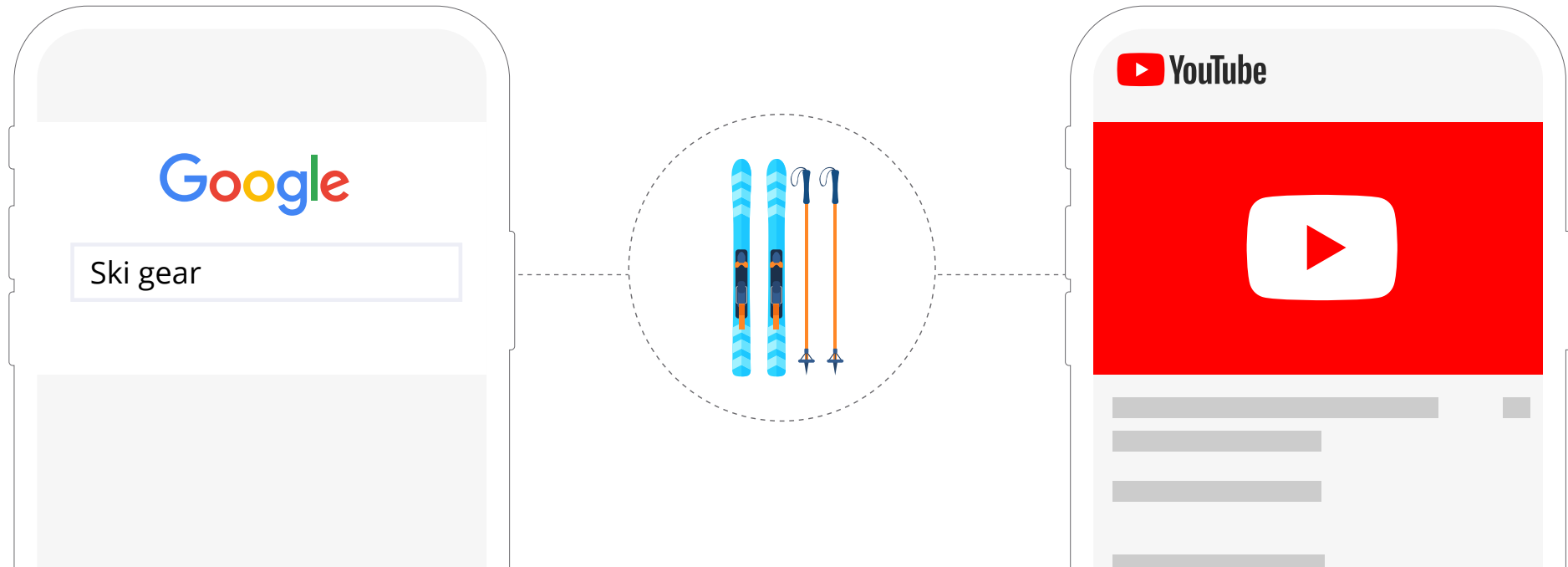
higher conversion rate

---

compared to TrueView for Video action campaigns that use other target groups.



Reach the users who are most likely to be interested in your product,  
starting with those who have just searched for you on Google



**86%** of people use **Google** as a  
**source of ideas** for the **purchase of**  
**a product**

**Re-engage them on YouTube with**  
**custom audiences**

Source: Internal Google Data

## Remarketing

---

Remarketing to **YouTube viewers in search** brings average results

**32%**

higher click-through rate

**17%**

higher conversion rate

than for search campaigns without audience targeting

---



## Remarketing

Generate TrueView for Video action campaigns with Remarketing

---

**270 %**

Higher conversion rate at half  
of the costs

---

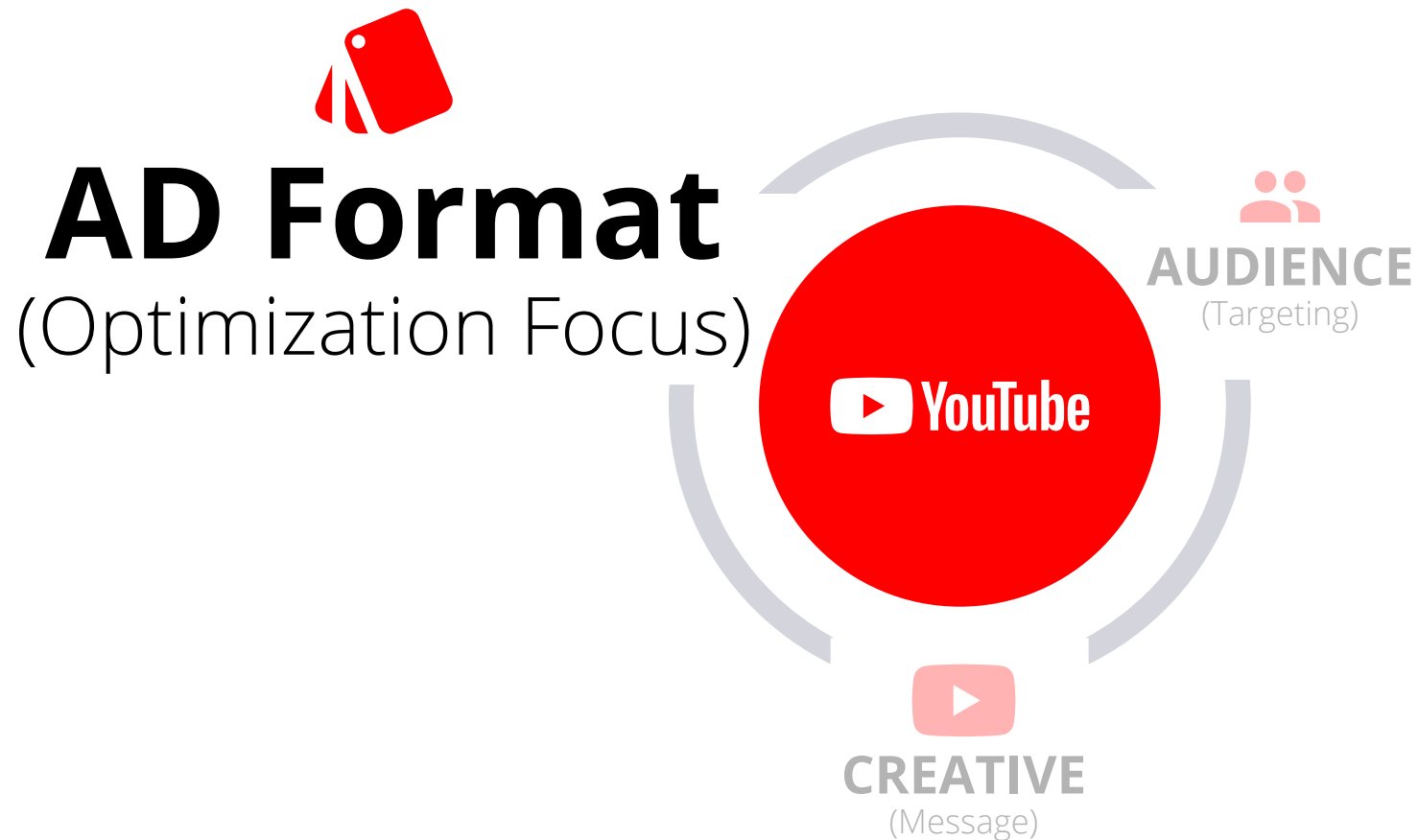
compared to TrueView for Video  
action campaigns that use other  
target groups.



Source: Google Data, Global, Jan - Mai 2019. Weitere Target audiences sind Affinity, Custom Affinity, In-Market, Detailed Demographics, Life Event und Video Remarketing.

## **AD Format**

(Optimization Focus)







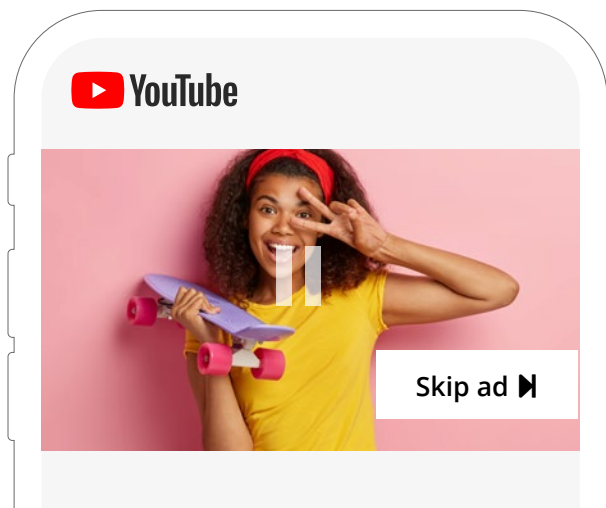
# Ad formats: What formats does YouTube Ads offer?

Choose the right campaign format for your advertising target

Your goals and your advertising message are as individual as your business itself. That's why YouTube offers you the right format for every advertising purpose to achieve your goals. Choose from ads that bring your brand to the user's mind, or promote a product with cleverly placed suspense arcs and thus increase the interest of your viewers beyond the playing time.

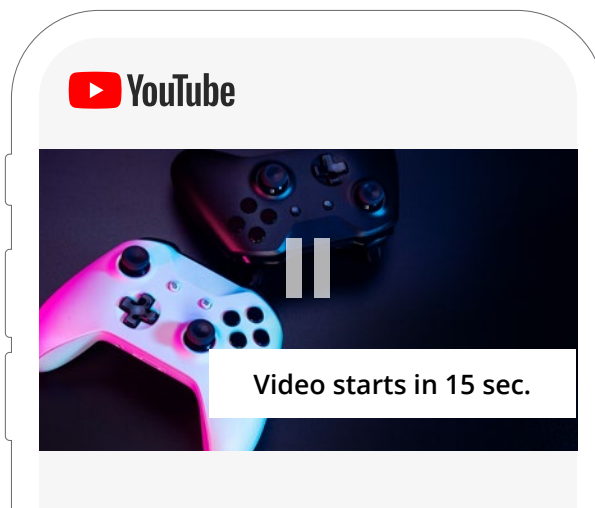
## Skippable Ads

Interact with your audience via the familiar TrueView / In-stream format



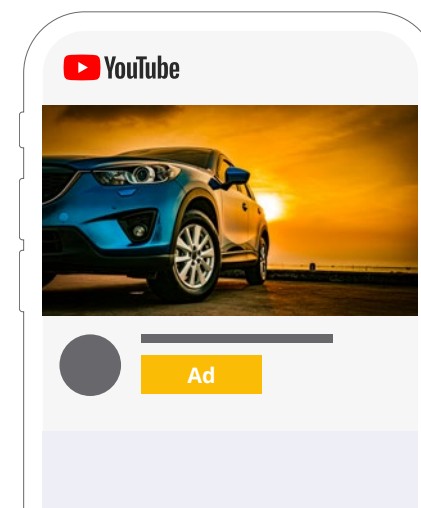
## Not skippable Ads

Push your brand with 6s Bumper & 15/20s non-skippable videos



## Special formats

Masthead and Discovery Ads pick up your users outside of videos





## Awareness & Reach formats

Effective CPM formats to increase reach and brand awareness

Especially at the launch of a new product, you want to generate great reach and present your product to a large number of viewers. The Awareness & Reach ad formats are ideal for this. With unmissable in-stream ads, you can draw your target group into the spell of your story without interruptions and present your product according to the YouTube storytelling principle.

Another effective option is the sequencing of ads. Here, ad formats are combined and a story is told in several parts. For example, a bumper ad could tease your product, an in-stream ad could tell the story and another bumper ad could complete the suspense. The possibilities are as numerous as the ad formats themselves.



### Bumper Ads

#### Target definition:

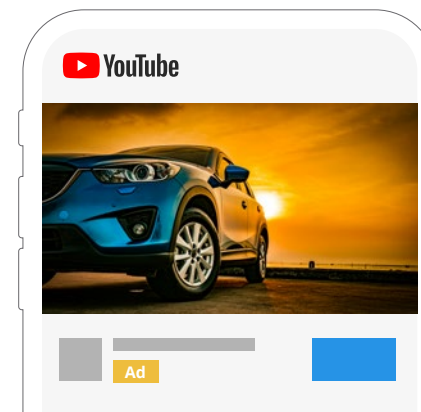
- ✓ Bidding strategy in CPM (cost-per-mille)
- ✓ maximum 6 seconds
- ✓ not skippable
- ✓ Switching before, during or after video



### Not skippable In-Stream

#### Target definition:

- ✓ bid strategy in CPM (cost-per-1000-impressions)
- ✓ Show complete message
- ✓ Storytelling is not interrupted
- ✓ suitable for awareness/consideration
- ✓ Brand awareness lift as primary goal



### Masthead

#### Target definition:

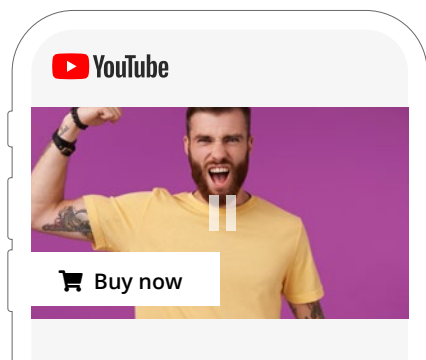
- ✓ Bidding strategy in CPD (Cost-Per-Day)
- ✓ Playout at the top of the YouTube start page feed
- ✓ Only available on reservation
- ✓ Draw attention to new products or services

## Action & Consideration

Achieve interactions with already interested users with your video ads

In addition to ad formats that are mainly aimed at reach and brand awareness, the video platform also offers formats that are designed for a specific action by the user. Do you have a specific offer that you would like to promote with your ad? Then YouTube's action formats are ideal for your project.

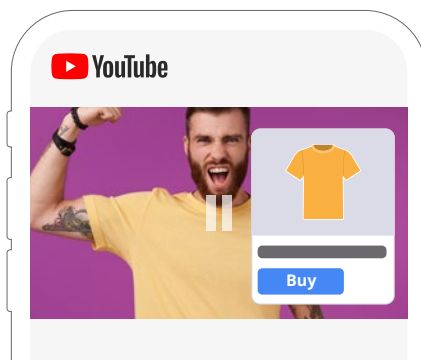
Google Shopping also has its place in the YouTube advertising cosmos. With the True View for Shopping ads, you can play your shopping ad directly in the video. YouTube's Action & Consideration formats are both high-reach and suitable for performance campaigns and always a good support for traditional search and shopping campaigns on Google Ads.



### Video action campaigns

#### Target definition:

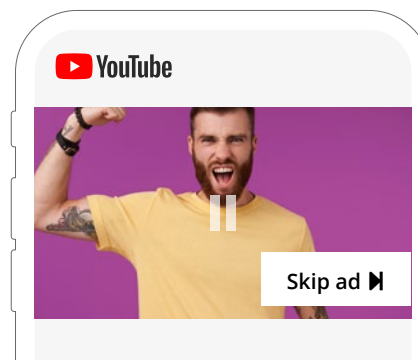
- ✓ Bidding strategy to maximise CPA (cost-per-action) and conversions
- ✓ High interactivity
- ✓ Increase brand loyalty
- ✓ Performance/action
- ✓ Page visits, more information, lead gen
- ✓ Skippable after 5 seconds



### TrueView for Shopping

#### Target definition:

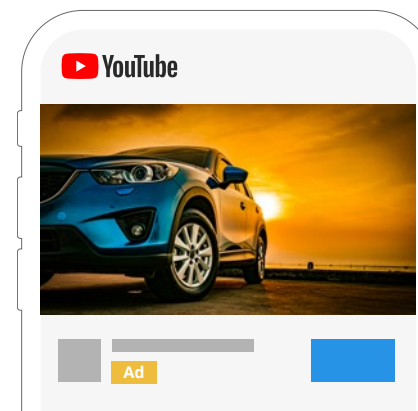
- ✓ Interactive design of the display
- ✓ Direct link to products (via feed)
- ✓ Display of up to 6 products
- ✓ Skippable after 5 seconds



### Skippable In-Stream

#### Target definition:

- ✓ Bidding strategies max. CPV or target CPM
- ✓ Switching before, during or after video
- ✓ Skippable after 5 seconds



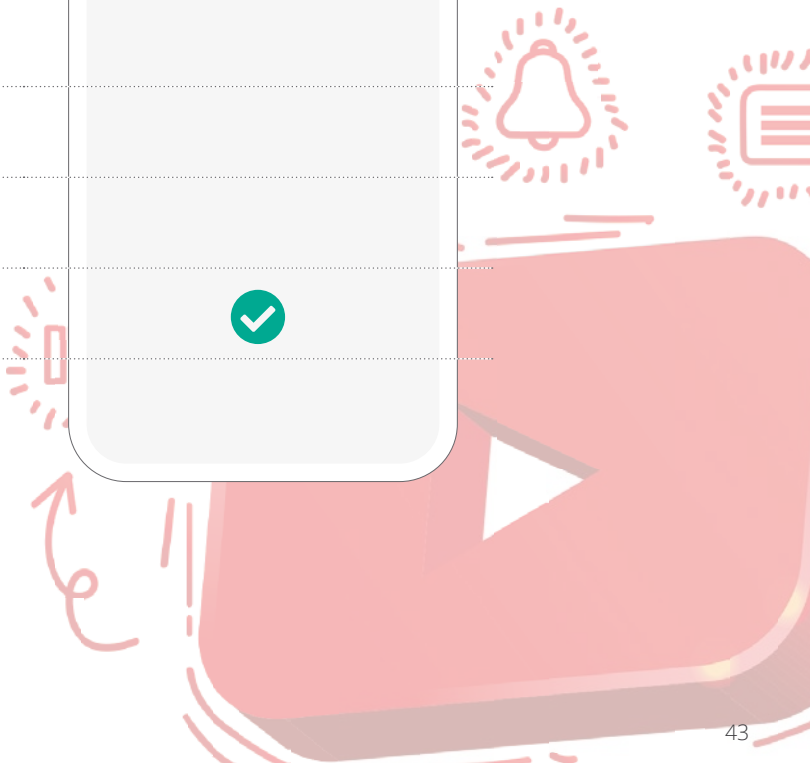
### Discovery Ads

#### Target definition:

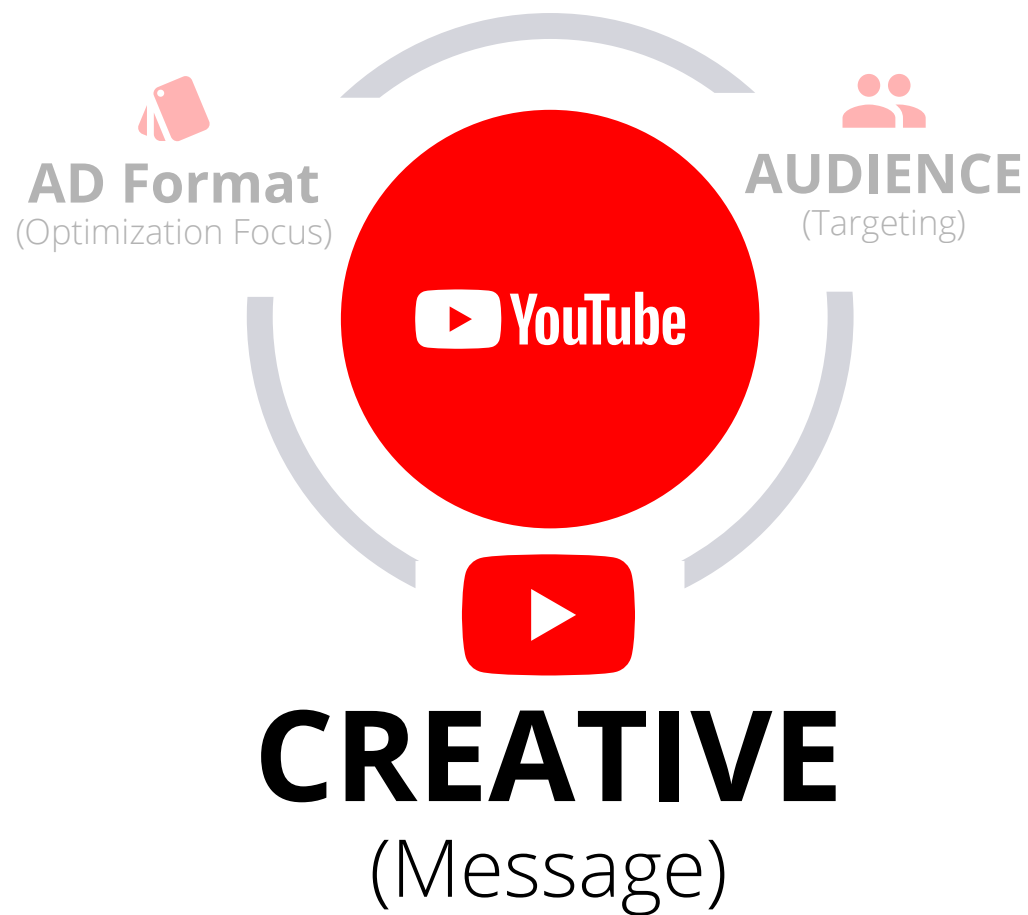
- ✓ Especially products or services that require explanation
- ✓ Display for similar videos
- ✓ Suitable for consideration

## Choose the right format for your purpose along the funnel

	AWARENESS	CONSIDERATION	ACTION
Masthead	✓		
TrueView for reach	✓		
Bumpers	✓		
Non skip 15s/20s	✓		
TrueView discovery		✓	
TrueView in-stream		✓	
Video action campaigns			✓



# **Creative** (Message)





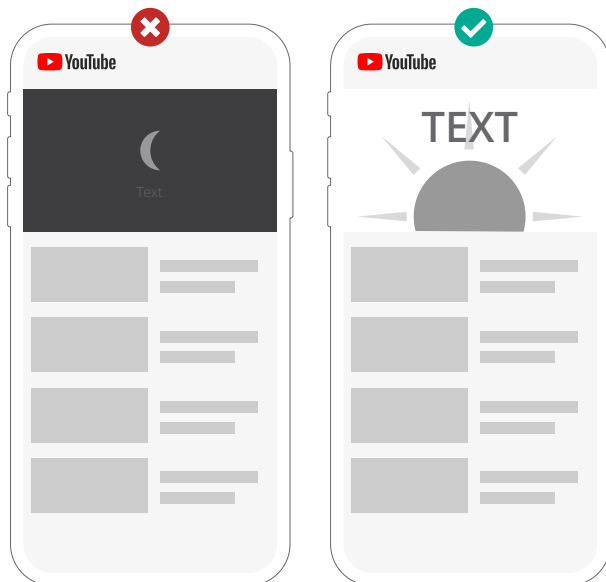
## Creative (Message)

What emotion is being conveyed?

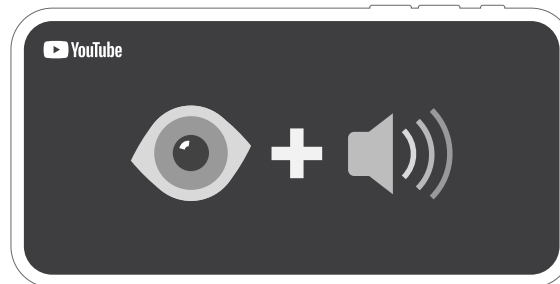
### The 3 Platform Principles

No matter what industry you advertise for on YouTube, these 3 principles apply to every advertiser on the platform. The high proportion of users via mobile devices also speaks for the structure according to these basic principles of the ad: quick cuts, tight image details and an eye-catching text are a must for the small screens of smart-phones. Creatively combine the music of the clip with the visual aspects and captivate your audience just before the „skip button“ appears.

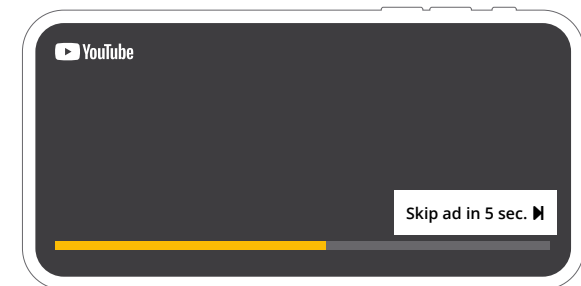
#### #1 Build for mobile



#### #2 See and Hear



#### #3 Drive past the five

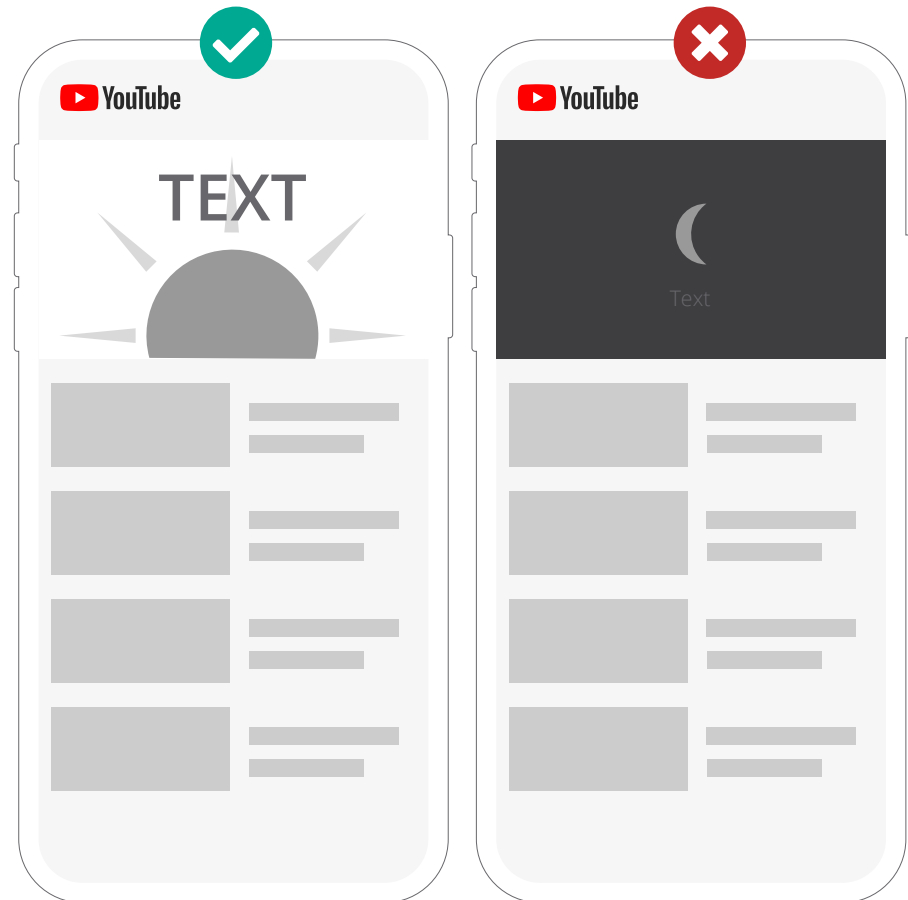


## PLATFORM PRINCIPLE #1

### Create content for mobile devices

Tighter cropping, bright imagery and large text and graphics help your message stand out on smaller, darker screens.

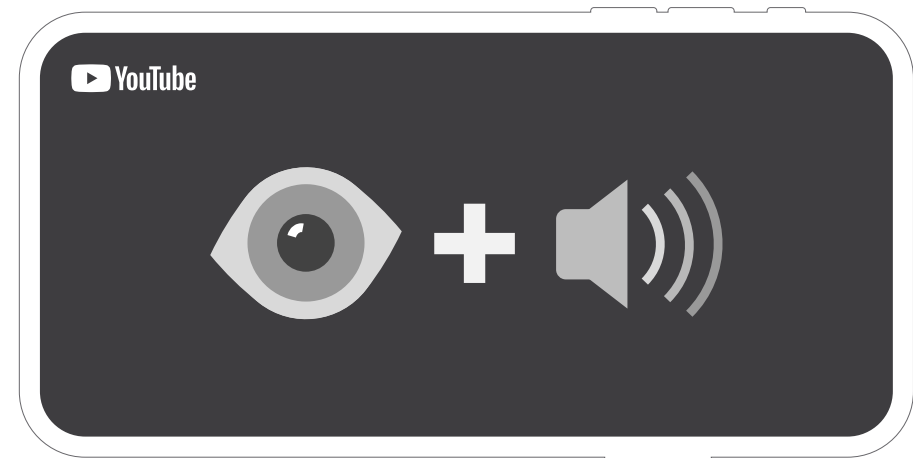
Faster pace and cuts help to keep the user's attention and encourage them to continue watching - even after the skip button.




## PLATFORM PRINCIPLE #2

### See and Hear – Combine Video with Audio

Match image and sound, play with beat and video editing to engage your audience from the first second.



  
**96%**

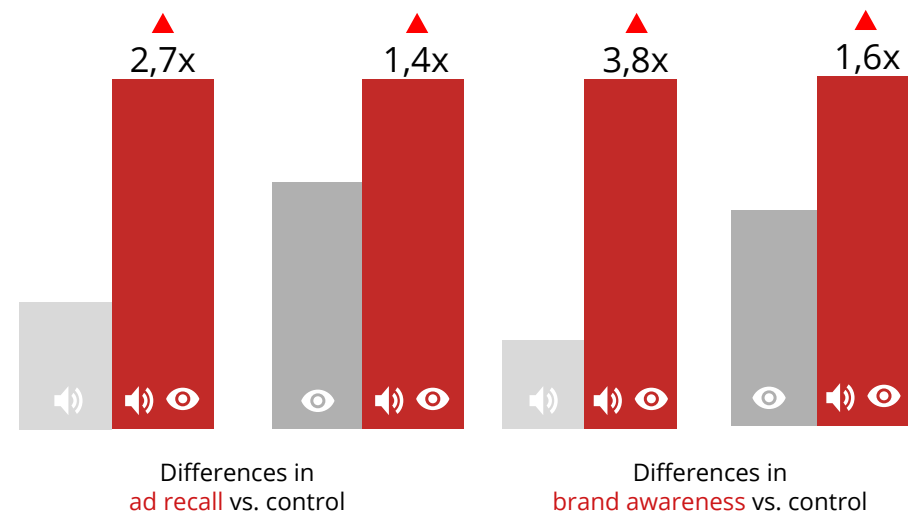
of all YouTube video ads in Germany are visible according to MRC standard (Media Rating Council)

  
**96%**

of all YouTube video ads in Germany start with sound and are audible

**The average visibility in the industry is 66%.**

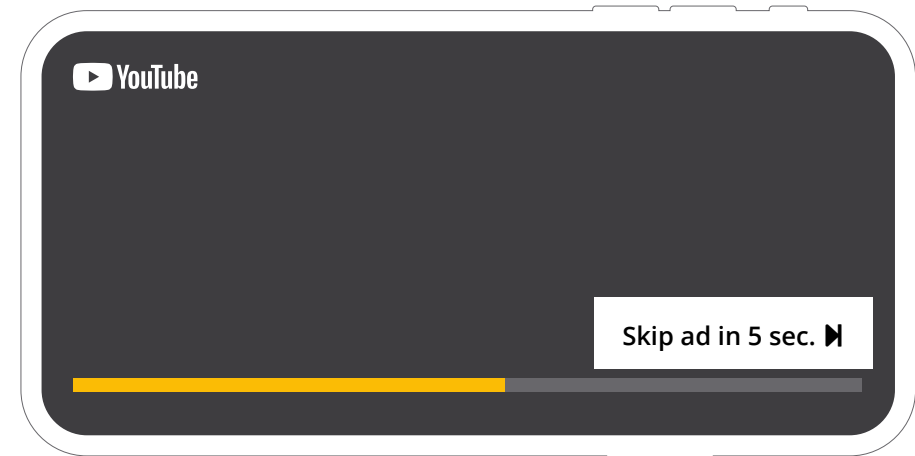
#### CREATIVES WITH SOUND IMPROVE THE PERFORMANCE



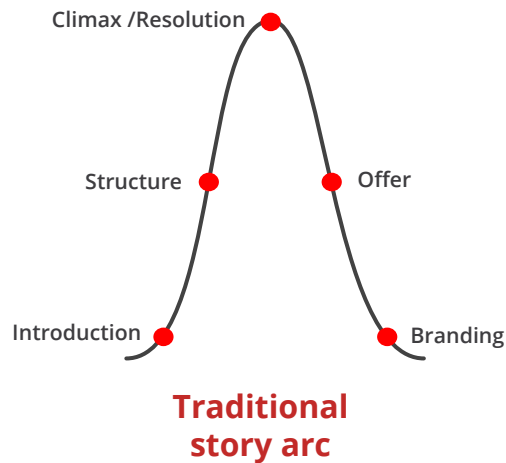
## PLATFORM PRINCIPLE #3

### Drive past the five

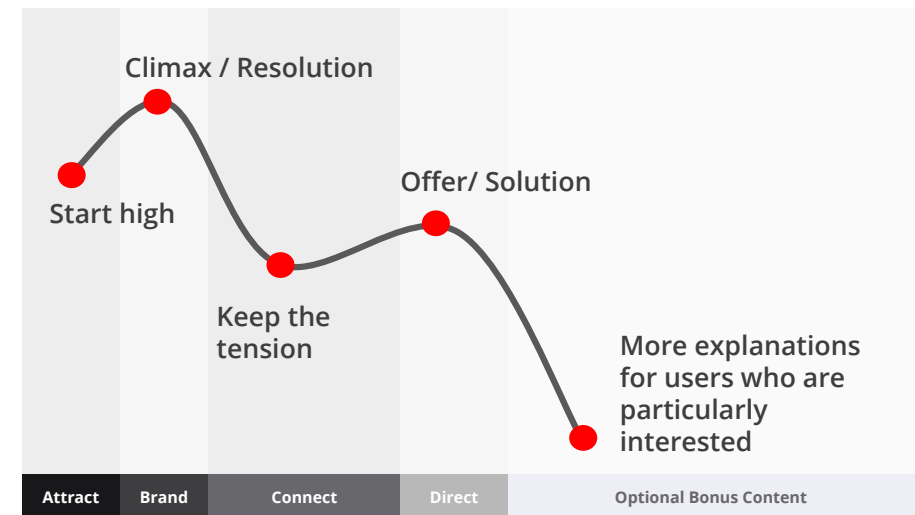
Use gripping stories and unexpected events to keep your viewers watching beyond the 5-second skip button.



**An effective YouTube-Creative starts strong & stays strong**



**Story arc for video ads**





## 3 Creative Formats + Verticals + Audience

Inspire your audience with different video formats

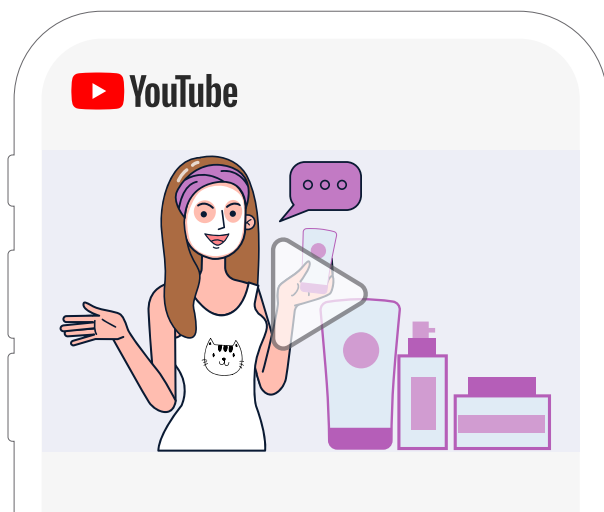
Depending on the industry, product or service, it is advisable to use different formats for your video. Do you have a complex service? Then **explainer videos** are well suited to familiarise the user with your offer.

If your target group already knows your product very well, **short and concise offer videos** are an effective way to stay in the user's memory.

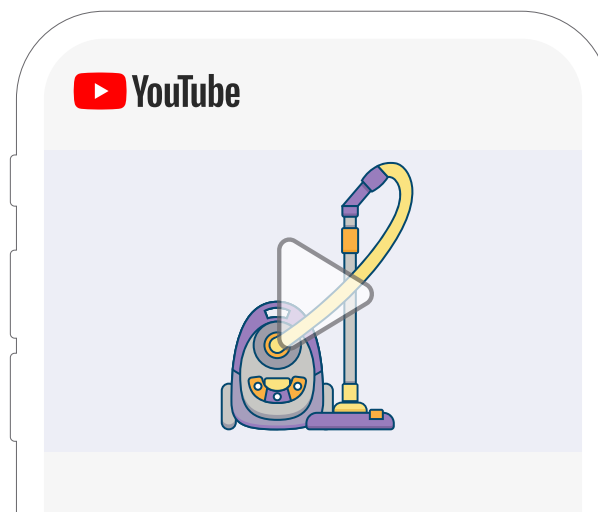
Whatever your goals and messages, together with the **right targeting and ad format**, you can put your creatives in the spotlight.

**Let the show begin!**

### Explainer video



### Product video



### Offer Video





# The basics of the creative

3 questions before you start



## What is your target group?

The target group is decisive for many aspects of the video:

- Imagery
- Colour choice
- Illumination
- Background music
- ...



## What is the aim of advertising?

To gain sales, the focus should first and foremost be on products and USPs.

For branding videos, the focus should be on the brand message.



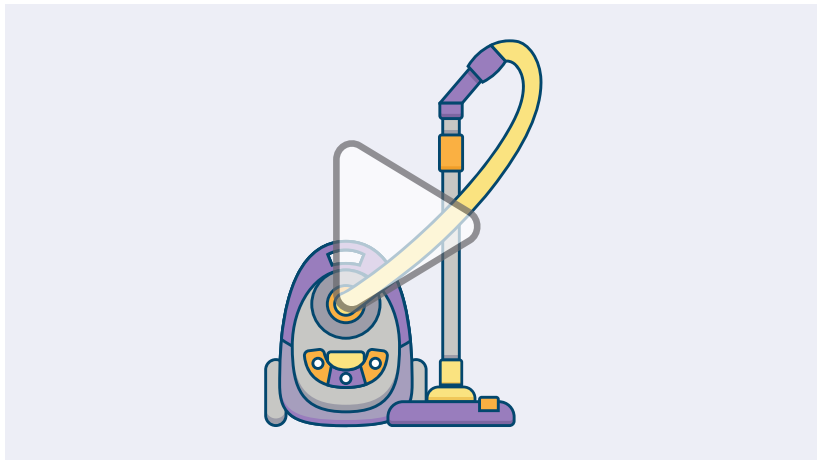
## What emotion is conveyed?

With emotions, the video remains in the user's memory and can thus influence the user's decisions at the decisive moment.

**The video** should tell a story and be **consistent in all aspects** up to the landing page!

# The Product Video

Make your target group want more with exciting scenes



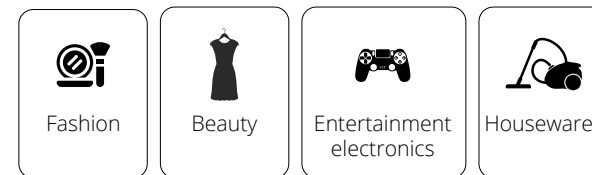
## Product video

### Elements of the video

- No long explanation at the beginning
- Concise product presentation as opener
- Close-ups and use of the product in the foreground
- Also showcase the advantages of the product visually

### Verticals: Often products with low/middle consideration

- Application in context evident



Structure as an In-Stream:

Up to 6 seconds

### Product and Brand Logo display

- ✓ Narrow and close framing
- ✓ Hero shot

Up to 12 seconds

### Show how product is used

- ✓ Advantages and features
- ✓ People/faces have a stimulating effect

Up to 15 seconds

### Insert Call-to-Action

- ✓ Offer, logo/brand name, show domain



# The Explainer Video

Your product or service to the point



Structure as an In-Stream:

Up to 6 seconds

## Hanger

- ✓ Pain Point
- ✓ Problem situations

Up to 12 seconds

## Explain

- ✓ Product as solution
- ✓ Benefit through product

Up to 15 seconds

## Closure

- ✓ Offer and call-to-action

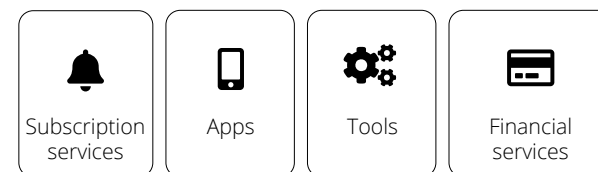


## Explainer Video

### Elements of the video

- Describe the problem
- Present your product as a solution
- Communicate the advantages
- Include an offer and call-to-action
- More info optional at the end

### Verticals: New technologies or innovative solutions



**Intended use:** Target groups who do not yet know that they need the product  
Presenting **application case** and **solution**

## The Offer Video

Short, concise and stays in the memory



### Offer Video

#### Elements of the video

- Start immediately with your offer and call-to-action
- More information optionally afterwards
- Often short and concise text/graphic overlay as opener
- Do not need an explanation, but get straight to the point

Suitable for almost all industries e.g.:



Structure as an In-Stream:

Up to 6 seconds

**Present offer immediately or set CTA**

- ✓ Close-up with disruptive element
- ✓ Hero shot

Up to 15 seconds

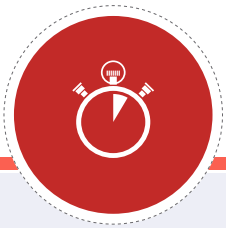
**Repeat offer and CTA**

- ✓ Show or demonstrate the product in context



# Best Practices for all Videos

How to convince your target group



## Use the first 5 seconds

- ✓ Keep the tension up
- ✓ Place the most important thing in front of the skip
- ✓ Exciting moments tempt you to keep watching
- ✓ Brand present



## Jump Cuts

- ✓ Quick jumps between scenes facilitate storytelling
- ✓ Each cut brings back the attention of the viewer
- ✓ An excess of jump cuts can also be distracting



## Formulate a clear CTA

- ✓ Tell your audience the next steps
- ✓ Put the CTA directly at the end of the video
- ✓ Mention the offer again with the CTA



## Optimise for mobile devices







- ✓ 70% of ads worldwide are seen on mobile devices
- ✓ Large elements for small screen
- ✓ Bright and highly visible
- ✓ Close-ups on products or people

# How brands use video ads

Format, target group and creative combined in one campaign

Brand awareness, purchase intention or more website visits - many brands have already successfully used video ads on YouTube. The ad formats, the different target group orientations and the advertising creative have been perfectly coordinated. And: the results are impressive!

Let the case studies inspire you and apply the insights to your next video campaign.

Advertiser	Advertising target	Result	Target group orientations used
 <b>Lego</b>	Higher View-Through-Rate	<b>30%</b> VTR	Detailed demographics: Parental status
 <b>Warner Bros</b>	More efficient reach	<b>43%</b> lower eCPM vs. benchmark	Detailed demographics: Parental status
 <b>Volkswagen</b>	Increase purchase intention for brand	<b>+19%</b> in purchase intention for brand	Events in life: marriage
 <b>Kellogg's</b>	Increase purchase intention for brand	<b>+17%</b> in purchase intention for brand	Custom Audiences (keywords)
 <b>Samsung</b>	Online Interaction & sales	<b>2,9x</b> increase of Website traffic with <b>14x</b> more conversions	In Market + Custom Audiences (keywords)
 <b>Renault</b>	Attracting new users	<b>+60%</b> conversions at <b>+2x</b> cost efficiency	Custom Audiences (keywords)



## Case Study LEGO: Awareness

### LEGO focuses on the „mothers“ population segment

#### Challenge:

LEGO promotes its brand and products on YouTube to attract the attention of parents of children in certain age groups. The aim of the LEGO Junior's campaign was to raise awareness of the brand among mothers with children aged 4-7 and to bring the LEGO brand to mind.

#### Approach:

Using ‚parental status‘ (alpha), LEGO was able to focus on the specific segment of mothers they wanted to reach.


#### Insights:

*“The combination of YouTube’s parenting segments and large scale enabled LEGO to drive mass reach to our exact target audience”*

Drew Vernon, LEGO US Brand Manager ~ Preschool

#### Used products:

Demography: parental status

External Case Study by 

! Source : : YouTube Audiences External Claims & Case Studies 2020

## +470%

Increase in LEGO  
Junior's product searches

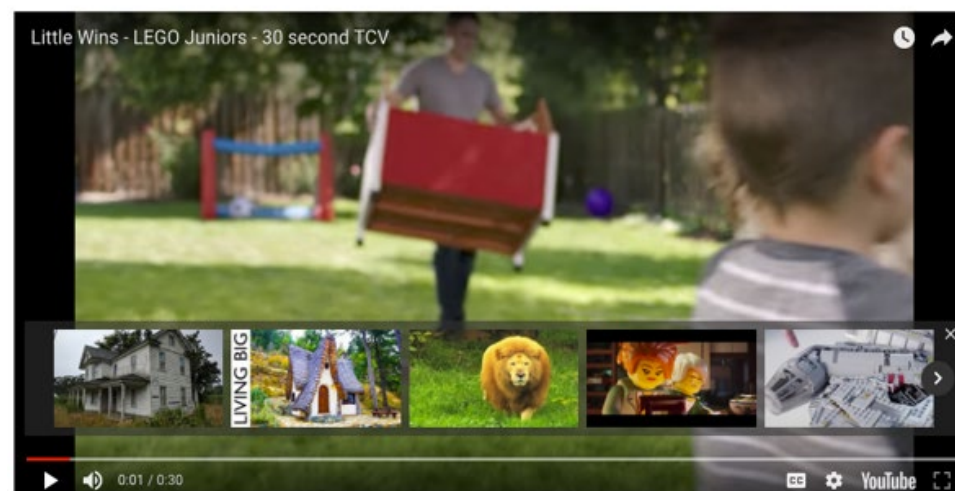
## +870k

Acquired views

## 30%

VTR

YouTube preview for Little Wins - LEGO Juniors - 30 second TCV







## Case Study LEGO: Awareness

**Warner Bros achieves more effective ads at lower cost thanks to Advanced targeting****Challenge:**

Increase awareness of a specific offer and promote sales of the game „Lego The Incredibles“ to parents with children in a specific age range (4-12 years).

**Approach:**

We used the TrueView for Action to get the audience to buy the game

We tested detailed demographic targeting for the first time to reach parents and avoid scattering views and clicks.

**Used products:**

TrueView for Action

Detailed demographics

**+33%**VTR vs. client  
benchmark**+510%**CTR vs. client  
benchmark**-43%**eCPM vs.  
benchmark



## Case Study Volkswagen: Consideration

# Volkswagen promotes the engagement of the core target group with life events

### Challenge:

More commitment to the Volkswagen Vento.

### Approach:

They used the new Life Events audience on YouTube to reach users who were recently married or planning to get married. They ran Trueview in-stream creatives about new beginnings in life with the theme of marriage.

### Insights:

*"...a few years into marriage is when users are considering purchasing / upgrading their cars. With Life Events targeting, we were able to reach 1M unique users who were recently married or engaged to seed the thought of Volkswagen Vento in their consideration set.."*

Kamal Basu, Head Marketing & PR

### Used products:

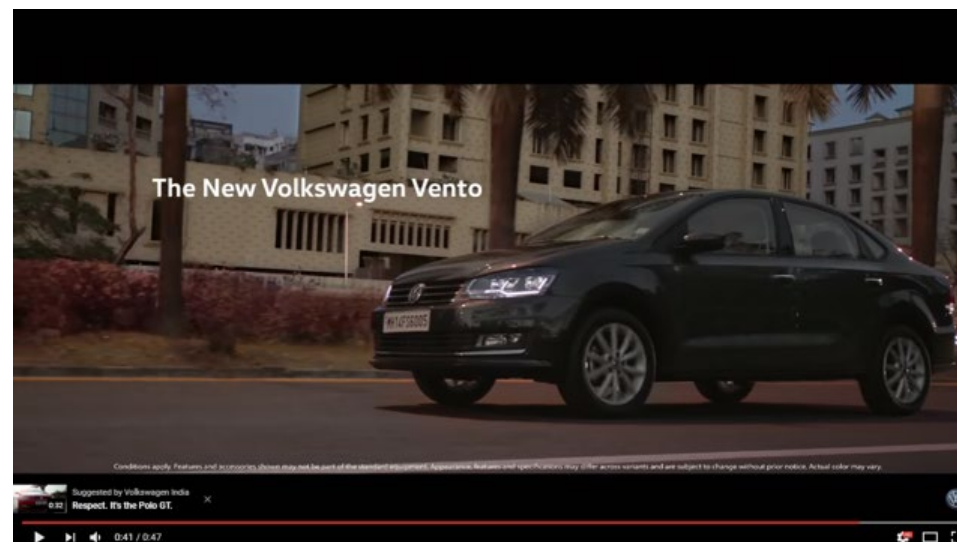
Life Events

**+156%**

Advertisement reminder

**+19%**

Brand purchase intention



Case Study Kellogg's Special K: **Consideration****Special K works with artists to deepen the connection with the audience****Challenge:**

Kellogg's wanted to create a real connection with women aged 25 to 44 to break through the overcrowded breakfast snack market.

**Approach:**

Kellogg's partnered with top health and fitness experts (Shawn Johnson, Meg Squats and Bri Hall) to promote their breakfast bars. Director Mix was used to create long promotional videos (long form), as well as 30-second, 15-second and over 30 adapted 6-second commercials. Short-form assets drove the top funnel targets and long-form assets drove the mid-funnel metrics. Creators also featured the videos on their channels to reach their target audience.

**Insights:**

Use a combination of short and long form assets. Convey an authentic message and relevant content.

**Used products:**

Director Mix

Bumpers

TrueView

Custom Audiences (keywords)

**+17%**Increase in purchase  
intention**+21%**Increase of the  
Advertisement reminder

**SAMSUNG**

Case Study Samsung: Action

## Samsung measures the impact of using video to promote actions with different targeting strategies

### Challenge:

Can video be used to capture quality leads with relevant audiences and trigger tangible user actions?

### Approach:

A/B test for 1 month in Indonesia with equal budget split between control and test group. Control group: TrueView 4 Action\* x demographic target groups

Test group: TrueView 4 Action\* x In-market target groups (entertainment electronics)

\*A conversion was defined as a „buy now“ click on the action landing page to measure the purchase intent

### Insights:

TrV4A is a great format to communicate core USPs and promos and trigger concrete user actions, especially with specific, highly relevant target groups. TrV4A can efficiently achieve a significant increase in measurable purchase intent and conversions.

### Used products:

TrueView for Action

In Market Audience

External Case Study von **Google**

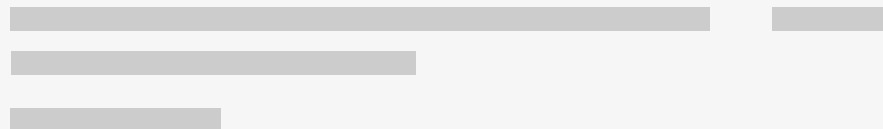
Quelle: : YouTube Audiences External Claims & Case Studies 2020

**+291%**

Traffic to promo site vs. control

**+1400%**

Incremental conversions vs control





## Case Study Renault: Action

## Boosting performance on YouTube by combining search intent with the power of videos

### Challenge:

Increase lead generation with a new witty TV4A commercial for the Renault Captur.

### Approach:

The implementation of a Trueview for Action campaign with Custom Audiences (search terms) to target YouTube users who searched for specific terms in Google search in order to increase ad relevance from the search. OMD Italy and Google created these Custom Audiences based on keywords specifically for the Renault Captur.

### Insights:

*"TrueView for Action + Custom Audiences (search terms) influence consideration & drive more qualified traffic"*

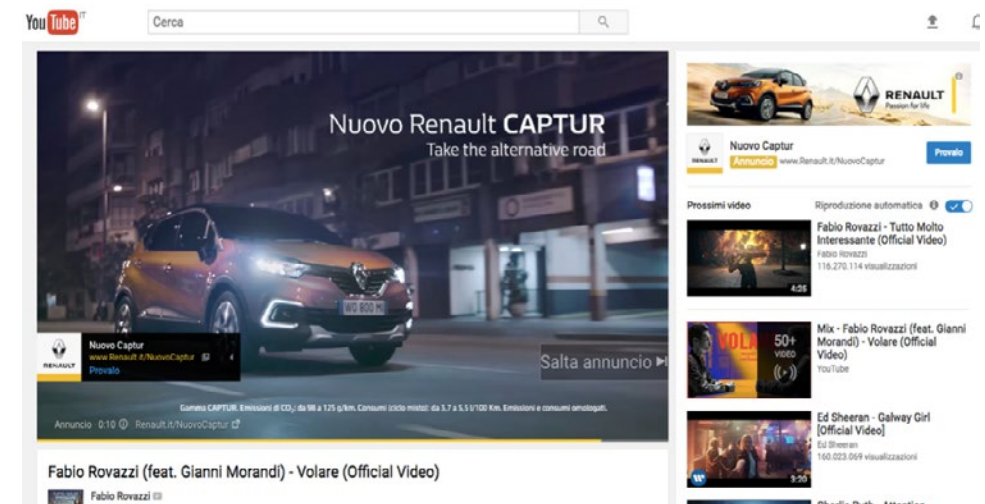
OMD IT

### Used products:

Custom Audiences (keywords)

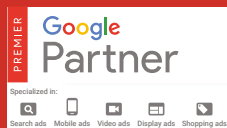
TrueView for Action

<b>+60%</b>	<b>-50%</b>	<b>74%</b>
Ad conversions as all 2017 campaign averages	Cost per Lead vs all 2017 campaigns	Impressions on mobile & tablet



# Our agency services

100% focus on Google & YouTube Ads, Microsoft Advertising and your success



*"YouTube is the second largest search engine in the world - right after Google Search. With YouTube ads, you have endless possibilities to effectively reach your target group. We help you to showcase yourself and your products with video advertising."*

Saiva K. Senior SEA Growth Consultant, Smarketer





Google Ads



YouTube Ads



App Ads



Gmail Sponsored Promotions



Google MyBusiness



Analytics- and Tag-Management



Google 360° Marketing platform



Microsoft Advertising



Display & Remarketing Network



Google Search



Google Shopping (CSS)



Google for Jobs



Hotel Ads



Internationalisierung



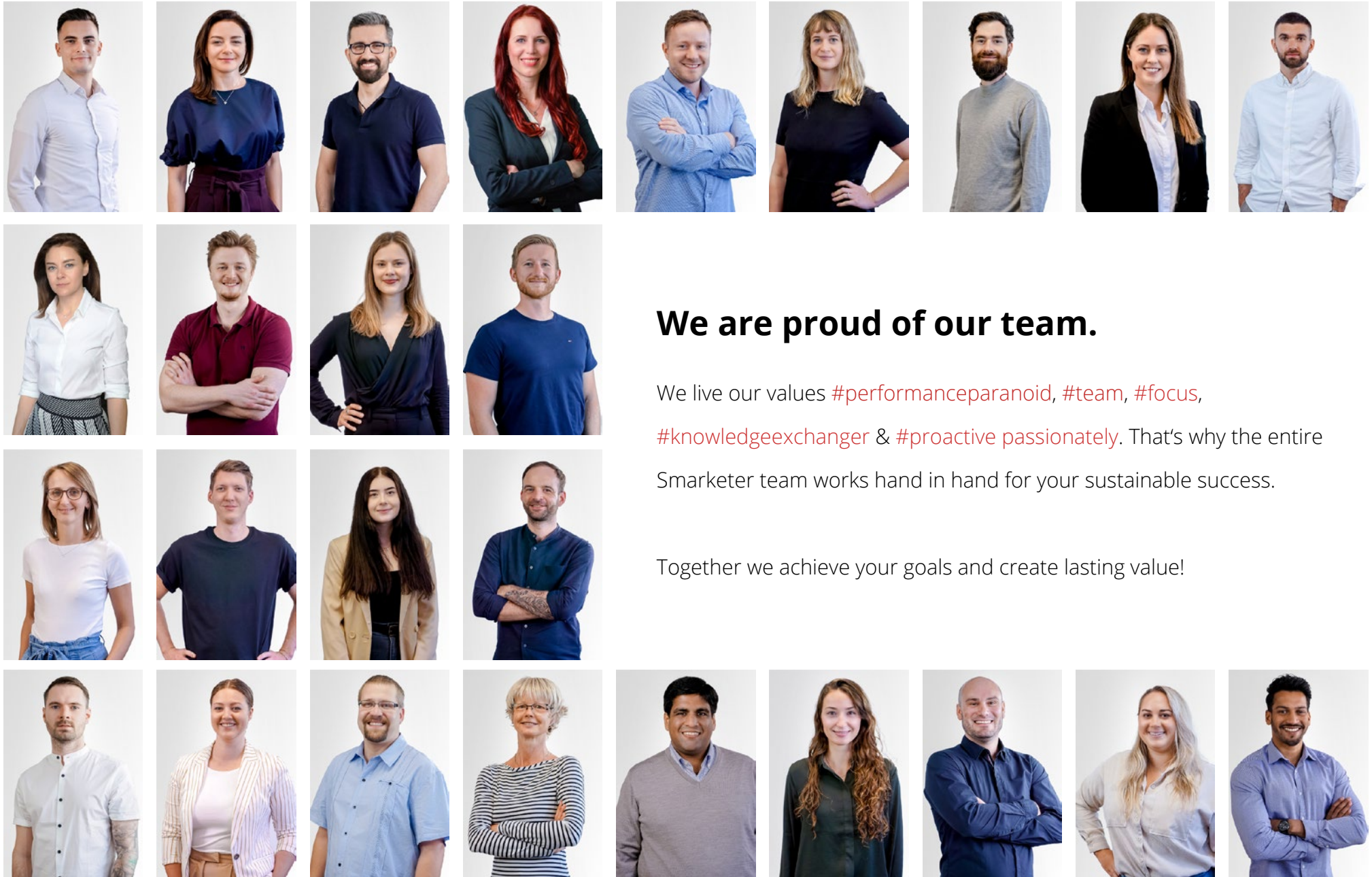
Conversion Rate Optimisation



FAST - Tracking without Cookies







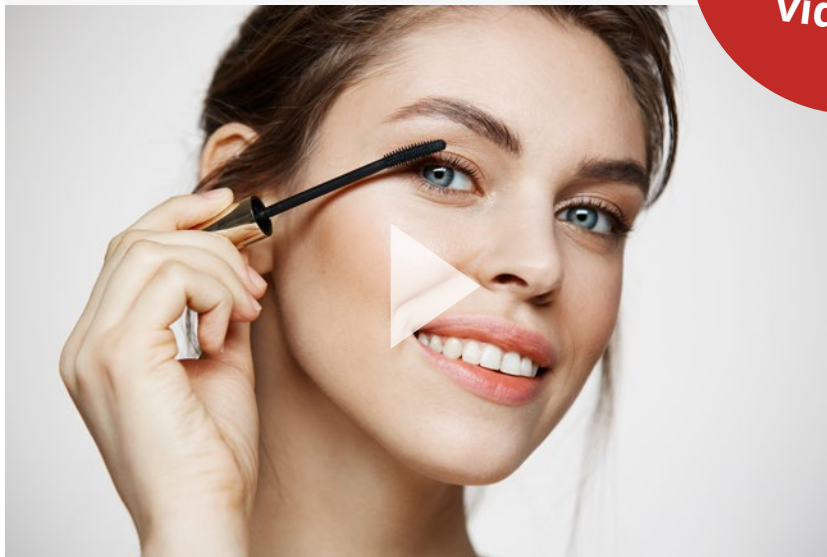
## We are proud of our team.

We live our values [#performanceparanoid](#), [#team](#), [#focus](#),  
[#knowledgeexchanger](#) & [#proactive passionately](#). That's why the entire  
Smarter team works hand in hand for your sustainable success.

Together we achieve your goals and create lasting value!

# **We create your first promotional video - free of charge!\***

Start successful YouTube advertising with Smarketer



**Save  
your free  
promotional  
video!\***

**If you start your YouTube strategy with us, we will create a YouTube promotional video for you free of charge!\***

- ✓ Effective target group marketing
- ✓ Convincing promotional videos
- ✓ Achieve high attention

**Book a personal consultation:**

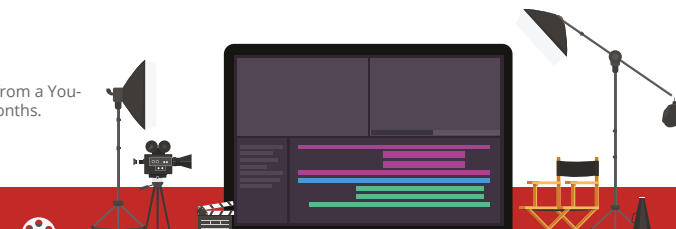


+49 (0)30 920 38 34 46

[contact@smarketer.eu](mailto:contact@smarketer.eu)

[www.smarketer.eu](http://www.smarketer.eu)

\*Stock video worth max. 3.000,- € from a YouTube AdSpend of 10.000,- € in 3 months.



# Your contact with us

The easiest way for you to take your YouTube Performance to the next level.



**Christopher Jakobus**  
Head of Sales

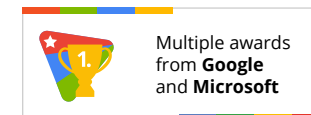
We look forward to seeing you!

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