# OTP Video Workshop♥

March, 2019
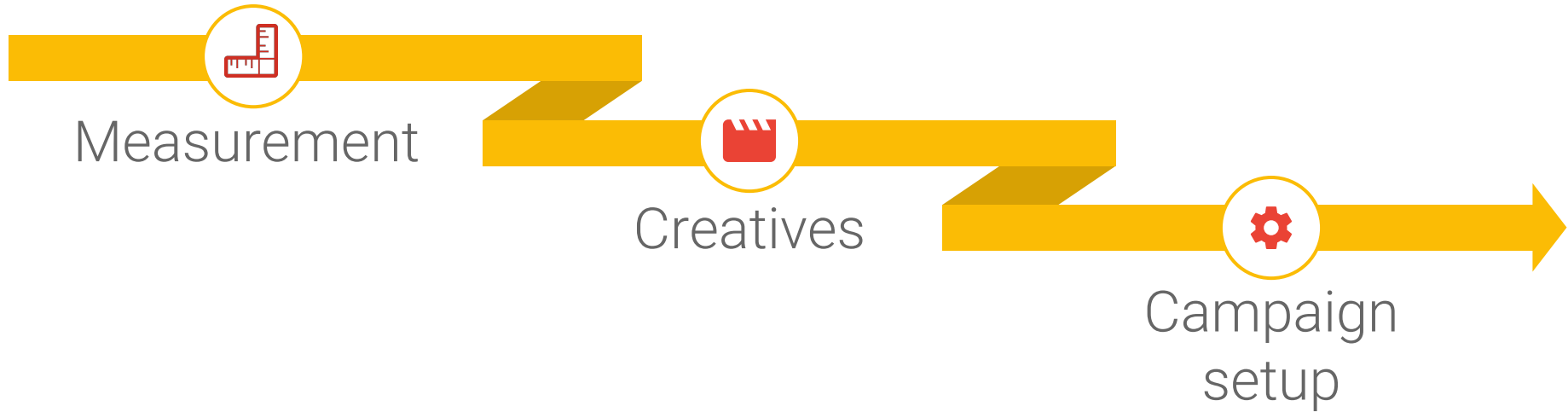
# Today's agenda

Measurement
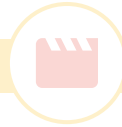
Creatives best practices

Campaign setup

Putting it all together

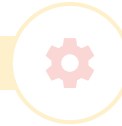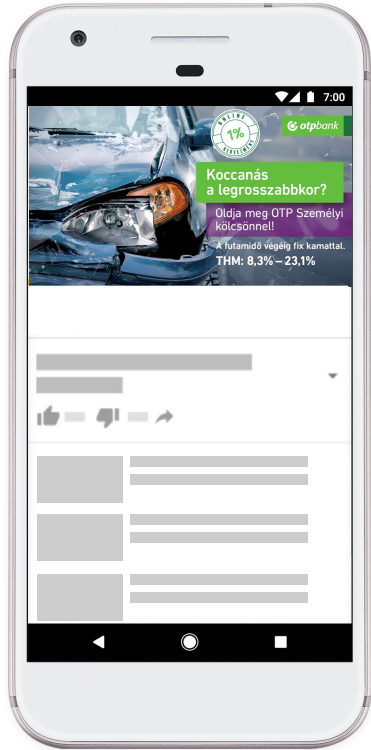# Let's build a video campaign together today



Measurement

Creatives

Campaign setup

# What do we want from YouTube video measurement?



What was the impact on **Brand Awareness**?

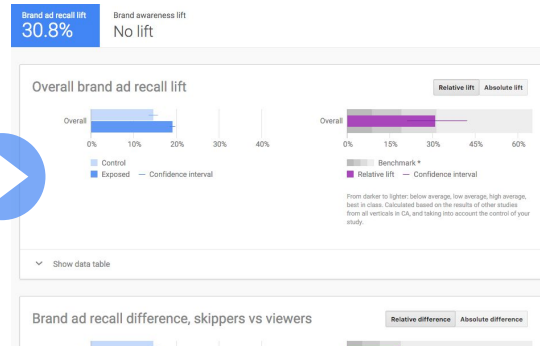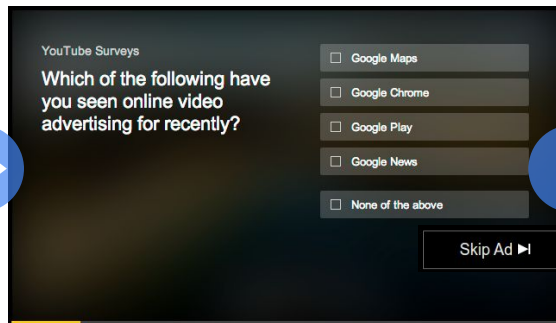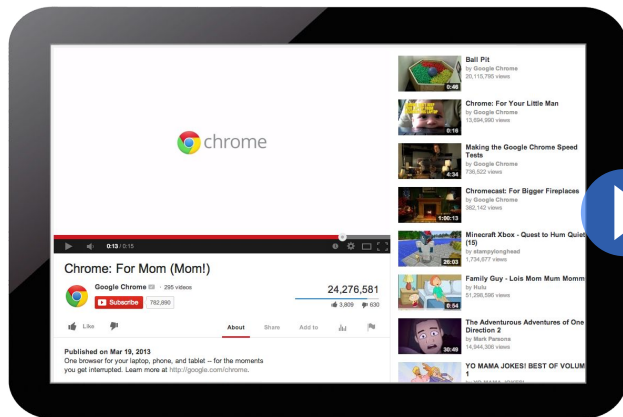Brand lift

What was the impact on **search volume**?

Brand interest

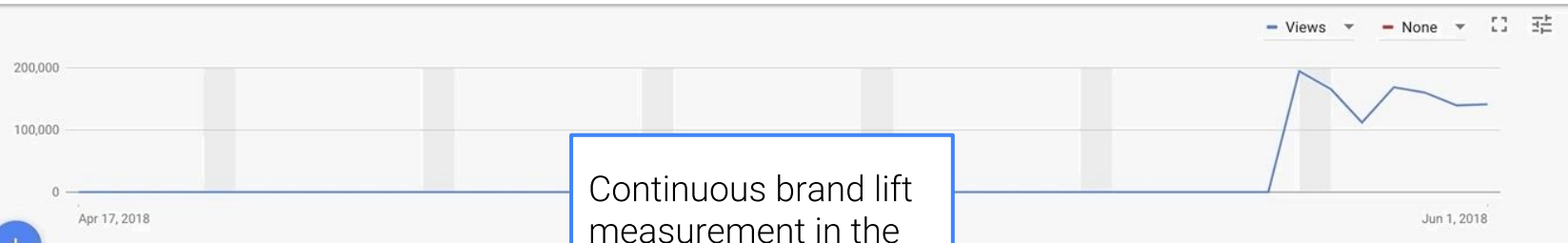What were the **business results**?

GA 360 + Campaign manager + Ads

# Brand lift: Measuring ad effectiveness since 2014

## Campaigns

Overview
Recommendations
Campaigns
Ad groups
Ads & extensions
Videos
Landing pages
Keywords
Audiences
Demographics
Topics
Placements
Settings
Locations
Ad schedule
Devices
Advanced bid adj.
Change history
Labs

Custom
Apr 17 – Jun 1, 2018

— Views      — None

200,000

100,000

0

Apr 17, 2018                                                                                      Jun 1, 2018

Continuous brand lift measurement in the Google Ads interface

Find campaigns

Campaign status: All; Campaign: Test

| | Campaign | Budget | Status | Views | Impr. | View rate | Avg. CPV | Baseline positive response rate | Exposed Survey responses | Baseline Survey responses | Total survey responses | Cost per lifted cookie | Lifted cookies |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ● | Test 1 | £14,270.12... May 25, 20... | Active | 501,721 | 2,091,705 | 23.99% | £0.02 | 5.25% (Consideration) | 7,002 (Consideration) | 6,675 (Consideration) | 13,677 (Consideration) | £0.15 (Consideration) | 66,780 (Consideration) |
| | Ad recall | | | – | – | – | – | 6.48% | 6,320 | 6,135 | 12,455 | £0.08 | 119,759 |
| | Awareness | | | – | – | – | – | 7.29% | 6,699 | 6,502 | 13,202 | £0.10 | 105,720 |
| | Consideration | | | – | – | – | – | 5.25% | 7,002 | 6,675 | 13,677 | £0.15 | 66,780 |
| ● | Test 2 | £29,934.00... May 25, 20... | Active | 580,314 | 3,748,017 | 15.48% | £0.02 | 8.95% (Consideration) | 9,864 (Consideration) | 10,109 (Consideration) | 19,974 (Consideration) | £0.13 (Consideration) | 110,300 (Consideration) |
| | Ad recall | | | – | – | – | – | 9.98% | 8,851 | 9,021 | 17,872 | £0.07 | 186,508 |
| | Awareness | | | – | – | – | – | 12.16% | 9,600 | 9,800 | 19,400 | £0.12 | 115,997 |
| | Consideration | | | – | – | – | – | 8.95% | 9,864 | 10,109 | 19,974 | £0.13 | 110,300 |
| | Total: Filtered campaigns | | | 1,082,035 | 5,839,722 | 18.53% | £0.02 | | | | | | |
| | Total: Account | £0.00/day | | 3,659,562 | 16,247,836 | 22.52% | £0.02 | | | | | | |
| | Total: Video campaigns | | | 3,659,562 | 16,247,836 | 22.52% | £0.02 | | | | | | |

# New Efficiency & Impact KPIs

Lifted Users and Cost Per Lifted Users are two new reporting metrics to give additional context to how **effective** and **efficient** your YouTube Advertising is using lift data.



Target audience
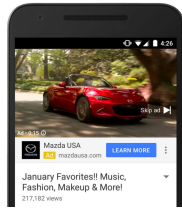
Group is exposed to your ad

Number of users influenced to consider your product/brand

Total campaign spend

_____

Total # of lifted users

## Lifted Users

When measuring the success of your BL 2.0 campaigns, we now give you an exact number of users that were lifted as a result of your ad.
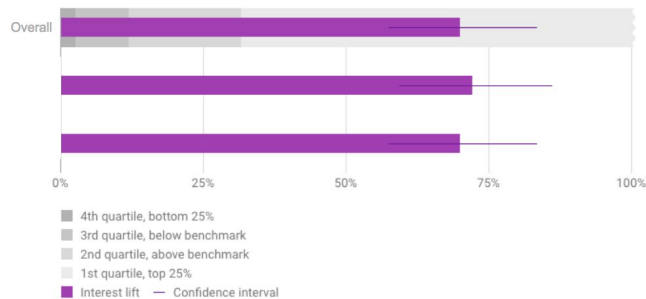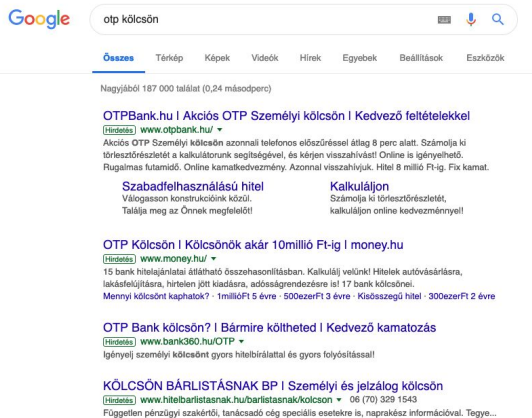
## Cost per Lifted User (CPLU)
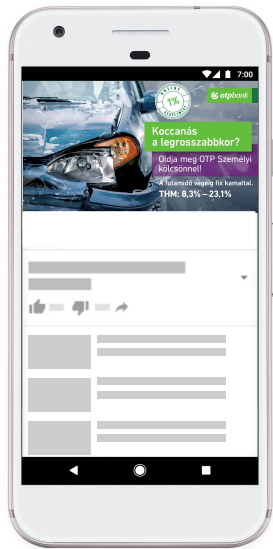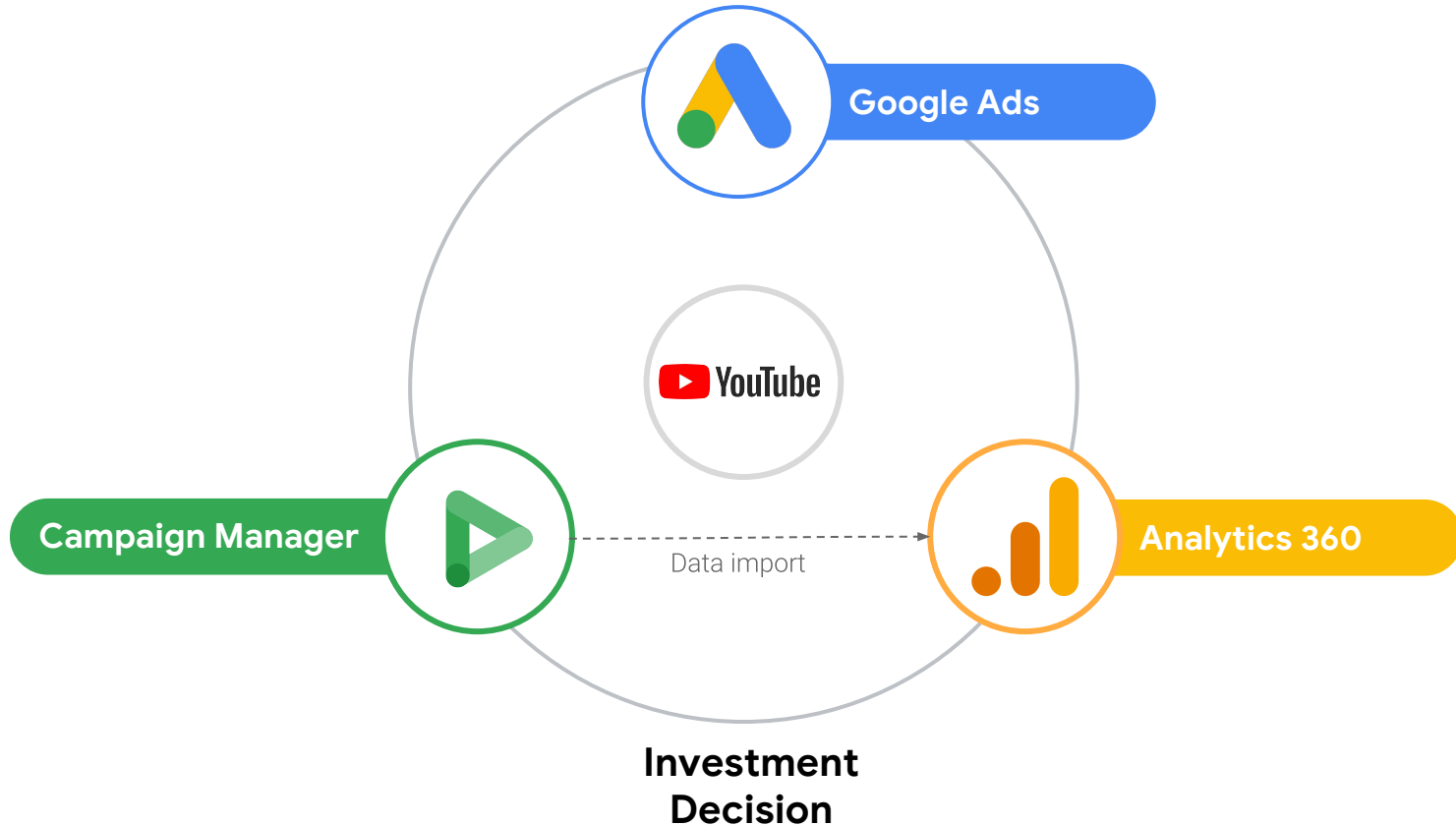
Cost per lifted user allows you to measure how efficient you were at lifting users for your desired brand lift metric.

Search uplift measurement:

# Brand interest measurement

# Business results measurement



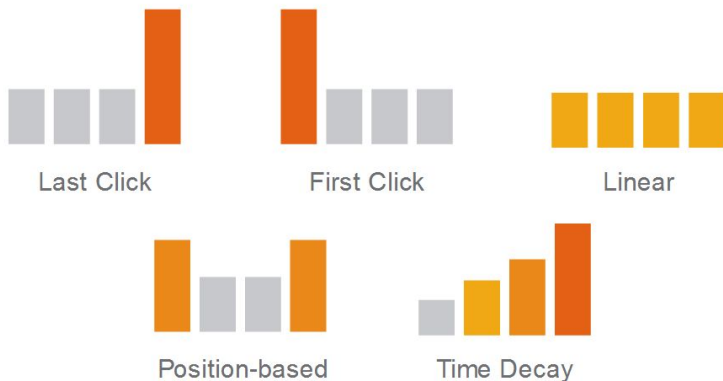Google Ads

YouTube

Campaign Manager

Data import

Analytics 360

**Investment Decision**

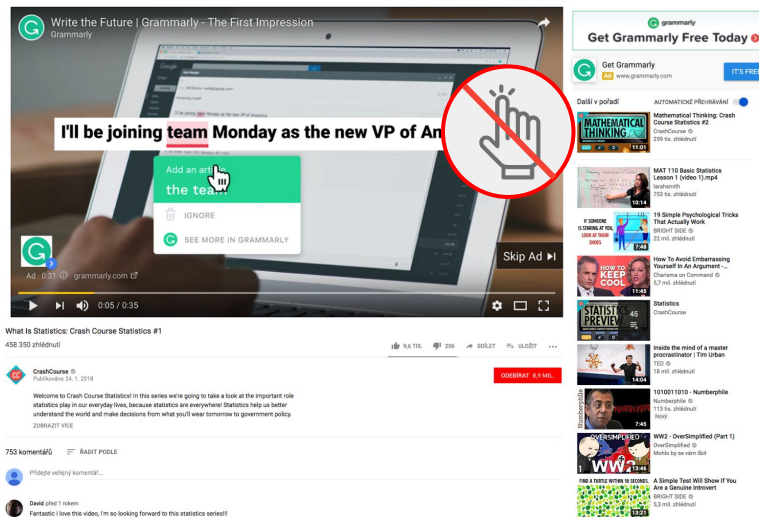# Standard click based attribution cannot be used to measure video

**Most of today's attribution models are click-based**



Last Click

First Click

Linear

Position-based

Time Decay

**Users don't always click on videos that make them go on the website or buy the product**

Business results measurement:

# Campaign Manager + Google Analytics 360
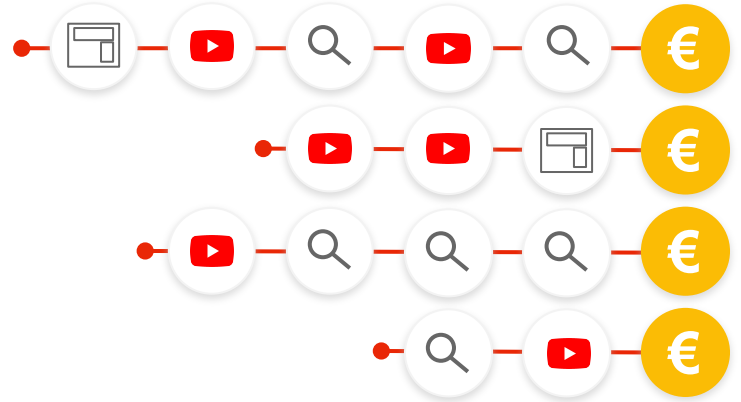
**Campaign Manager:**
Allows to track on
**impression level**

Data import

**GA 360:**
Data from CM can be
imported and attribution
model applied

# Path to Conversion Report in Campaign Manager*

Conversion Timestamp

Interaction Type

| Activity Date/Time | Activity | Interaction Date/Time | # | Site (DCM) | Placement | Interaction |
|---|---|---|---|---|---|---|
| 25/06/2017 18:55 | Homepage Visit | | | | | |
| 25/06/2017 18:55 | Homepage Visit | 25/06/2017 2:46 | 2 | Google - YouTube | Advertiser_YT_Demo | Impression |
| 25/06/2017 18:55 | Homepage Visits | 25/06/2017 18:50 | 1 | Google - YouTube | Advertiser_YT_Affinity | Impression |

Time between last YouTube impression (#1) and Conversion (Activity) is 5 Minutes, which means this conversion would be taken into account to compare with TV's performance, if your lookback window is 10 minutes

Name reflects Google Ads ad or Adgroup Details

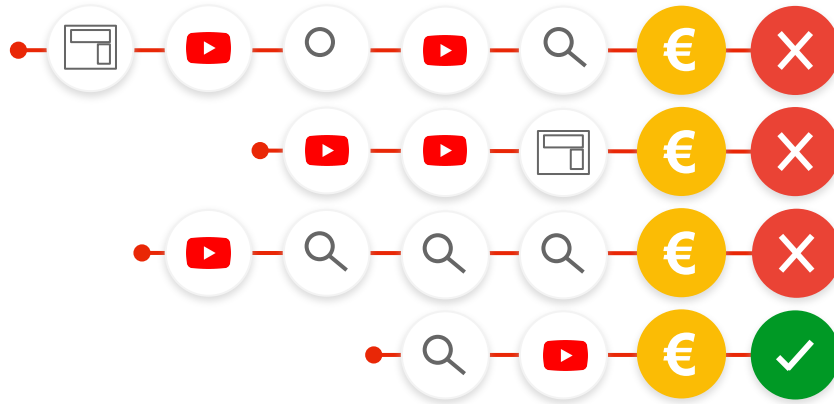*DCM Path to Conversion reports are Same-Environment and Same- Device Only

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# Google Ads tracking setup to optimize on the full value

**Google Ads:**
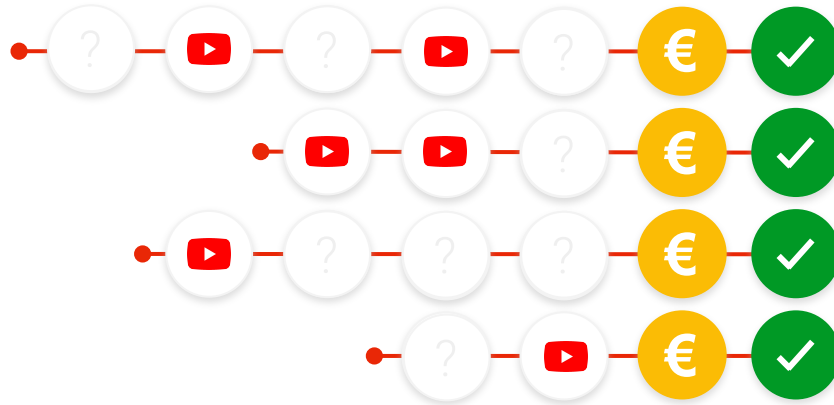Google Ads / Analytics tracking is click based and deduplicates conversions on last click level

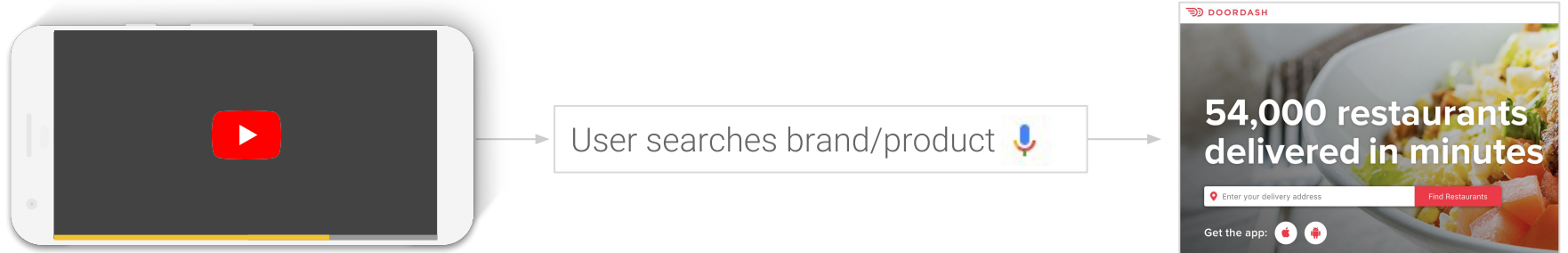# Google Ads tracking setup to optimize on the full value



**Google Ads:**
With a separate tracking tag, we can optimize on every conversion, even after impression.

# Note that last-click attribution influences tracking

If YouTube is set up in the same CID as non-video campaigns,
the Search and GDN campaigns can "steal" YouTube's conversion credit!



User searches brand/product 🎤

**DOORDASH**

**54,000 restaurants delivered in minutes**

📍 Enter your delivery address    Find Restaurants

Get the app: 🍎 🤖

Product interest was
initiated by Video…

…but the user converts
through Search.

The Search click overrides YouTube's conversion credit
and attributes full conversion to Branded Search

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# Common mistake:
# We do not acknowledge View-through Conversions

Result: Number of total Conversion recorded way lower than it actually is

| Users | 01.12.19 | 02.12.19 | 03.12.19 | 04.12.19 | 05.12.19 | 06.12.19 | 07.12.19 |
|-------|----------|----------|----------|----------|----------|----------|----------|
| Jane  | 👁 | 👁 | 👁 | 👁 | 👁 | 👁 | 👁 $ |

This could be 6 times an impression of 25 seconds (if ad is 30 secs). Hard to justify not to include VTCs here.

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# Surface all conversions driven by views, clicks and impressions of your YouTube video ads

**TOTAL CONVERSIONS** = **CONVERSIONS** + **VIEW-THROUGH CONVERSIONS**

CLICK-THROUGH
(USER CLICKS)

ENGAGED VIDEO VIEW
(USER WATCHES 30 SEC*)

VIEW-THROUGH
IMPRESSION
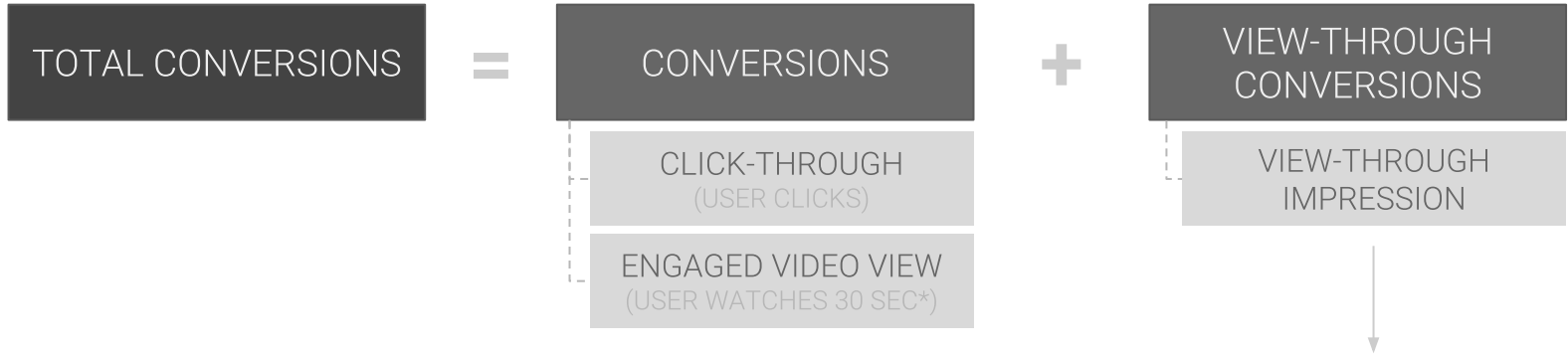
Recommendation: Use short conversion window (1-3 days) for View-through Conversion to maximize causality.

View-through Conversions uncover the 'hidden' impact of users who were exposed to your YouTube ad and...

❏ did not click or view your TrueView ad (e.g. Skipper)
❏ still visit and convert on your website after the YouTube ad exposure

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# Metric All conversions now also includes view-through conversions

# In Summary:

**Optimizing campaigns
+ Brand measurement**

Google Ads

YouTube

Campaign Manager

Analytics 360

Data import

**Investment
Decision**
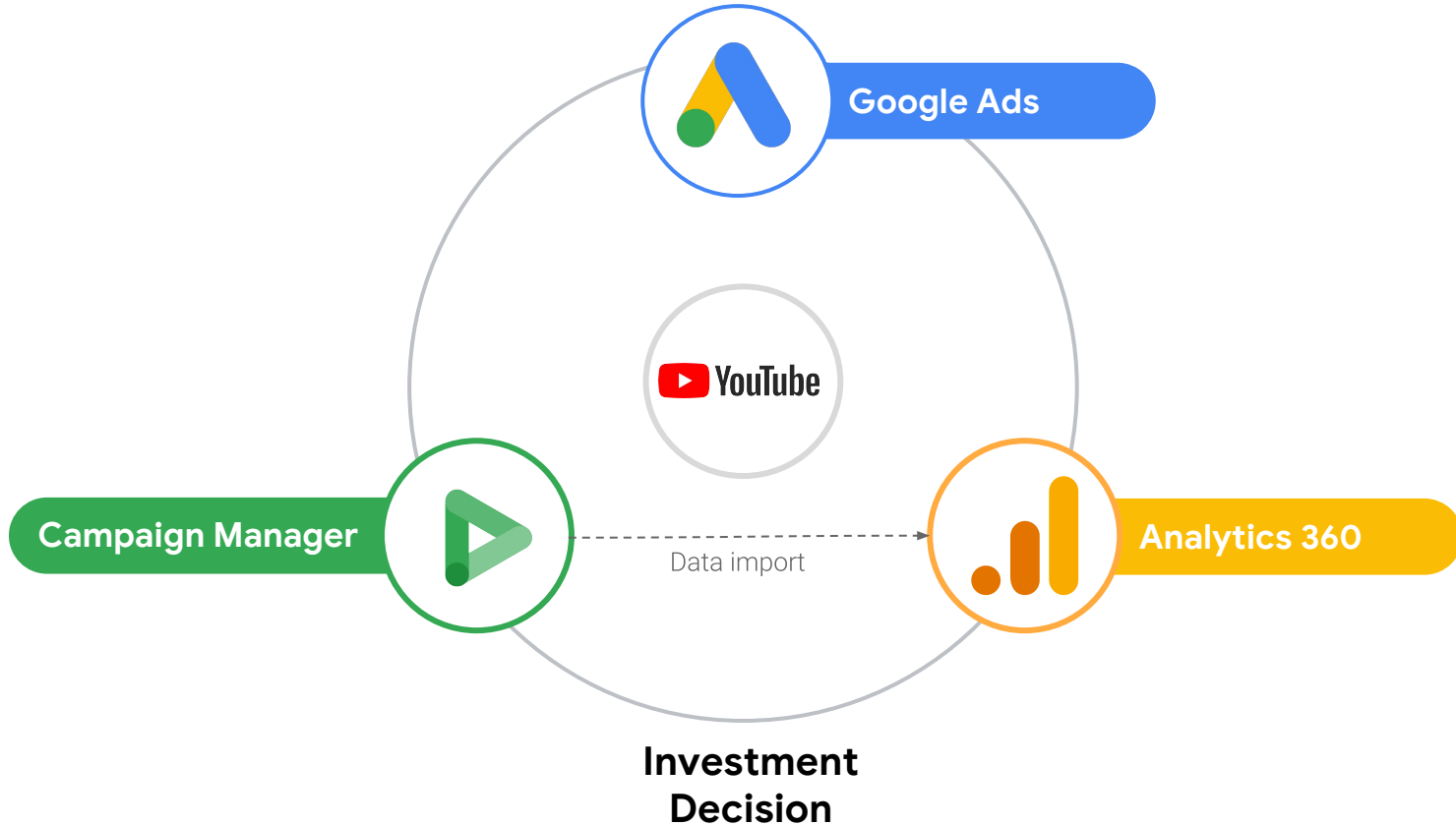
Measurement
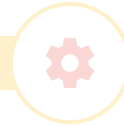
Creatives

Campaign setup

Media 30% - - - - - - - - - - - - -

# In digital campaigns creative has the biggest impact on purchase
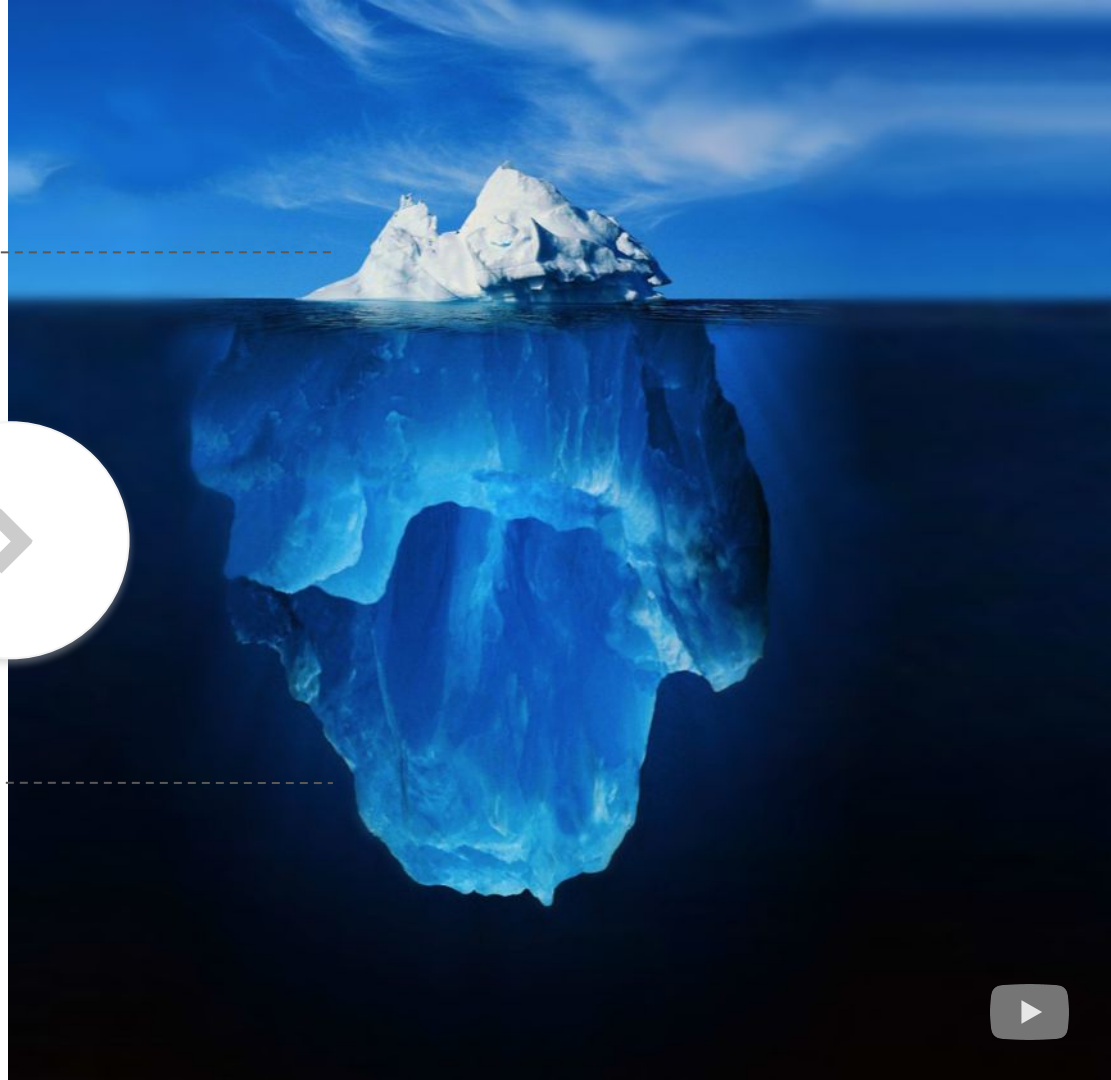
Creative 56% - - - - - - - -

**GOOD CREATIVE** is good for business.

comScore

Ad quality impact on sales

Media 13%

Price promotion, Distribution, etc. 35%

>50%

IPG MEDIA LAB

Increase purchase intent for contextual creative

+63%

Harvard Business Review

Increase in ROI for effective creative

2x
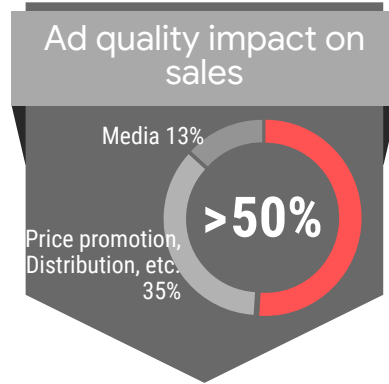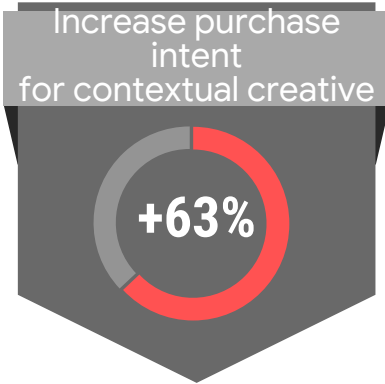
[1]comScore ARS Global Validation Summary, comScore, October 2010
[2]The Power of Relevance: Content, Context and Emotions; IPG + ZEFR, March 2016
[2]Creativity in Advertising: When It Works and When It Doesn't, Harvard Business Review, June 2013
[4]Nielsen Catalina Solutions. Nearly 500 campaigns across all media platforms, Period 2016-Q1 2017

# We have data!
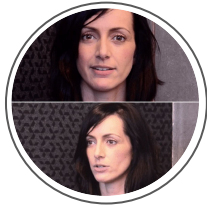


## A/B Tests

A series of unbranded tests to determine the effectiveness of subject cropping, color saturation, and emotional connection with the audience.



## Unskippable Labs

A series of partnerships with brands and agencies to run experiments with brand video content, exploring the future of storytelling on the web.
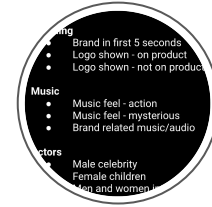


## Quant Analysis

18 months of objective creative characteristic modeling to understand the key attributes that lead to TrueView performance.

▶ I You Tube

These are
**guidelines,**
not silver bullets.

YouTube

#1 Build for Attention

Passive viewing on traditional TV

# The story arc has changed



Climax/Big reveal

Build

Offer

Lead in

Branding

Traditional story arc

Active viewing on
YouTube

Build for attention
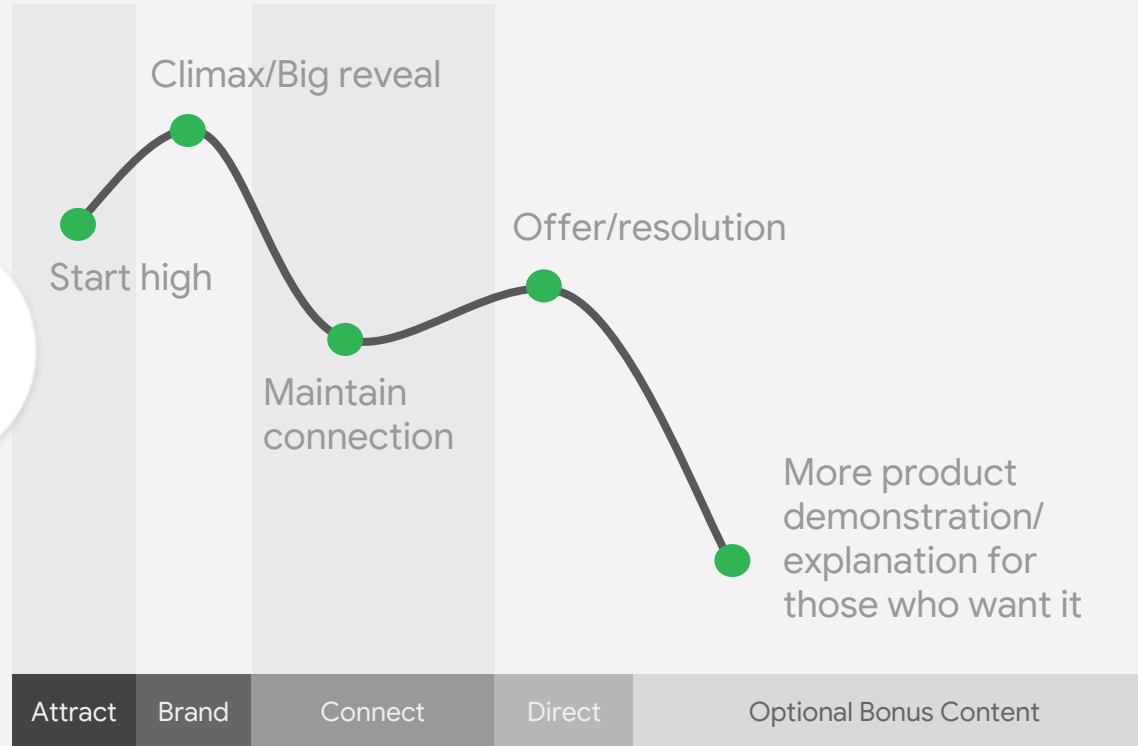
Climax/Big reveal

Start high

Offer/resolution

Maintain connection

More product demonstration/ explanation for those who want it

| Attract | Brand | Connect | Direct | Optional Bonus Content |

# Effective ads on YouTube do 4 things well...

Data-driven meta analysis of top performing ads on YouTube reveals four key attributes:

**A** **ATTRACT:** Open with impact; have a hook!

# ▶ Attract attention

...through your key scene
(dessert first)

Use a close-up of a human face
(celebrities, women and kids
work best)
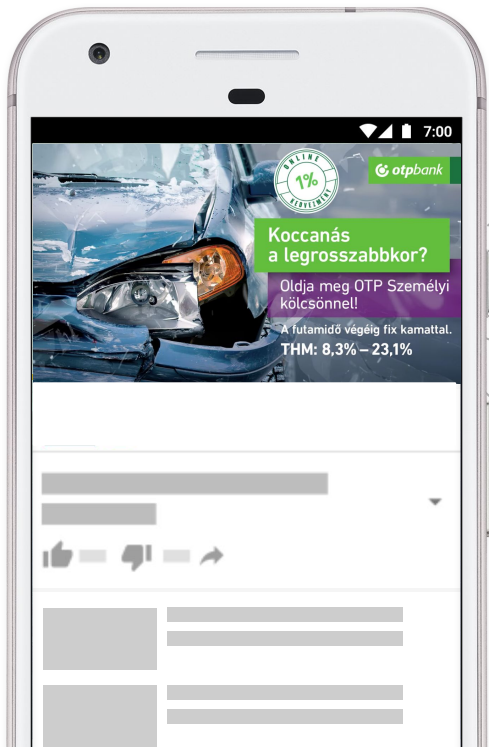
# Attract attention

...or use a hook that makes
people want to know more

# Effective ads on YouTube do 4 things well...

Data-driven meta analysis of top performing ads on YouTube reveals four key attributes:

**A** **ATTRACT:** Open with impact; have a hook!

**B** **BRAND** naturally and intentionally.

▶ Integrate your brand as early and natural as possible with sight and sound

▶Integrate your brand as early and natural as possible with sight and sound

# Effective ads on YouTube do 4 things well...

Data-driven meta analysis of top performing ads on YouTube reveals four key attributes:
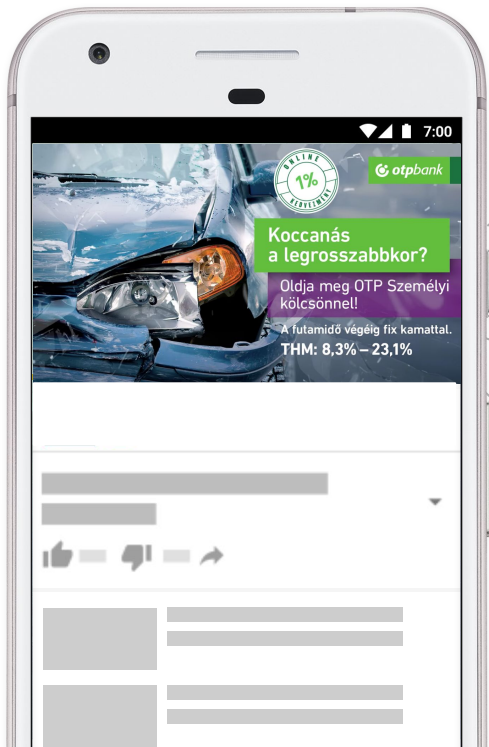
**A** — **ATTRACT:** Open with impact; have a hook!

**B** — **BRAND** naturally and intentionally.

**C** — **CONNECT:** Hold attention w/ emotion, audio, pacing.

▶ Create a connection with emotions

## Consider quick cuts to keep the user watching

# Create a connection with humour

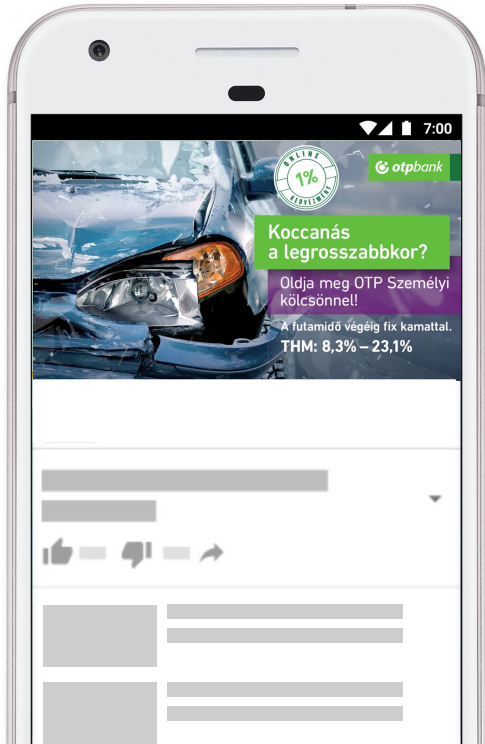# Create a connection with deep insight

# Effective ads on YouTube do 4 things well...

Data-driven meta analysis of top performing ads on YouTube reveals four key attributes:

**A** **ATTRACT:** Open with impact; have a hook!

**B** **BRAND** naturally and intentionally.

**C** **CONNECT:** Hold attention w/ emotion, audio, pacing.

**D** **DIRECT:** Be clear on what the audience should do.

▶ Be clear and direct on what you want people to do.

▶ ... right from the beginning to the end.
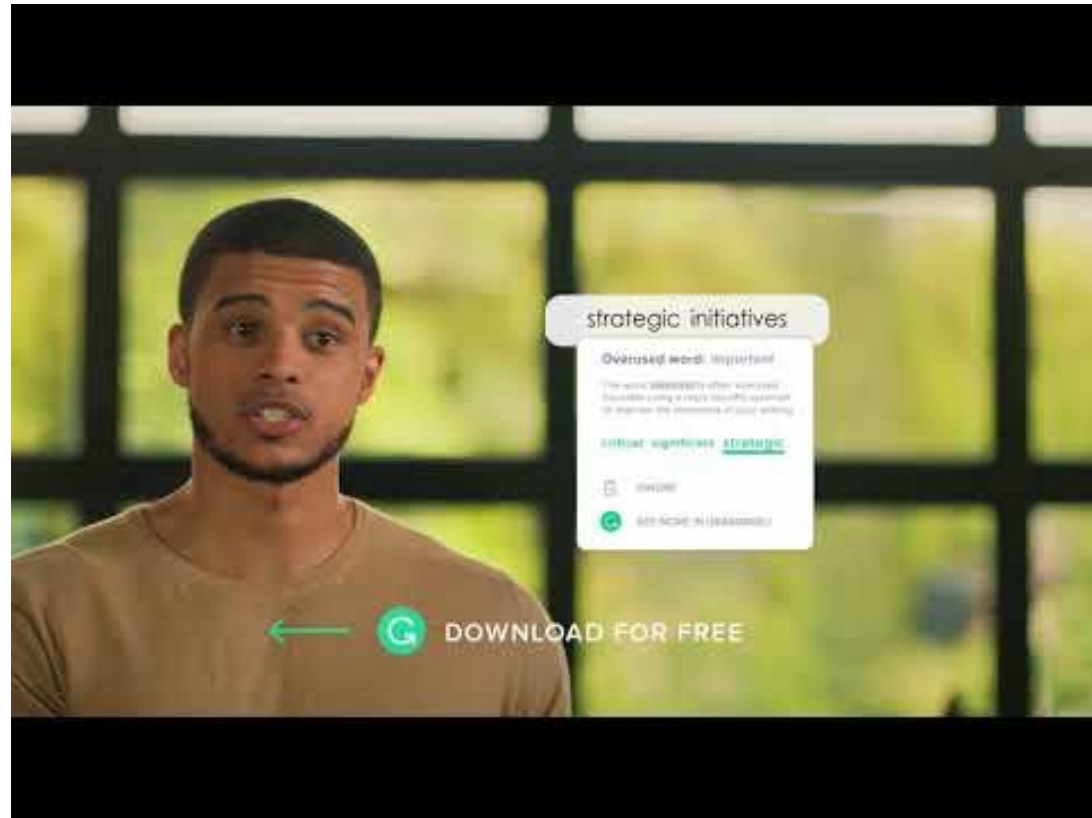
YouTube #2 Adapt to your marketing goal

# The story arc
*for action driven ads*



Climax/Big reveal
*introduce my brand as solution*

Start high
*problem statement*

Offer/resolution
*offer / deal / promotion + call-to-action*

Maintain connection

*explain benefits + features*

More product demonstration/ explanation for those who want it

| Attract | Brand | Connect | Direct | Optional Bonus Content |
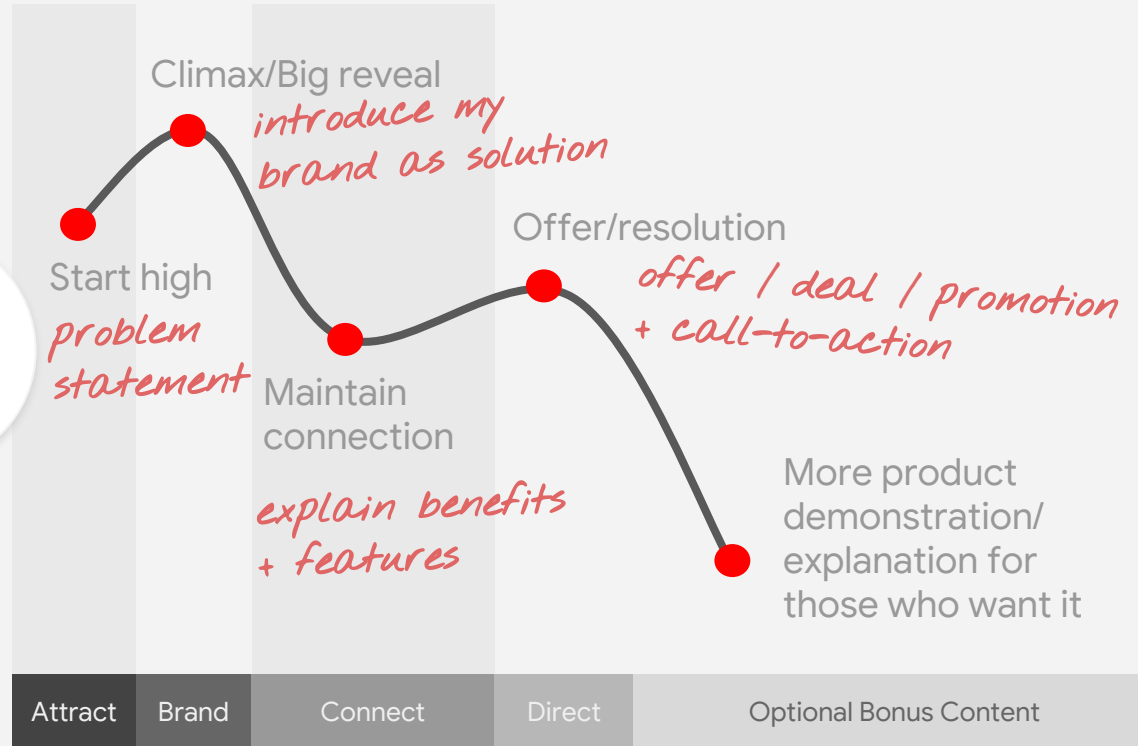
# We see 3 main versions of ads for driving action

'THE EXPLAINER'

Introduce product as solution

Problem statement

Explain benefits/features

Make offer and Call-to-Action

More for those who want it



ZipRecruiter
Job Posted!

The smartest way to hire. | ZipRecruiter.com/More
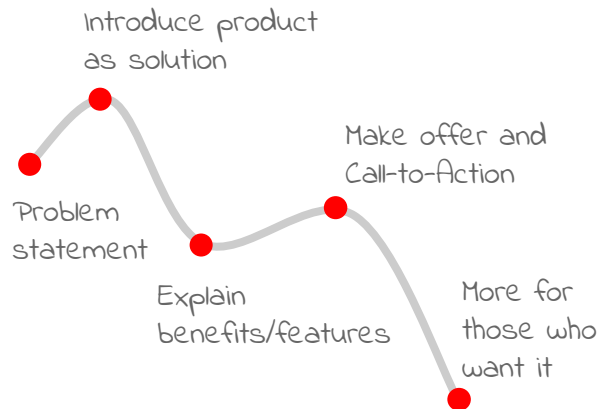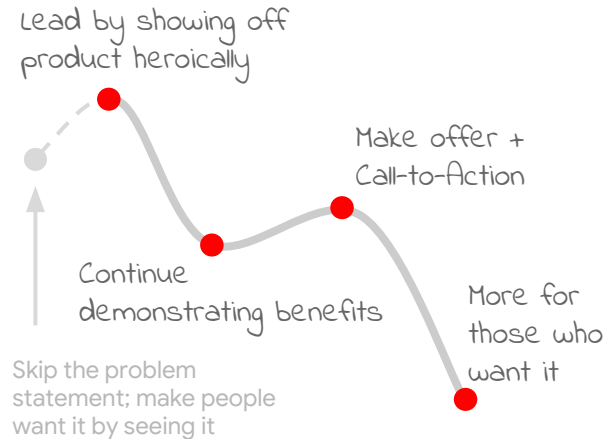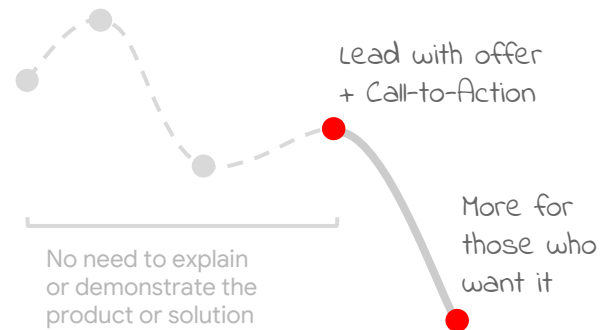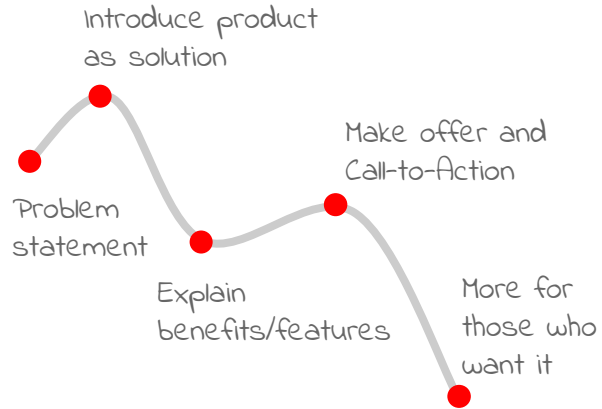
**'The Explainer'** | Ads that explain why the product matters and how it works by opening with a problem statement + solution statement.



## Hotstar

- 🟢 **Attracts** from the start
- 🟢 **Brands** naturally & meaningfully
- 🟢 **Connects** with emotion & storytelling
- 🔴 **Directs** the viewer on what to do

Uses a short, silent bit of narrative as a metaphor for the problem that the product solves

**A -** Hooks attention with characters; establishes problem in :05
**B -** Brands intentionally at end of ad after solution is established
**C -** Quick cuts, short length and strong voice over holds attention
**D -** Missing call-to-action and/or offer



## Purple

- 🟢 **Attracts** from the start
- 🟢 **Brands** naturally & meaningfully
- 🟢 **Connects** with emotion & storytelling
- 🔴 **Directs** the viewer on what to do

Uses humor to establish several problem statements for a product you didn't know you needed

**A -** Creates curiosity with a question & unusual demonstration
**B -** Heroically, naturally introduces brand as solution to problem
**C -** Mixes humor, quick pacing, & compelling product footage
**D -** Missing CTA and/or offer



## ZipRecruiter

- 🟡 **Attracts** from the start
- 🟢 **Brands** naturally & meaningfully
- 🟡 **Connects** with emotion & storytelling
- 🟢 **Directs** the viewer on what to do

Leverages testimonial from user to illustrate the problem, introduce & endorse the results of the site

**A -** Uses a familiar face; tighter framing could improve ad
**B -** Integrates the brand early & naturally
**C -** Man speaks directly to the audience, but could leverage music and increase pacing to improve ad
**D -** Clearly highlights an offer and has a clear CTA to visit site

Creative examples of **'The Product Demo'** | Ads that show (and tell) what makes the product great right from the start.
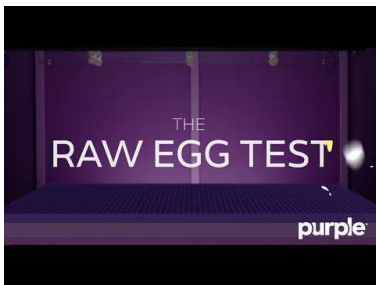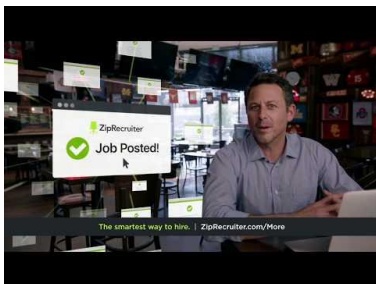
## Purple

🟡 **Attracts** from the start
🟢 **Brands** naturally & meaningfully
🟡 **Connects** with emotion & storytelling
🟢 **Directs** the viewer on what to do

Brings to life the unboxing experience of their product through a very simple/ lo-fi spot

**A -** Tight framing on product & engaging music to retain attention
**B -** Product presented in a relevant way to show ease of unboxing
**C -** Uses fast pacing to establish a connection
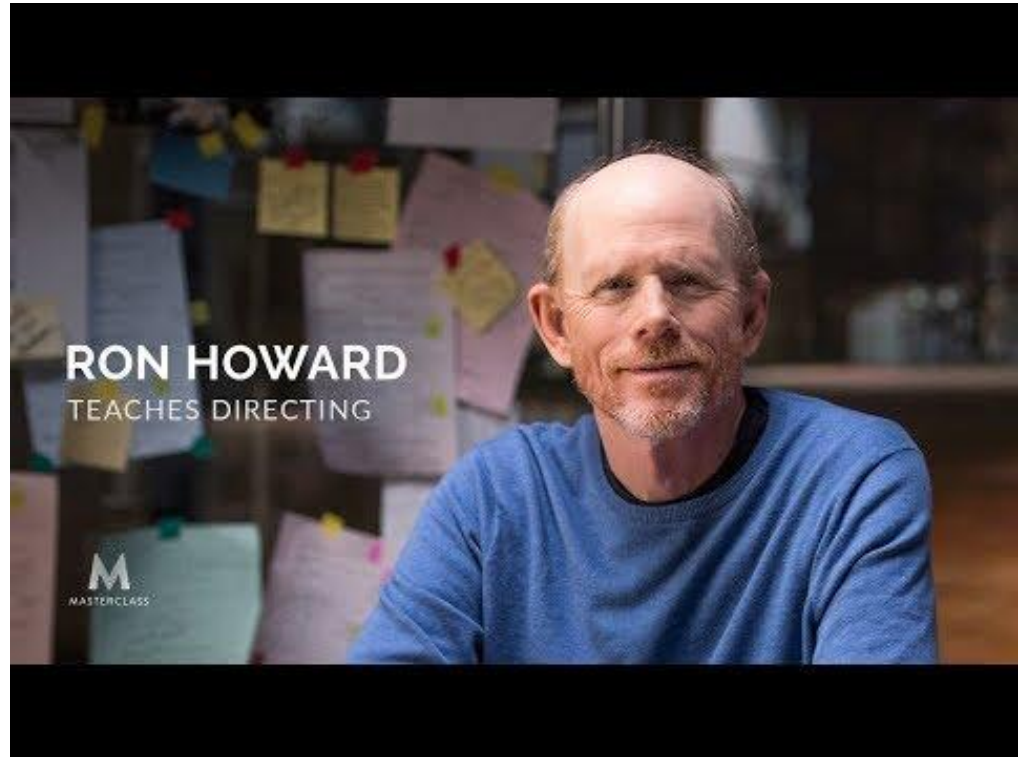**D -** Clear CTA to the site for more info

## Masterclass

🟢 **Attracts** from the start
🟢 **Brands** naturally & meaningfully
🟢 **Connects** with emotion & storytelling
🟡 **Directs** the viewer on what to do

This spot is an enticing preview of Masterclass' subscription video content; in this case, length works

**A -** Piques curiosity with celebrity speaking directly to viewers
**B -** Brand is naturally introduced once your attention is hooked
**C -** Here, longer works; emotion & drama leave you wanting more
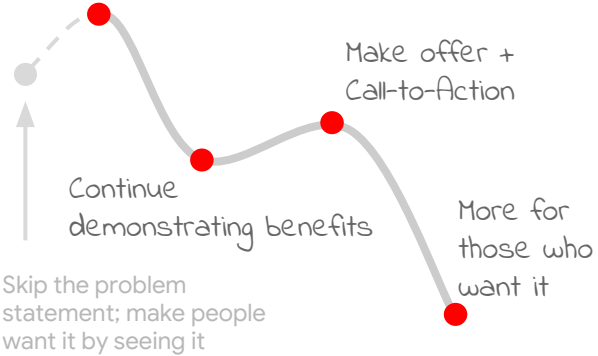**D -** CTA is not explicit, but easily implied from the context

## Fortnite

🟢 **Attracts** from the start
🟡 **Brands** naturally & meaningfully
🟢 **Connects** with emotion & storytelling
🟢 **Directs** the viewer on what to do

Focuses on in-game experience & footage, mixed with clear supper to hero product

**A -** Tight framing and engaging music to hook from beginning
**B -** Uses in-game footage to brand, could mention brand to reinforce association
**C -** Fast pacing and lively music to create connection
**D -** Clear CTA to "play now"

'THE STRAIGHT OFFER'

No need to explain or demonstrate the product or solution

Lead with offer + Call-to-Action

More for those who want it

# 'The Straight Offer'

Ads based entirely around presenting an offer, promotion, deal or sale -- no need to explain or demonstrate the product.



## Purple

- Attracts from the start
- Brands naturally & meaningfully
- Connects with emotion & storytelling
- Directs the viewer on what to do

### Leverages a seasonal event to communicate its offer in a unique and humorous way

A - Frontloads the offer & communicates it through a relatable face, leaves "good to know" content after the offer is presented
B - Introduces product unexpectedly, subtle logo
C - Actor addresses the audience directly & increases pacing once offer is revealed
D - Clear offer message, CTA at the end to visit site and purchase



## Yoox.com
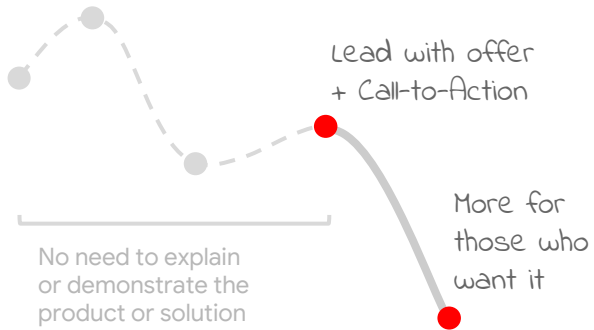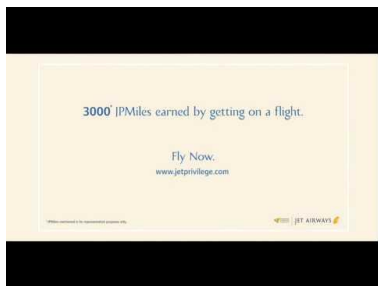
- Attracts from the start
- Brands naturally & meaningfully
- Connects with emotion & storytelling
- Directs the viewer on what to do

### Uses music and fun visuals to convey sense of urgency to take advantage of offer

A - Uses tight framing in the beginning to catch attention
B - Brand introduces the offer and then has a subtle logo
C - Builds sense of urgency to the offer through increased pacing in music towards the end and countdown clock
D - Clear offer displayed, but no CTA to visit site



## JetPrivilege

- Attracts from the start
- Brands naturally & meaningfully
- Connects with emotion & storytelling
- Directs the viewer on what to do

### Uses quick pace, tight shots and humor to build a relatable story and frame the offer

A - Close shots of and associated audio cues help establish ad and attract attention
B - Introduces brand naturally half way through & again at the end
C - Quick pacing and humorous situation makes ad relatable
D - Has clear offer, supers could be bigger to improve experience

YouTube #3 Make it work on Mobile

# Remember to build for mobile screens

do this

not this
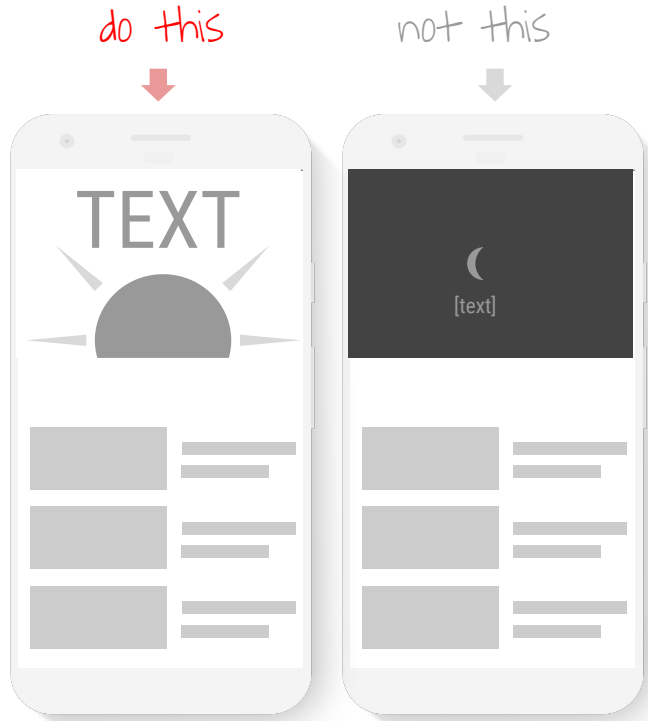
TEXT

[text]

- Fast cuts & pacing

- Bright/ high contrast footage

- Close cropping

- Big text/graphics

The evolution of blending.

# Aggressive edits +15% in brand awareness.



Original at sec.5

Original at sec.7

Original at sec.22

Edit at sec.5

Edit at sec.7

Edit at sec.22

Watch your ad like your consumer would
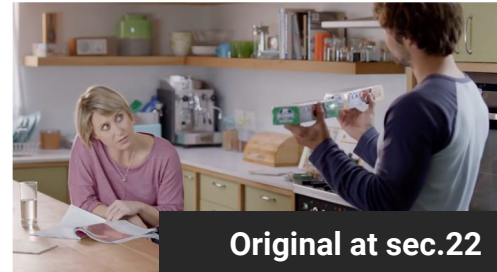
# To sum it up
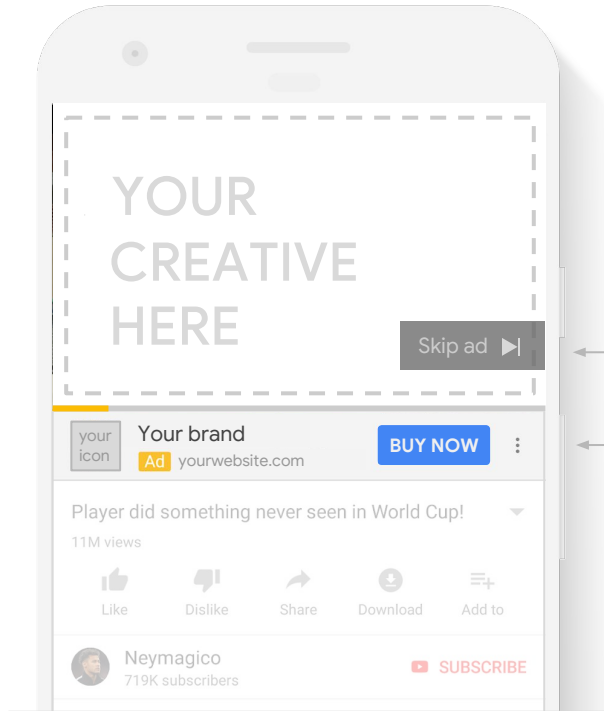


### Viewers have a skip button ⏭

TrueView for action ads give viewers choice to skip after 5 seconds, which rewards ads that capture attention right away.

### Viewers can take action immediately  **BUY NOW**

TrueView for action ads have a customizable button that lets viewers click and take action. So, have a clear call-to-action.

### Viewers have intent to buy  G

With signals from across Google Search, Maps, and more, you can reach audiences on YouTube who are already searching for what you sell or are likely to buy based on shopping patterns and life stage.

### Viewers have sight and sound  👁 + 🔊

95% of YouTube video ads play in-view and with sound on.

# Use the power of **sight and sound** for your campaign impact

**95%** of all ads on YouTube are **viewable**

**95%** of all ads on YouTube are watched with **sound**

Differences in
**brand awareness** vs. control
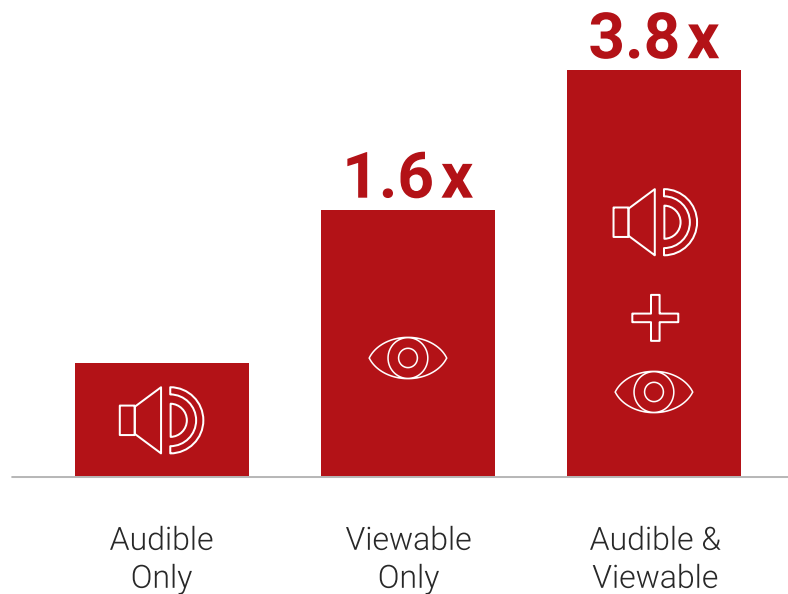
**3.8x**

**1.6x**

Audible Only

Viewable Only

Audible & Viewable

It's your turn now!
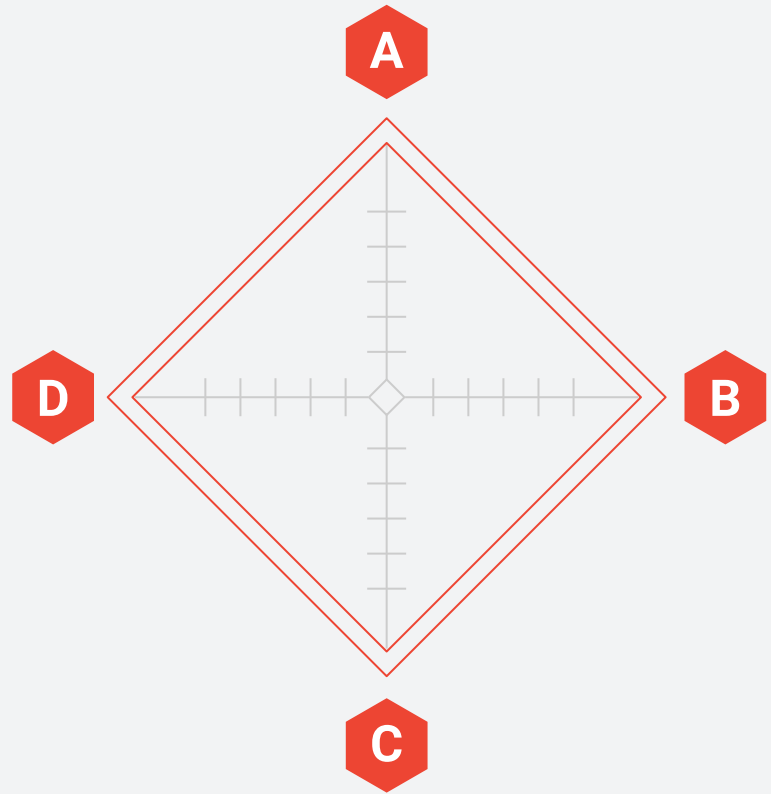
# TrueView
# ideation flow

|  | By yourself<br>(5 -10 mins) |  | As a team<br>(15 -20 mins) |  |  | Entire group<br>(2 mins/team) |

## 1
Focus on the creative concepts at hand

## 2
**First burst: come up with as many additive content ideas as possible and write them down!**

Consider the ABCD creative principles and how they may strengthen your creative idea on YouTube

It's about quantity over quality. Don't overthink, just get all your ideas out on paper! You'll refine them later.

## 3
**Share-back: share your best 2-3 ideas with your team**

Explain how the content idea could work with the existing creative and why you like it/think it could be effective

## 4
**Narrow Down: as a team pick the 3-5 most promising ideas to refine**

Consider which ideas are most on brief, most compelling, and are executionally turnkey.

Maybe several ideas can be combined into one larger idea?

## 5
**Refinement: brainstorm ways to bring 2-4 ideas to life for each execution**

What do you say/show in the first 5 seconds to draw attention, what do you say in the remainder of the spot?

How can you add info cards to drive your watch time or make make the spot more interactive?

Can you break the ideas into sequential storytelling or does it live as one spot?

## 6
**Present: pick 1 person to present the group's best ideas**

Share the brief topic for each idea, it's title, description and how it could come to life.

Also share why it's compelling, additive to the creative and feasible to execute!

## 1 Wins the first 5 seconds; attracts attention from the start

Do the first 5 seconds capture the brand, essence of the message and a hook to keep watching?

## 2 Call to action

Does the video end with a clear call to action?

Does the end frame have a link, visual cue or offer to further enhance action?

**3** Plan for a small screen, mobile portrait view

Is the text used in the video visible?

Is your logo visible?

Is your product visible?

Are you using supers to emphasize your message?

4

Brand:
don't be shy

Does the brand make an upfront entry - in the first 5 seconds?

Does your logo appear appropriately and is it not covered?

Does your product/logo appear seamlessly within the video?

5 **Unique selling proposition**

Is there only one USP at a time in the video?

Is the USP apparent and relevant?

6 **Audio**

Get your customer to hear not just see

# YouTube creative scorecard

Wins the first 5 seconds;
attracts attention from the start

Clear on what the audience should do

Brand early and often

Call to action in voice over

Branding is authentic and natural

Fast pacing/rhythm/cuts;
appropriate length

Brand in voice over

Close cropping & bright footage

Creates connection

Super-graphics/text are big
and well-positioned in the frame

Measurement
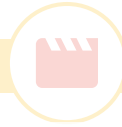
Creatives

Campaign
setup

# Unlocking video as a business driver



### Reach your **Audience**

Target your audience using powerful **intent signals**



### Enable **Engagement**
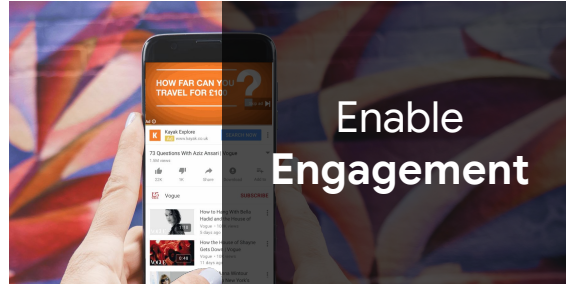
Convert action using new **Direct** Response formats



### Measure **Results**

Understand your results using our powerful cross device tracking and measurement.

# 3 levers: video as a performance driver



**Reach your Audience**
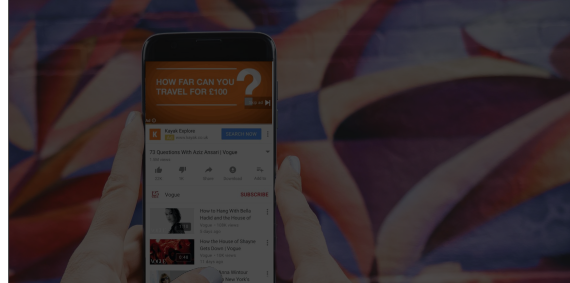
Target your audience using powerful **intent signals**

# 7 Properties

with 1B+ users each

# YouTube plugs in to the bigger Google ecosystem
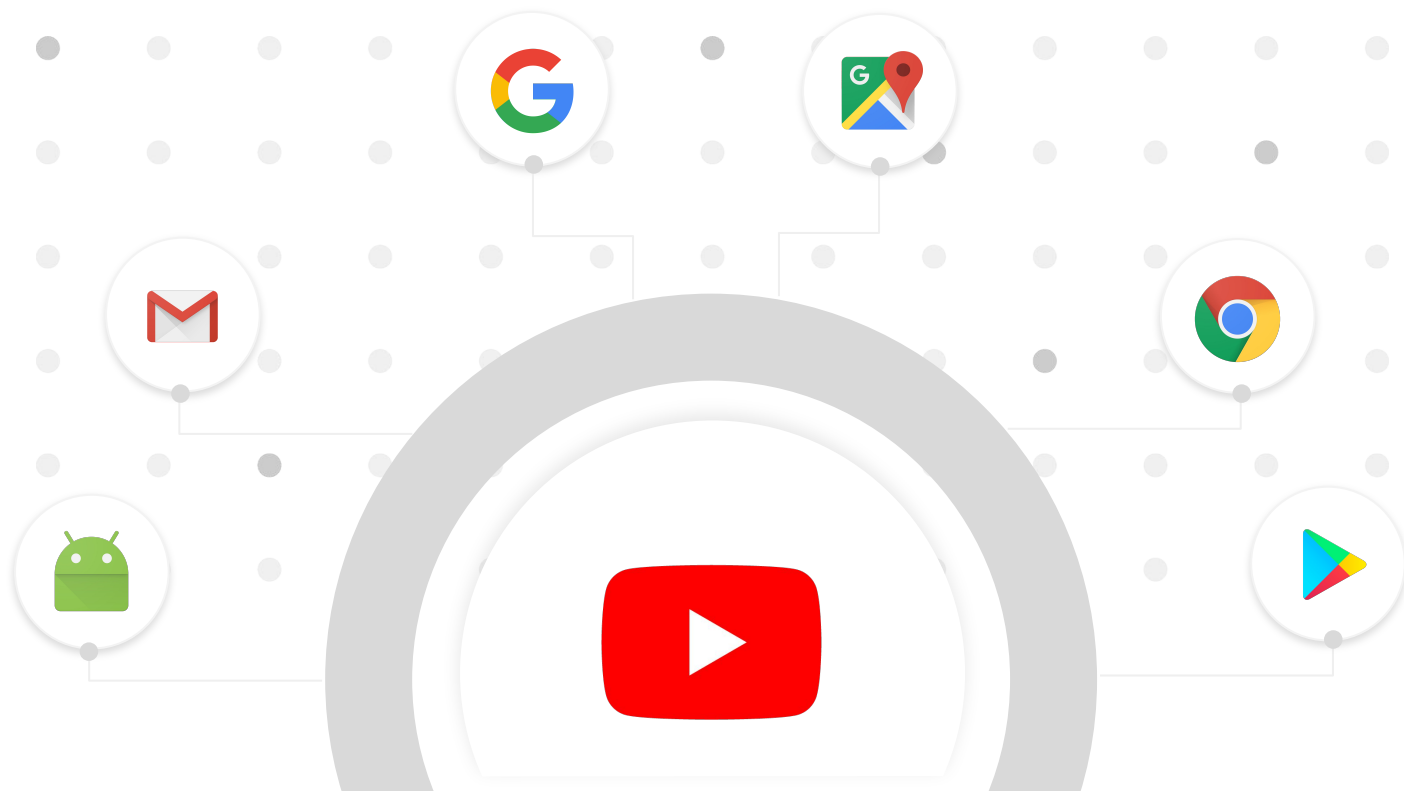
# Deliver more relevant, personalized ads with Google

## Identity
### *Understand who people are*

7 properties with 1B+ users, helping your brand reach users as they move between devices

## Intent
### *...and what they want*

Leverage intent-rich signals from Google Search, Maps and more, with the power of video on YouTube

## Intelligence
### *Predict what they'll find most useful*

Google's expertise in machine learning can help predict who is most likely to engage with your brand, and ultimately convert

*Note: Will not apply to people who've chosen not to see personalized ads*

Google

# Reach the users in every stage of the consumer journey

## Detailed Demographics

Parental Stages

Household Income

Homeownership Status

Marital Status

Education

Employment

## Interests & Habits

**Affinity**

**Custom Affinity**

Consumer Patterns

**Topics**

Keywords

Specific channels, videos

## Intent & Action

**Life Events**

**In-market**

**Custom Intent**

**Remarketing**
Videos · Website · Similar Audiences

**Customer Match**
Email · Address · Phone · Similar Audiences

# Campaigns that use Google intent signals are delivering
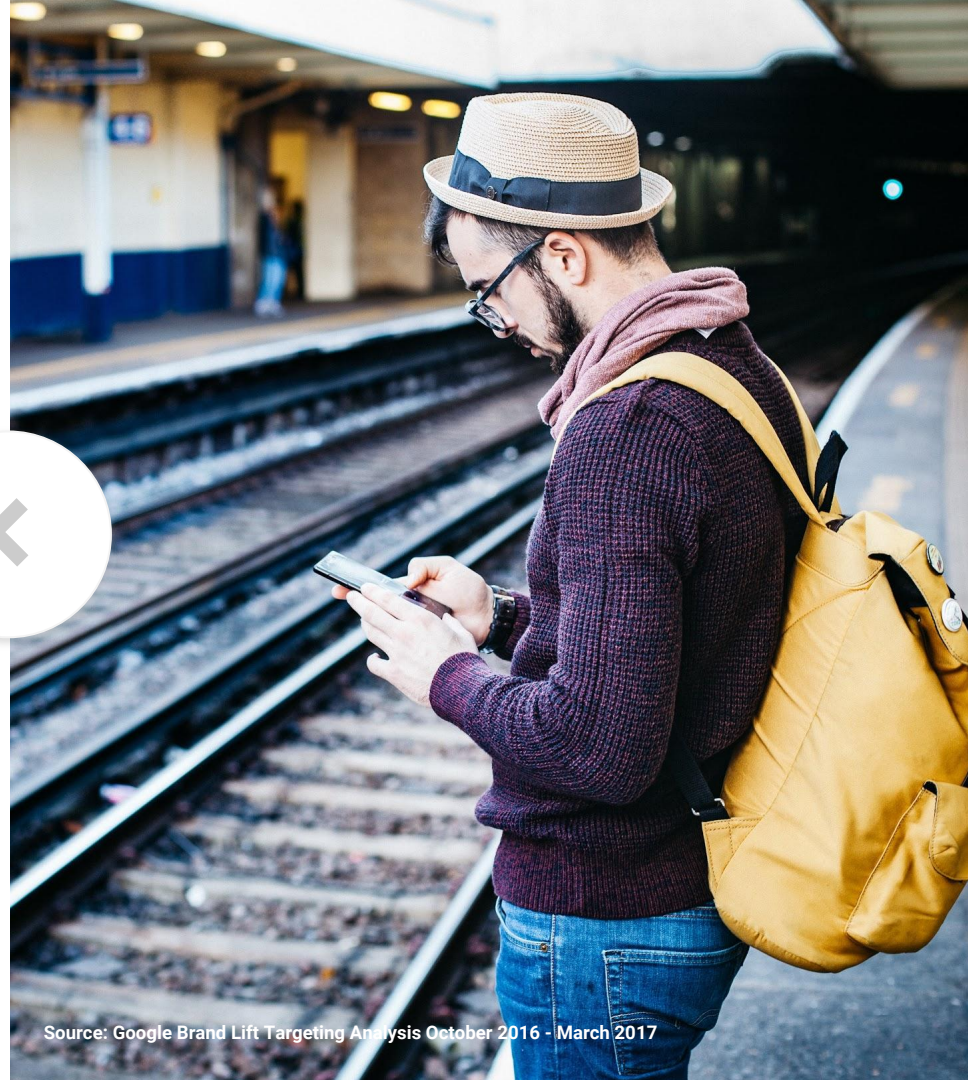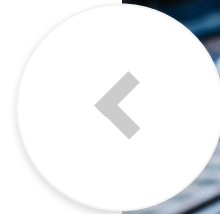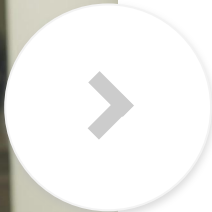
## 20%
higher Ad Recall lift

## 50%
higher Brand Awareness lift

relative to campaigns that only use demographic targeting

**30%**
higher Conside-
ration lift

**50%**
higher Purchase
intent lift

**compared to the same ads
served with demo signals alone**

# But YouTube can drive actions too

# 1.8B

conversions generated by YouTube ads over the past 12 months, a 150% increase YoY
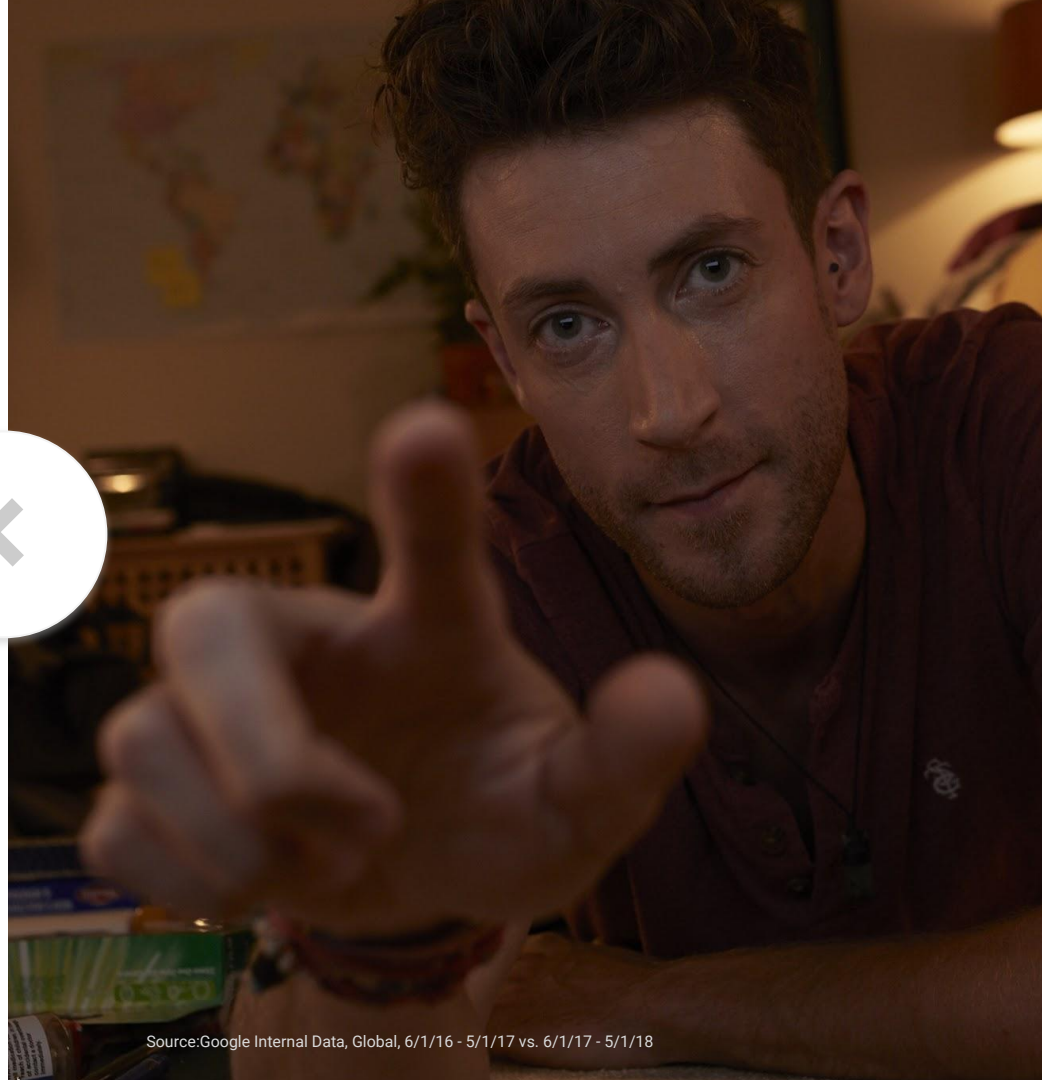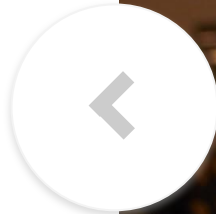
# Target your potential customers across the funnel

**DETAILED DEMOGRAPHY**

Age, Gender
Parental Status, Marital Status
Education
Home ownership

**INTERESTS & HABITS**

Light TV Viewers
Consumer Patterns
(Custom) Affinity

**INTENT**

In Market
Life Events

**ACTION**

Custom Intent
Remarketing
Customer Match
Similar Audience

# Using the new signals, we've built new & improved targeting

**NEW**

Life Events

Reach people during major life milestones, you can target them before and after the event

Example: Business creation, moving, getting married and more.

**NEW**

Custom Intent

Reach people who are actively researching your product on Google Search to drive action

Example: Searched for "get credit" and didn't convert.

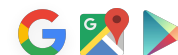**IMPROVED**

Strong In-Market Segments

Existing in-market segments are more accurate and reach +15% more people now that we've added signals from

Example: Motor Vehicles (New), Auto Loans, Digital SLRs, Residential Properties (For Sale)

# Who are your site visitors?

Relevant audiences
People in this remarketing list are most often associated with the following audiences

## IN-MARKET AUDIENCES

| | In-market audience | Index | Size | Added to |
|---|---|---|---|---|
| ☐ | Beauty Products & Services<br>Bath & Body Products | **4.3x** | 2M - 2.5M | None |
| ☐ | Financial Services > Credit & Lending<br>Mortgage | **4.2x** | 2.5M - 3M | 1 ad group, 1 campaign |
| ☐ | Financial Services > Financial Planning<br>Retirement Planning | **3.7x** | 4M - 4.5M | None |
| ☐ | Home & Garden > Home & Garden Services<br>Interior Design & Decorating Services | **3.7x** | 3M - 3.5M | 4 campaigns |
| ☐ | Financial Services<br>Financial Planning | **3.6x** | 4.5M - 5M | 1 ad group |
| ☐ | Real Estate<br>Commercial Properties | **3.5x** | 3.5M - 4M | None |
| ☐ | Financial Services<br>Tax Services | **3.2x** | 5M - 5.5M | None |
| ☐ | Travel > Trips by Destination > Trips to Europe<br>Trips to Hungary | **2.6x** | 7.5M - 8M | None |
| ☐ | Financial Services<br>Insurance | **2.6x** | 6.5M - 7M | None |
| ☐ | Financial Services<br>Banking Services | **2.6x** | 8M - 8.5M | 2 ad groups, 1 campaign |

## AFFINITY AUDIENCES

| | Affinity audience | Index | Size | Added to |
|---|---|---|---|---|
| ☐ | News & Politics > Avid News Readers<br>Women's Media Fans | **2.4x** | 10M - 15M | None |
| ☐ | News & Politics > Avid News Readers<br>Avid Business News Readers | **2.3x** | 8M - 8.5M | 1 ad group |
| ☐ | News & Politics > Avid News Readers<br>Avid Local News Readers | **2x** | 10M - 15M | None |
| ☐ | Media & Entertainment > TV Lovers<br>TV Drama Fans | **2x** | 9.5M - 10M | 5 ad groups |
| ☐ | Shoppers<br>Bargain Hunters | **1.7x** | 15M - 20M | 6 ad groups |
| ☐ | Food & Dining > Cooking Enthusiasts<br>Aspiring Chefs | **1.7x** | 15M - 20M | None |
| ☐ | Banking & Finance | **1.7x** | 15M - 20M | 4 ad groups |
| ☐ | Banking & Finance<br>Avid Investors | **1.7x** | 15M - 20M | 3 ad groups |
| ☐ | Lifestyles & Hobbies<br>Shutterbugs | **1.6x** | 10M - 15M | None |
| ☐ | Shoppers<br>Luxury Shoppers | **1.6x** | 15M - 20M | 5 ad groups |

Source: Google Ads OTP HU Main account

# Unlocking video as a business driver





Enable
**Engagement**

Convert action using new **Direct Response formats**

# Leverage ad formats for different user experiences



▶️ TrueView Ads

Visit Advertiser

Ad  0:45     Skip ad ▶|
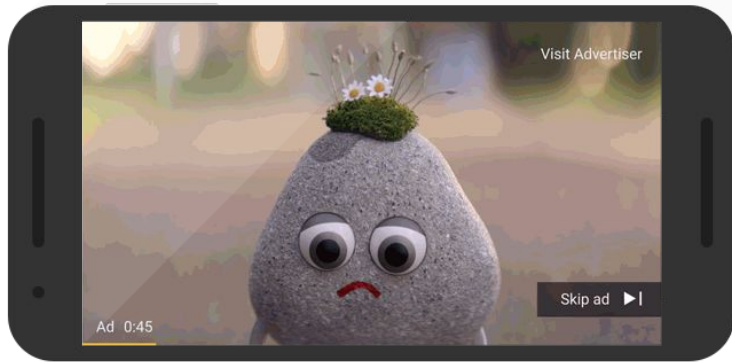
## :20/:30/any

Give viewers choice to watch, and only pay
when they actually choose not to skip.



▶️ Bumper Ads

I'm excited to meet everyone.

Synonyms for *excited*:

thrilled   eager   nervous
delighted   psyched

SEE MORE IN GRAMMARLY
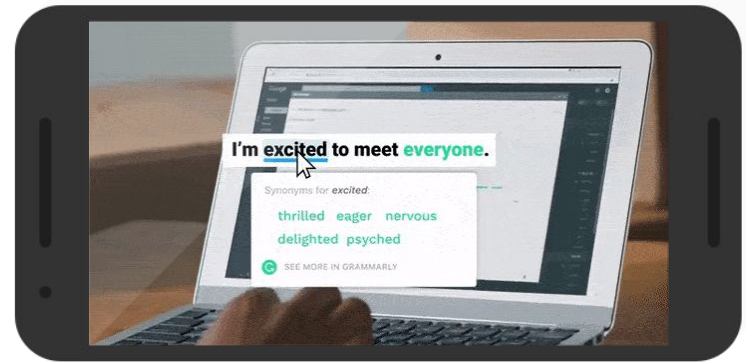
## :06

Short, snackable ads -- the perfect length to
share an effective message while respecting
shorter attention spans.

The tendency to force the **old** into the **new**
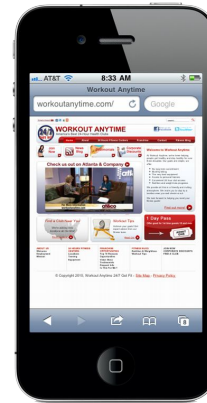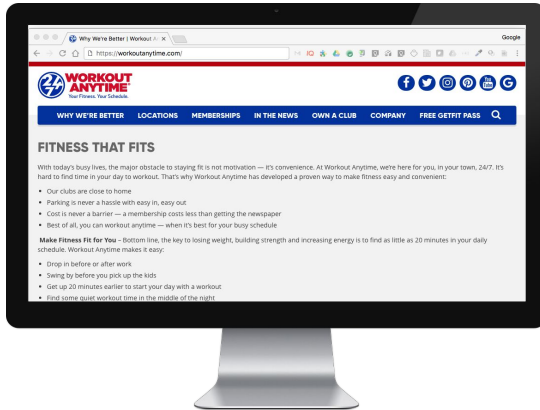
Having a mobile presence
circa 2008

YTA

▶ I You Tube

# The tendency to force the **old** into the **new**
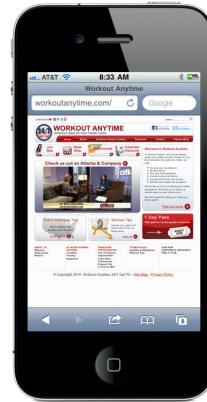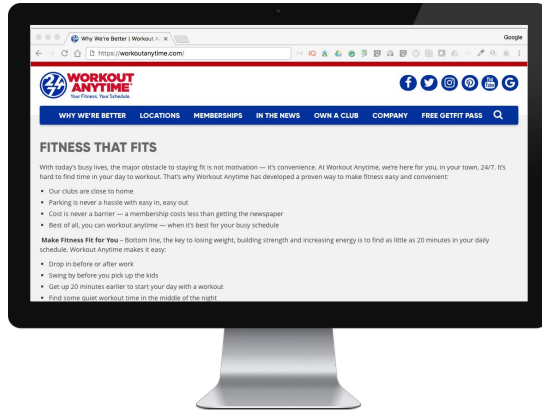
Having a mobile presence circa 2008

Optimized for mobile circa 2013

What does it mean to be **natively mobile**?
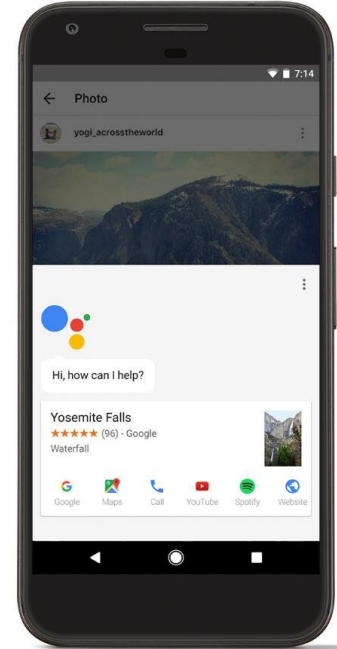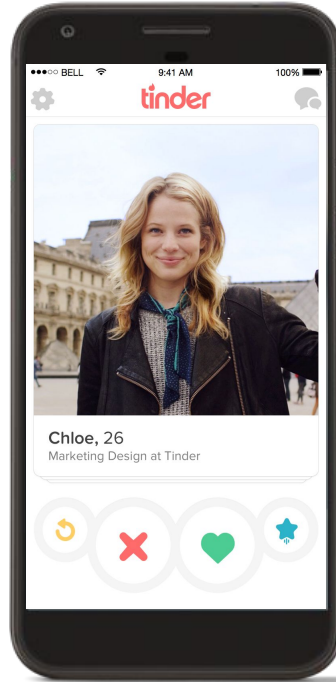
# A word of caution...

Beware the traditional
long-form cutdown

6 SECOND ADS

# A new way to do advertising on YouTube

▶ TrueView Ads
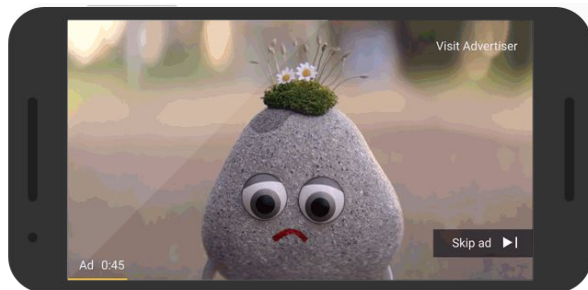
## Views
Get as many **views** as possible: Optimize the ads to show more to users who chose to finish the view.

## Reach
Get as many **unique users** as possible: Optimize the ads show to unique users with lower frequency.

## Action
Get as many **conversions** as possible: Optimize on the conversion rate of your chosen action type.
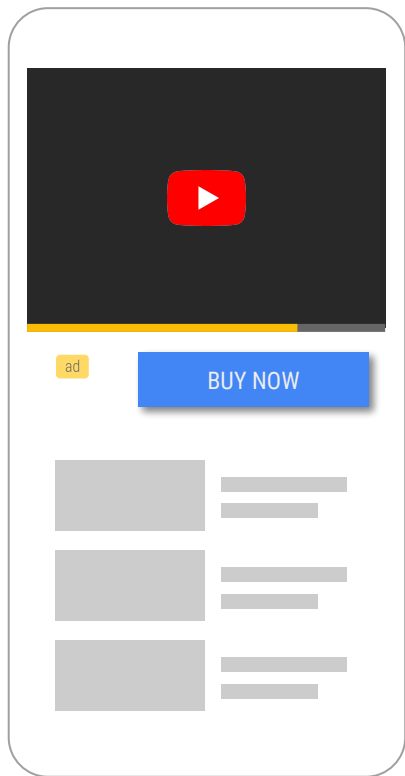
Target CPA bidding

And, optimize your video campaigns to a target cost per acquisition with new automated bidding

*Target CPA bidding is exclusively available with the new TrueView for action video ad format that drives clicks & conversions.

With new extensions to drive action directly from the video
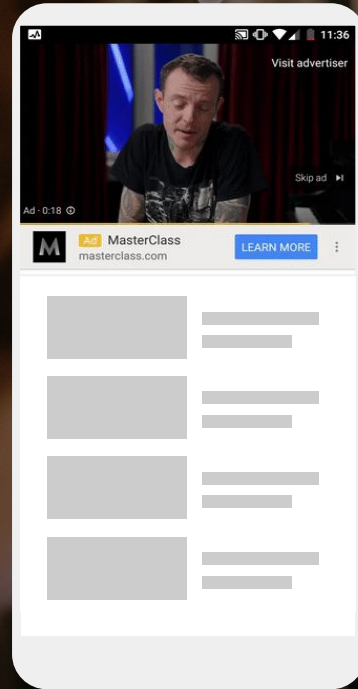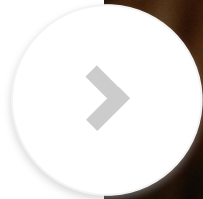
drive clicks/ conversions

It's a new way to do advertising on YouTube

**Site visits**

**Product page views**

**Sales**

BROWSE

COMPARE

BUY

Google

# TrueView teaches MasterClass how to increase signups

**MASTERCLASS**

Online Education Platform
masterclass.com

## The challenge

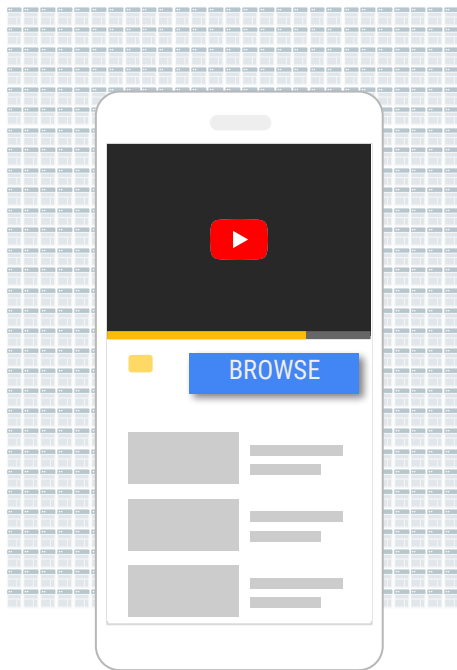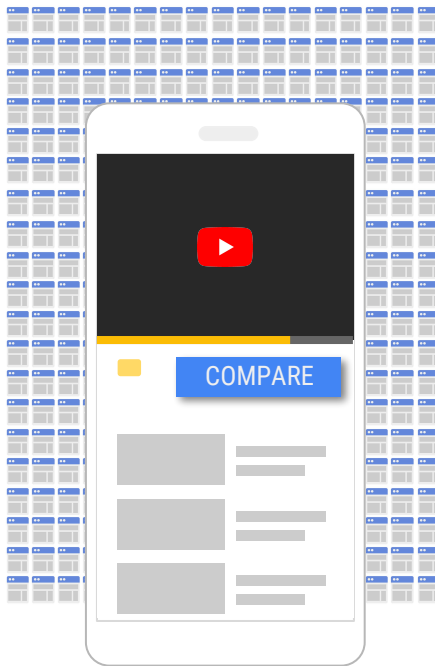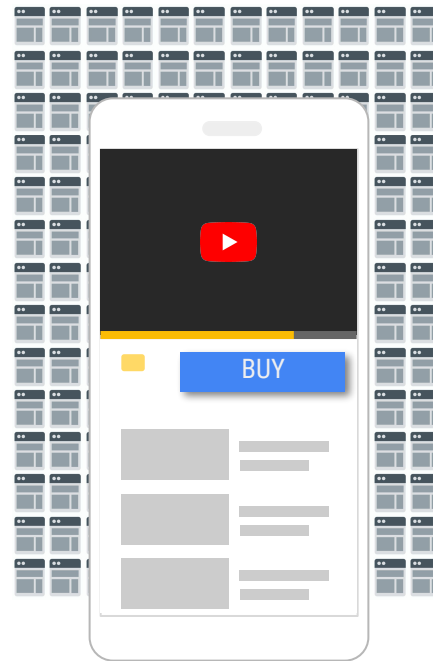Whether you want to learn how to take the perfect photograph, how to improve your cooking or how to bluff at poker, Masterclass, an online education platform, can teach you. They bring in world-class experts in their field to educate students situated all around the world. Masterclass wanted to increase the number of students enrolling in their online classes all whilst reducing their Cost per Acquisition (CPA).

## The approach

To achieve the growth Masterclass were looking for, they implemented a number of different Google products, paying specific attention to their YouTube platform. They utilised a TrueView for action campaign to drive leads and included prominent calls-to-action that made their videos more engaging, funnelling viewers to their site. By doing this they were able to generate a higher clickthrough rate (CTR) through targeting users who were already engaging with their brand.

## The results

Masterclass immediately began to see positive results. In comparison to a standard TrueView campaign, Masterclass' CTR increased by 104%. Alongside this they witnessed their class signup numbers rise by 143%. By successfully implementing these Google products and through engaging with their online audience, they were able to achieve these results whilst simultaneously managing to decrease their CPA by 24%.

" The TrueView for action is a major step in the right direction. The 2x improvement in CTR opens the door for more performance-driven marketing on YouTube."

—*Reid Benson, Senior Marketing Director*

**104%**
CTR increase

**24%**
CPA decrease

**143%**
Increase in class signups

**YouTube**

# Possible campaign setup based on a goal

| Goal | Targeting | Ad format | KPI | Goal |
|---|---|---|---|---|
| **Drive downloads from new users** | Relevant audiences-affinity + in-market + custom intent + topics | TrueView for Action optimizing on downloads | Downloads, CPA, ROI | Drive downloads |
| **Build awareness for new users** | Wider audience - affinity + in-market + custom intent + topics | TrueView for Reach | Unique users, Awareness uplift | Drive awareness |
| **"Brandformance"** | Wider audience - affinity + in-market + custom intent + topics | TrueView for Action optimizing on site visits | Site visits after video (direct response), Awareness uplift | Drive site visits, increase awareness |
| **Cross sell** | Current customers of one product (desktop) | TrueView for Action optimizing on site downloads | Downloads, CPA, ROI | Drive loyalty, specific products |

# And what about you campaign?

| Goal | Targeting | Ad format | KPI | Goal |
|------|-----------|-----------|-----|------|
| **TBD** | ... | ... | ... | ... |
| **TBD** | ... | ... | ... | ... |
| **TBD** | ... | ... | ... | ... |
| **TBD** | ... | ... | ... | ... |

# Quiz time!

# Putting it all together

# Next steps:

What's going to happen next?

**Measurement:** Tracking settings (Floodlights?, Google Ads tags)
Google Ads setup: separate account for Video measurement (Campaign Manager?)
Lift measurement?

**KPIs:** Decide on the goal of the campaign. Set appropriate KPIs.

**Creatives:** Analyze previous creatives based on today's learnings.
Run creative design sprint, brief creative agency on ABCD.

**Campaign planning:** Research audiences, (Reach Planner), set budget.

Thank you!

# Bonus!
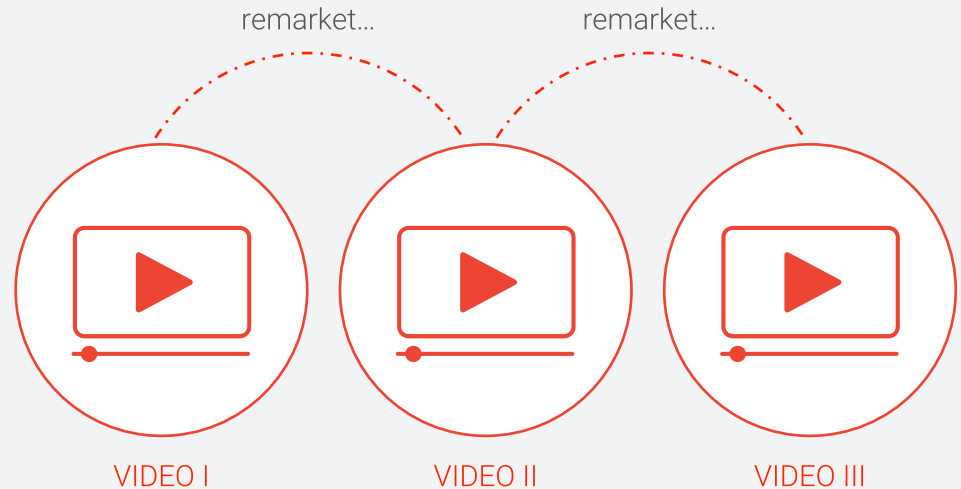
# Plan your **reach**

| Target audience ⓘ | Location | Gender | Age | Audiences | Parental Status |
|---|---|---|---|---|---|
| | Hungary | All | 18+ | None | All |

Media plan settings    Flight date: **Oct 1 – 28, 2018**   Frequency cap: **None per day**   Devices: **All**   Networks: **YouTube and GVP**   Currency: **HUF**

Minimum effective frequency: 1 ▾ ⓘ   Denominator: Census Population ▾   ⓘ

## Your plan can reach **40%** of people 18+ in Hungary for **Ft10.9M**
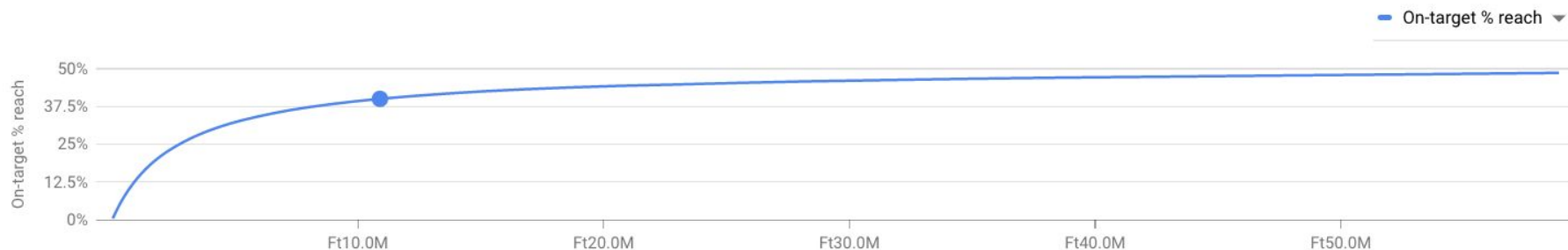


On-target % reach ▾

| On-target reach ⓘ | Avg. Frequency ⓘ | CPM ▾ ⓘ | Census TRPs ⓘ | Census CPP ⓘ | Census Population ⓘ | YouTube Population ⓘ |
|---|---|---|---|---|---|---|
| 3.23M | 5.56 | Ft576 | 223 | Ft48.9K | 8.06M | 5.24M |

▶ YouTube

# Ignition Labs is a resource to help you transform and optimize your creative for YouTube
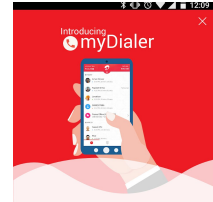


TVC to 10 seconds

**L'Oreal**



Display ad to 15 seconds

**UberEats**



Search to Bumper

**Headout Moulin Rouge**



App download to Bumper

**Airtel**

Google
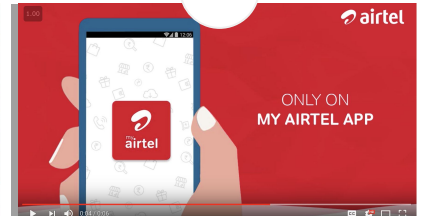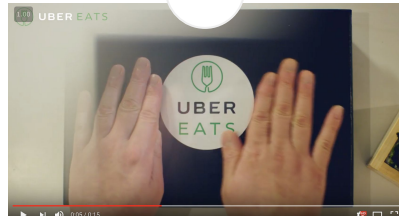
# Thank you!
# (for real)

appendix

How to optimize channel content

# METADATA: *Title*

Make it compelling – this is your video's headline. If it showed up in a search, would you click on it?

- ❏ Always represent your content accurately.
- ❏ Offer keywords first, branding at the end.
- ❏ For serial content, add the episode number to the end of the title.
- ❏ Update video titles so they continue to grab views.

# METADATA: *Title examples*
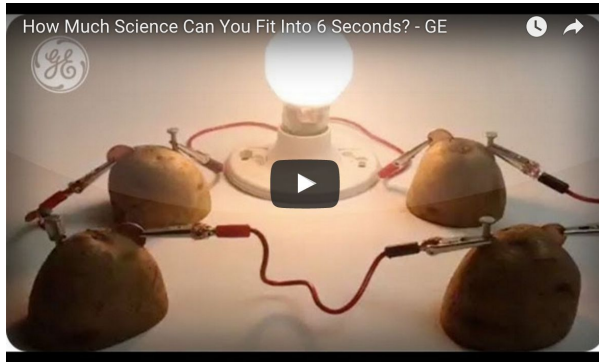


**COMPELLING TITLE:**

*GE: How much science can you fit into 6 seconds*



**INFORMATIVE, KEYWORDS-FIRST TITLE:**

*LEGO® Star Wars™ - A Yoda Christmas*
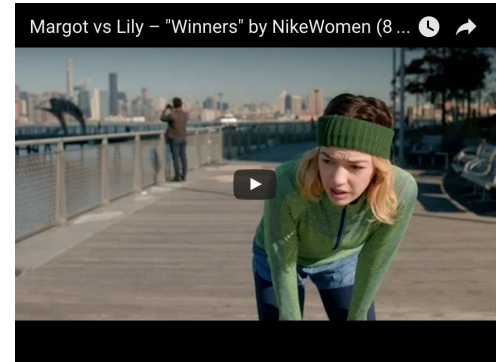


**SERIES TITLING:**

*Margot vs Lily – "Winners" by NikeWomen (8 of 8)*

You Tube

# METADATA: *Description examples*



Published on Feb 4, 2013
Visceral Games built the horrific, immersive environm
elements that create a reality for terror to exist in.

Go behind the scenes in our exclusive video above.

Episode 1: Behind The Scenes of Crysis 3
http://www.youtube.com/watch?v=rdGmH2...

Episode 2: The Inner Workings Of Dance Central 3
http://www.youtube.com/watch?v=sEYcJT...

Episode 3: Behind The Wheel Of Forza Horizon
http://www.youtube.com/watch?v=BLtgPD...

Episode 4: The Open World of Far Cry 3
http://www.youtube.com/watch?v=WfjbMc...

For more information:
http://thecreatorsproject.com/videos/...

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License       Standard YouTube License

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The Terrifying Sound Design of Dead Space 3: Kill Screen Episode 5

The Creators Project
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84,693

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Published on Jan 30, 2016
In this video I'm talking about all of the things I loved in Jan

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You like beauty hauls? I've got plenty!» https://www.youtub

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SNAPCHAT → Essie_Button
FACEBOOK → https://www.facebook.com/EsteeLalonde
TUMBLR → http://esteelalonde.tumblr.com/
PINTEREST → https://www.pinterest.com/esteelalonde
VESSEL → https://www.vessel.com/EsteeLalonde

PRODUCTS MENTIONED »

Reggie Drawing-THANK YOU SO MUCH!
https://www.etsy.com/uk/shop/Bethanie...

Useful Crystals Calender 2016
http://bit.ly/1JYWSOS

Living Well One Line A Day Five Year Diary

Nails Inc Nail Kale Superfood Base Coat
http://bit.ly/1S4CoWn

Kat Von D Ever Lasting Lipstick in Double Dare
http://bit.ly/1Jjcpt3

NYX Butter Gloss in Apple Strudel
http://bit.ly/1PGdrvQ

L'Oreal True Match Super Blendable Blush in Bare Honey
http://bit.ly/1OH5KFD

What I Know For Sure by Oprah Winfrey

TLC Me
http://www.tlc.com/tlcme/estee-on-tlcme/

*** My sweater was from a boutique store in New York called In God We Trust!

ABOUT ME »
I'm Estee Lalonde and I hail from snowy Canada, but I now live in London, England! You can find me making weekly lifestyle and beauty videos on this channel...expect the occasional blathering tangent. Hit subscribe if you're searching for easy makeup tutorials, cute outfit ideas, beauty product and makeup hauls, easy baking recipes and more!

Category      Howto & Style
License       Standard YouTube License

SHOW LESS

JANUARY FAVOURITES! | Estée Lalonde

Estée Lalonde
Subscribed   1,071,534

267,782

Add to    Share    ••• More        9,941    273

# METADATA*: Description*

**A video description should:**
- ❏ Accurately describe your video in one or two concise sentences.
- ❏ Describe your channel and link to your channel page
- ❏ Drive viewers to subscribe (and include a subscribe link)
- ❏ Link to other episodes or related videos and playlists.

**A video description may:**
- ❏ Include your channel's release schedule.
- ❏ Include links to time-codes in the video for long-form content.
- ❏ Include a recurring keyword tagline. The keyword tagline is a group of sentences that describe your channel. They should include several search-driven keywords. Repeating this tagline in episode descriptions will inform first-time viewers about your channel.

# METADATA: *Tags*

Tags are descriptive keywords that will help people find your videos. Create a set of standard tags for your channel that can be applied to any video you publish (e.g. filmmaking, animation, comedy, "Funny Videos," "Pet Videos," etc).

❏ Include a mix of both general and specific tags.
❏ Use enough tags to thoroughly and accurately describe the video.
❏ Update catalogue videos' tags when new search trends emerge.
❏ Properly format tags to ensure proper indexing of your video.
❏ Include keywords from your title in your video's tags.
❏ List them in order of relevance to the video and try to use the whole 120-character limit.

You Tube

# Sources and inspiration

**YOUTUBE KEYWORD GENERATOR/VIDEO TARGETING TOOL:**
*youtube.com/keyword_tool*

**YOUTUBE TRENDING TOPICS:**
*youtube.com/videos*

**GOOGLE TRENDS:**
*google.com/trends*

# Thumbnails: *examples*

# Thumbnails: *which is the best one?*

# … *and how about now?*

*1*

*2*

*3*

*4*

# Thumbnails

## General guidelines

- ❏ When shooting a video, take shots that will make great thumbnails.
- ❏ Always upload custom thumbnails with the video file.
- ❏ Make sure the thumbnail is not racy.
- ❏ Consider the legibility of your thumbnail at multiple sizes. Thumbnails change size depending on the YouTube placement and device.

## Visual guidelines

- ❏ Use visual cues (colors, images, shapes, personalities) that are consistent with your brand.
- ❏ Clear, in-focus, high-resolution (640px x 360px min., 16:9 aspect ratio)
- ❏ Bright, high-contrast
- ❏ Close-ups of faces
- ❏ Visually compelling imagery
- ❏ Well-framed, good composition
- ❏ Foreground stands out from background
- ❏ Looks great at both small and large sizes
- ❏ Accurately represents the content

# Youtube cards: *examples*
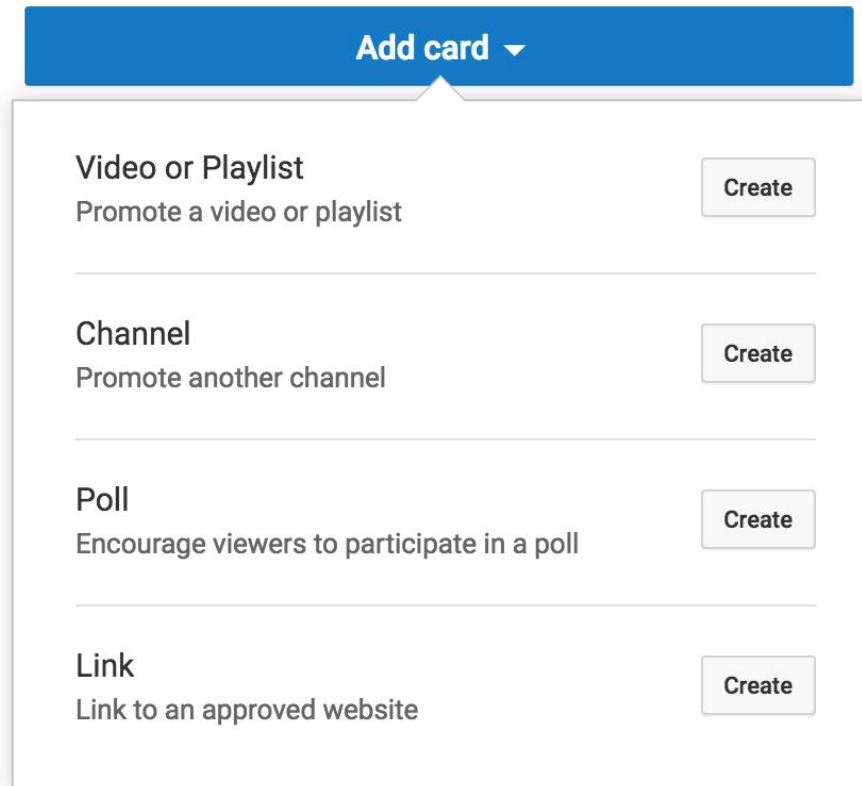
# Youtube cards

**Best practices**

❏ When appropriate, set cards to open a new window when clicked. Be careful! Don't take viewers away from a video too soon.

❏ Cards at the end of a video should open in the same window.

# End screens: *coming soon!*
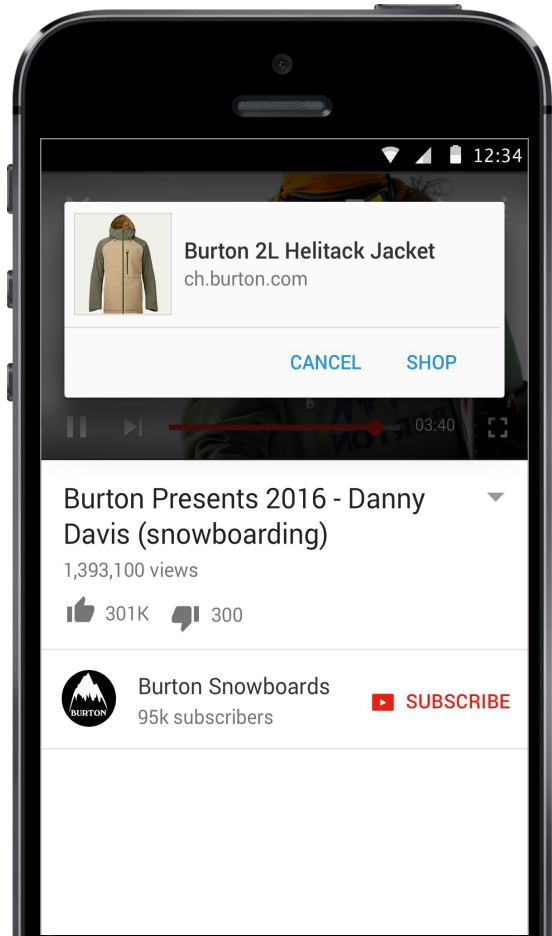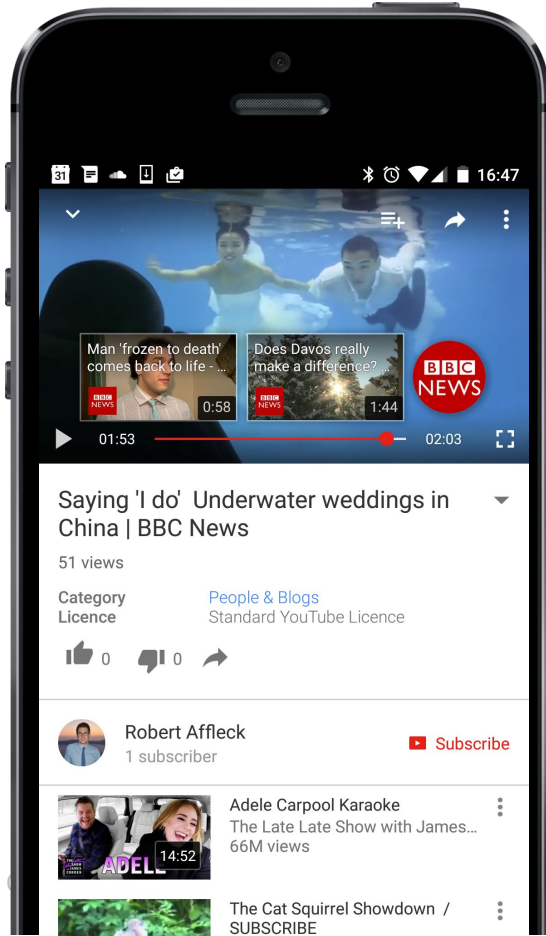
# Playlists: *examples*


All About Eyes — 16 VIDEOS
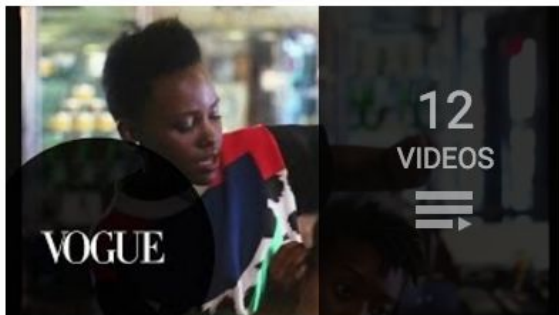

VOGUE — Vogue Original Shorts — 12 VIDEOS
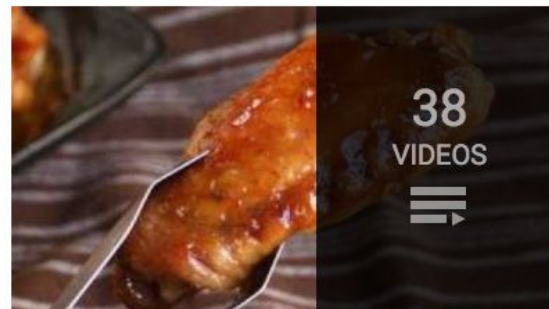

Chicken Recipes — 38 VIDEOS
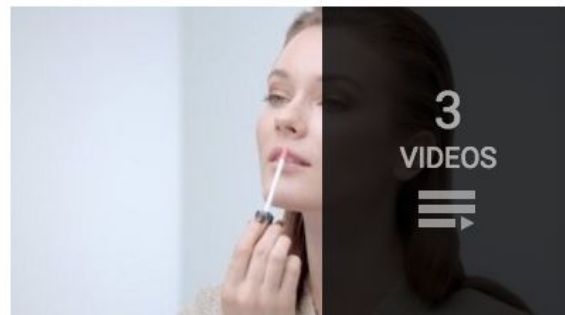

Summer 2016 Makeup Collection — 3 VIDEOS
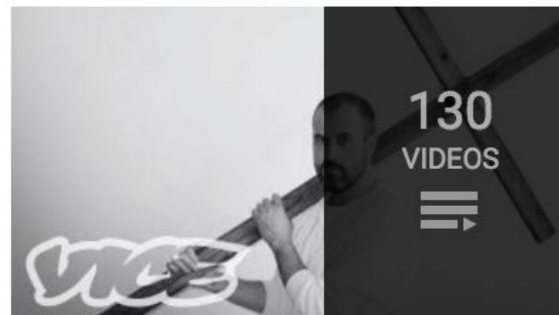

VICE — INTERVIEWS — 130 VIDEOS


Behind the Scenes — 7 VIDEOS

You Tube

# Playlists

**Playlist use cases**

❏ Group a set of videos that you want viewers to enjoy in a single session or in a particular order.

❏ Organize videos around a theme or a tent-pole event.

❏ Separate multiple shows into playlists and feature on your channel.

❏ Combine your most-viewed videos with new uploads.

❏ Curate good brand-advocating videos (reviews, testimonials, hygiene, etc) created by your community
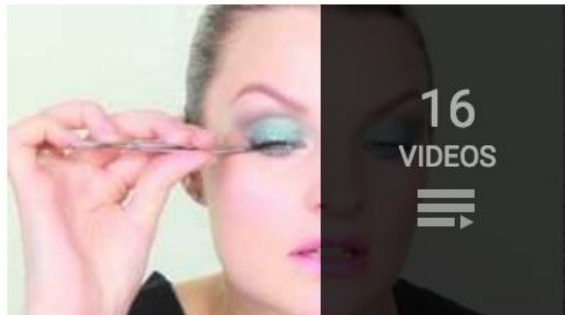
**Playlist best practices**

❏ Choose a strong thumbnail for your playlist. Make it pop!

❏ If a playlist needs context, upload a short, snappy intro video or interstitial videos with a host. Create a hosted playlist.

❏ Make your metadata work for you. A strong title, tags and description will help people find your playlist.

❏ Use Playlist Notes to write conversational asides about individual videos.

❏ Use in-video messaging, end-cards and links to send viewers to a playlist.

❏ Feature your playlist on your channel page by creating a new "section."

# Maybelline CZ/SK

✓ Subscribed    ⚙   5,192

⮌   Uploads ▾          Date added (newest) ▾    Grid ▾

0:41

**Maybelline Push Up Drama vs. umělé řasy**
636 views • 2 weeks ago

0:16

**Maybelline Push Up Drama w/Gigi Hadid**
865 views • 2 weeks ago

WATCHED    0:59

**Maybelline: Vyvolej drama jako Shopaholic Nicol**
414,962 views • 1 month ago
CC

WATCHED    1:21

**S Maybelline to dokážeš! w/Shopaholic Nicol, Emma...**
361,881 views • 1 month ago
CC

WATCHED

# Channel experience I.

**Channel name**

❏   Pick a short, memorable channel name in line with your brand identity. This will appear widely across YouTube, so make sure it's the best representation of your brand.

**Channel icon**

❏   Upload a square, high-resolution image to be your channel's icon across YouTube. The image will appear alongside all your videos on the watch page. (In most cases, you can use your brand's logo.)

**Channel description**

❏   The first few words of your channel description appear most frequently across the site, so highlight your most important branding upfront. • Include your upload schedule, especially if you host multiple content types or series.

You Tube

# Channel experience II.

**Channel art**

❏ Channel art is your channel's primary branding across all devices. Create customized, visually-compelling channel art. Busy images don't scale well, so keep the image simple. • Add website and social media links to the About tab. Include these links in your channel art to help tie your YouTube presence to the rest of your online brand. • Check how your channel looks in search, related channels and the channel browse page. Do your channel icon, channel name and channel art do a good job representing your brand to potential fans?

# Channel experience *optimizing for fans*

**Optimizing for subscribed fans**

**What to watch next**

❏ Subscribed viewers see personalized recommendations of "What to Watch Next" based on their viewing history.

❏ Promote a video with InVideo Programming to make it appear first in the "What to Watch Next" recommendations.

**Recent activity**

❏ Your most recent feed posts will appear on your channel page in the recent activity feed and on the activity tab.

❏ Keep your feed active with uploads, likes and channel posts. This will give your fans another reason to come back regularly.

# Channel experience *optimizing for viewers*

In the Browse view of the channel page, subscribed and unsubscribed viewers see different versions of your channel. The unsubscribed view is your first opportunity to convince potential fans to subscribe.
**Channel trailer**

- ❏ Enable the channel trailer for unsubscribed viewers. This video will auto-play, so tell new visitors what your channel's all about and why they should subscribe.
- ❏ Keep your trailer short, but make sure you ask the fans to subscribe!
- ❏ Show, don't tell. Give potential fans a taste of your best content.

**Sections**

- ❏ Sections organize videos, playlists and channels on your channel's Browse page. Subscribed and unsubscribed viewers will see them.
- ❏ Sections can divide your content by genre, theme, show or any other criteria. Effective organization will help your audience find the content most relevant to them.

# Channel experience *promote your channel*

**InVideo Programming – Channel Promotion**

❏ Enable Channel Promotion in InVideo Programming to place your channel icon across your entire video library.

**Youtube cards  and calls to action**

❏ Use cards to push viewers to your channel page.
❏ Vocal calls to action or video description links can help increase click-through rates.

**Linking with Google+**

❏ Link your YouTube channel to your Google+ page to amplify the social reach of your videos, increase discoverability of your content and offer a more streamlined Google experience. It is also meant to enable new features for easier management of your YouTube channel.

You Tube

# Channel experience

**Related Channels**

❏ Related Channels are promoted channels populated by YouTube that appear on your channel page. Recommendations are based on channels that are similar to yours.
❏ Be sure to enable Related Channels. Disabling the feature will pull your channel from being promoted on other channels.

**Featured Channels**

❏ Featured Channels are channels you choose to promote on your channel page. For instance, highlight other channels in your brand's portfolio.
❏ If you are promoting a large number of channels, rotate through the list using the "shuffle" feature. This ensures all your channels get visibility.

You Tube

# CHECKLIST

- ❏ Get your **metadata** in shape! Make your titles, tags and video descriptions work for you.
- ❏ Create visually-compelling **thumbnail images** to make clicking on your videos irresistible.
- ❏ Include **cards** in your videos. Ask for subscribers and drive viewers to other videos, but don't overwhelm them.
- ❏ Use **playlists** to group similar videos on your channel, and offer your viewers a curated, lean-back watching experience.
- ❏ Make sure your **channel**, description and icon are optimized for discoverability across YouTube.
- ❏ Consider **featuring channels** your brand supports on your brand's channel page. This is a great opportunity for cross-promotion with YouTube creators.