

The background of the top half of the image is a grid of red squares. Scattered across this grid are several semi-transparent white play button icons, which are the standard YouTube logo. In the center of the image, there is a white rectangular box containing the text 'iNEMODE'.

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**Getting powerful results from YouTube**

A solid red horizontal bar is located at the bottom left of the image.

# What'll we cover

- **Why advertise on YouTube?**
- **Benefits at a glance**
- **Reach the undecided, not the uninterested**
- **Customer Match**
- **Format suite**
- **Interactive features**
- **Measure impact all the way**
- **Tracking core performance metrics**
- **Case studies**

# Why advertise on YouTube?

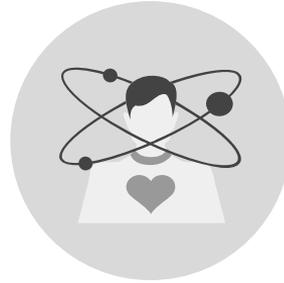
- #1 online video site\*
- #2 largest search engine (behind Google)\*
- #3 largest site\*
- 42% of online shoppers use video for pre-purchase research\*\*
- 64% use YouTube to find products\*\*
- 40% y/y increase in the number of people watching YouTube per day since March 2014\*
- 50% y/y increase in Partner revenue growth for three straight years\*
- 80% of YouTube's views are from outside of the U.S\*
- 50%+ of YouTube views come from mobile devices\*

# Benefits at a glance



## Reach

Reach new customers who are eager to take action



## Impact

Impact customer decisions by enabling them to take action



## Results

Measure and optimize to deliver results

# Reach the undecided, not the uninterested



<b>WHO:</b>	People who already engaged with your business - but didn't convert	Those with a similar profile to your current or potential customers	Those actively researching your product/service with intent to buy
<b>HOW:</b>	Remarketing Customer Match	Similar Audiences	In-Market Audiences

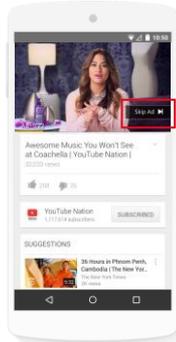
# Turn your first-party data into conversions with Customer Match



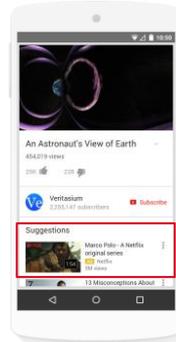
Use what you know about your customers to drive performance on YouTube

	<b>Purchase history</b>	<ul style="list-style-type: none"><li>• Target customers you know</li></ul>
	<b>Customer profiles</b>	<ul style="list-style-type: none"><li>• Exclude current customers to only reach new customers</li></ul>
	<b>Offline campaigns</b>	<ul style="list-style-type: none"><li>• Reach users similar to your customers</li></ul>

# Drive and pay for true engagement or efficient impressions with format suite



**Skippable**  
TrueView in-stream

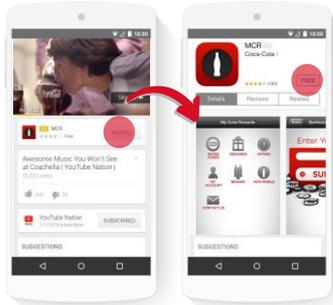
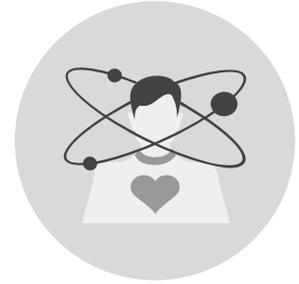


**Clickable**  
TrueView discovery

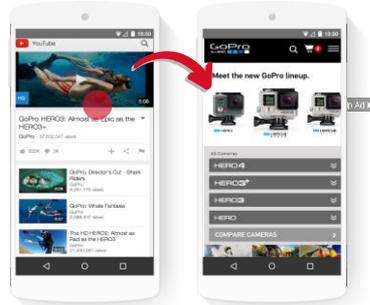


**Forced**  
:06 Video Ads & :15/:20 Video Ads

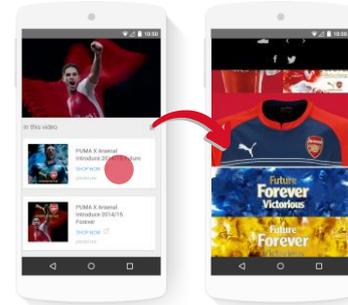
# Convert engagement to action with interactive features



Get the App  
Mobile App Promo



Drive to Site  
Call-to-Action Overlay



Learn & Buy  
Cards & Shopping

**41%** of people **take an action** as the result of an ad

# Measure impact all the way to purchase point



<b>Brand Consideration</b> Are people more likely to consider my brand?	<b>Organic Search</b> Are more people searching for my brand?	<b>Purchase Intent</b> Are people more likely to purchase my brand?	<b>Conversions</b> Is my campaign influencing the path to conversion?	<b>Sales</b> Are overall sales increasing?
<b>CONSIDERATION</b>		<b>PURCHASE</b>		
<b>How:</b> Brand lift surveys	<b>How:</b> Brand interest study	<b>How:</b> Brand lift surveys	<b>How:</b> Brand lift surveys	<b>How:</b> Time period comparison

# Tracking core performance metrics



Key Metrics	Goal	Actual	How
Lift in Brand Search	Industry benchmark % lift	%%	Brand Interest Study (Brand Lift)
Assist Conversions	YT shortly before conversion	##	Google Analytics
Reduction in Overall Marketing Costs (CPL/CPA)	Ultimate Goal	\$\$	Aggregate Sales and Marketing Data



## Case Studies

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# P&G's Gillette BODY exceeds sales targets with TrueView

## Goal:

- Launch Gillette BODY and create awareness of new product
- Drive sales for Gillette BODY

## Approach:

- Digital and mobile ads to reach millennial males
- Used TrueView in-stream and TrueView discovery
- Identified and optimized against top-performing geographics and demographics

## Results:

- Over 500 thousand clicks to “buy now”
- Exceeded sales expectations by (up to) 4x across 7 markets
- 211% increase in Gillette searches

\*Source: Think With Google

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**Gillette**

*Gillette BODY*  
Presents  
**100 YEARS of HAIR**

*"We got half a million clicks to buy - this is amazing! The BODY razor was the number one razor sold on Amazon for the first three months after launch. A year after the launch, the BODY razor is number two razor sold on Amazon."*

**Francesco Tortora**, Global Brand Director, P&G

# Sephora's stellar success with Trueview

## Goal:

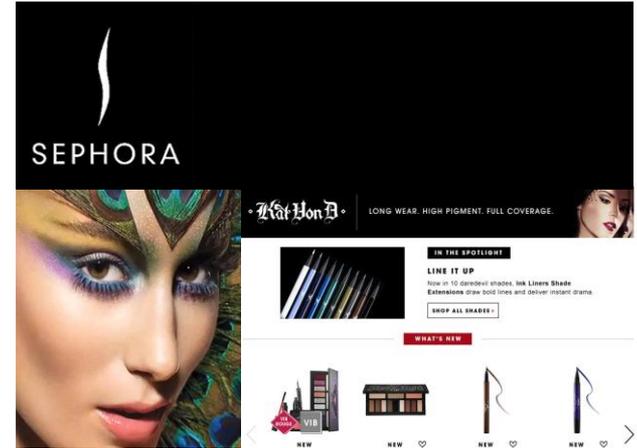
- Build relationships and sales with potential customers through how-to videos

## Approach:

- Developed videos and incorporated an e-commerce experience into the video content, using TrueView for shopping

## Results:

- 80% lift in intent to shop at Sephora
- 2 min average view time of Sephora videos



*"We want to provide our clients with easy access to information without interrupting her experience. TrueView for shopping made this possible."*

**Bindu Shah, VP of Digital Marketing at Sephora**

\*Source: Think With Google data 2014

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# Wayfair triples revenue per impression with YouTube

## Goal:

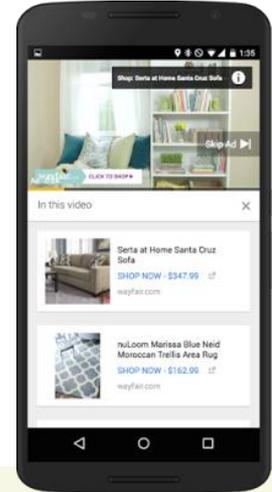
- Drive sales with YouTube content

## Approach:

- Developed how-to content to engage viewers on YouTube
- Incorporated an e-commerce experience into the video content using TrueView for shopping

## Results:

- 3X revenue per impression served vs. similar campaigns
- 74% of viewers watched 50% of the ad



*"Wayfair's TrueView for shopping campaign outperformed expectations, seeing more than 3X stronger revenue performance for every impression."*

**Ben Young**, Media Manager for Wayfair

# Orkin gets 350% increase in brand search with TrueView

## Goal:

- Drive brand awareness for Orkin's services

## Approach:

- Created content specifically designed for TrueView in-stream
- Promoted via TrueView in-stream ads, blogger outreach and social

## Results:

- 350% increase in brand search
- 71% increase in video views on Orkin's YouTube channel
- 275% increase in video watch time on YouTube channel



*"If we did not use TrueView, we would have missed the opportunity to gain awareness and engagement with our audience on a content-consumption platform."*

**Cam Glover**, Director of Marketing at Orkin

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\*Source: Think With Google 2015

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# Cardstore triples visitors during Holiday Season with with YouTube masthead



## Goal:

- Build brand awareness during competitive holiday season

## Approach:

- YouTube Masthead advertising

## Results:

- 3X more visitors to the site than previous year
- 28% increase in brand searches during campaign week
- Burst of conversions during masthead, with continued effect after



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\*Source: Think With Google 2015

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# Global retail business reaches holiday season high notes YouTube

## Goal:

- Drive sales during holiday season

## Approach:

- Used TrueView ads to remarket to users who had previously visited BalsamHill.com
- Tested multiple variations of ad creatives on YouTube before focusing on the top videos based on CTR, VTR, and conversions

## Results:

- Achieved CPA similar to Search
- Reduced ad spend v.s traditional Display ad formats
- Drove 10x the no. of conversions at cost per conversion 87% lower than 2011 campaign



\*Source: Think With Google 2015

# Hook'd app gets 200K installs with TrueView app promo

## Goal:

- Increase installs, first-time app users and daily active users on Hook'd.

## Approach:

- Created video content directly from users keyword targeting to match creative with similar content on YouTube
- TrueView app promo for seamless link from video content to download without leaving YT

## Results:

- Over 190,000 installs below \$5 CPI
- View Through Rate (VTR) averaged 19%
- User quality was higher than all other networks, including Facebook
- YouTube provided a platform directly related to the Hook'd user and its content

\*Source: Think With Google 2015

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*"YouTube is our most scalable and efficient channel for driving app installs. Its content quality and targeting capabilities are unmatched."*

**Alex Armenta, Apps Marketing at Elite SEM**

# Game of War uses YouTube to acquire highly valuable customers

## Goal:

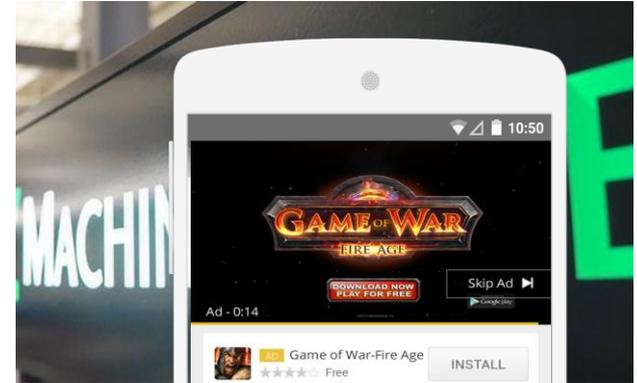
- Drive a high volume of engaged customers to install and play “Game of War – Fire Age”

## Approach:

- Created video campaigns using TrueView for App promo on YouTube

## Results:

- Acquired users from YouTube that are 15% more valuable (based on lifetime value) than any other video platform



*“Using YouTube we didn’t just find more customers, we found more of the “right” customers. We know video platforms in general deliver valuable users, but we found that users that download our app from YouTube are 15% more valuable than any other video platform.”*

**Deepak Gupta, CRO Machine Zone**

\*Source: Think With Google 2015

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# Wrap up

Advertising on YouTube can benefit all kinds of businesses:

- It gets brands in front of a huge, engaged audience, while giving an array of targeting options to reach the right people, at the right time
- You can reach the undecided, not the uninterested
- Video ads can showcase what you offer in a way that text and image ads can't
- With YouTube, it's easy to measure success all the way to purchase point
- You can adapt your campaign in real time in order to win more business

# Thank you

If you have any queries or would like to start advertising on YouTube please contact:

**Your name :** Laetitia Rieck

**Your email :** [Sales@inemode.com](mailto:Sales@inemode.com)