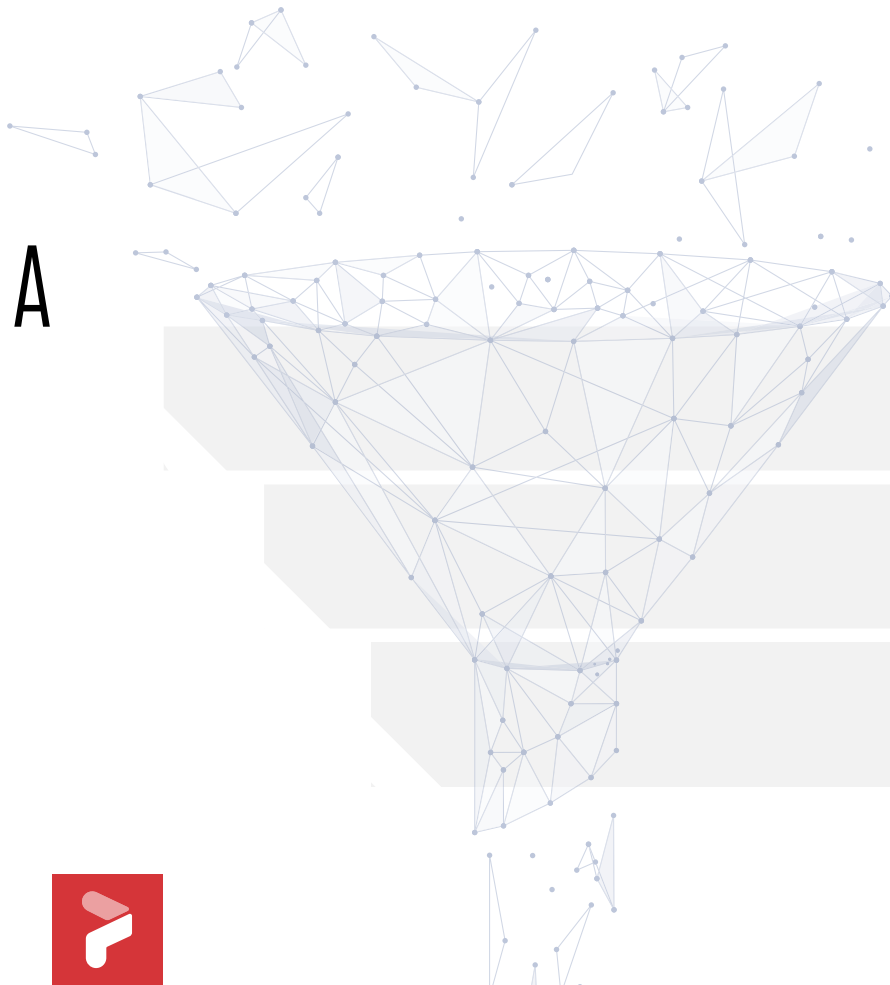


A PIXABILITY E-BOOK

# YOUTUBE MEDIA PLANNING QUICK GUIDE

Understanding The Ad Formats  
And Tactics To Drive Results  
At Any Point In The Funnel





## INTRODUCTION

# MARKETERS SHOULD LEVERAGE THE FULL POTENTIAL OF YOUTUBE

For too long, marketers have viewed YouTube as purely a way to drive awareness. While advertising on YouTube is great for driving reach and awareness, YouTube excels at delivering results across the whole funnel, driving actions and engagement like:

- brand lift
- conversions
- search lift
- in-store visits
- web traffic
- revenue

Maximizing results through the funnel is both an art and a science. Marketers should be deeply familiar with the different combinations of ad formats, targeting tactics, and measurement solutions for each part of the funnel.

In this quick guide, we break down some of our favorite tactics and best practices to help media planners maximize results throughout the funnel on YouTube.





## SECTION 01

# MEASURING KPIS THROUGH THE FUNNEL ON YOUTUBE

The first step to understanding YouTube as a full funnel strategy is to understand your KPIs, where each tactic fits into your strategy, and how to measure it. KPI measurement is made possible through specialized technology partners and YouTube's reporting solutions.



KPI	How To Measure
Brand-safe Reach	YouTube reach reporting
Viewability Verification	YouTube and third party partners like IAS and DV
Brand Suitability Verification	YouTube Measurement Program partners like Pixability
Brand Lift	YouTube Brand Lift 2.0 Study
Search Lift	YouTube Search Lift Study
Website Traffic	Website pixel
Conversions	Website pixel
Store Visits	Location extensions
Revenue	Revenue tracking dashboard through third parties like Pixability

AWARENESS

CONSIDERATION

ACTION





## SECTION 02


# YOUTUBE AD FORMATS

Here is a quick look at what formats to consider for driving results at each point in the funnel. It's a best practice to understand and test the many ad formats YouTube offers, even those that aren't directly built to drive your KPI — as the results could surprise you.

 TrueView for Reach

 Non-skippable

 Bumper Ads

 Home Feed Ads

 TrueView Video Discovery

 TrueView In-Stream

 TrueView for Action

AWARENESS

CONSIDERATION

ACTION



# YouTube Ad Formats: Deep Dive

AWARENESS / UPPER  
 CONSIDERATION / MIDDLE  
 ACTION / LOWER

	LENGTHS AVAILABLE	SKIPPABLE?	HOW'S IT MEASURED?	PRICING	INSIGHTS
<b>TrueView for Reach</b>	Any		Impressions	CPM	TrueView for Reach is optimized to drive the highest reach and frequency at the lowest CPM, perfect for top-of-funnel advertisers.
<b>Non-skippable</b>	15 sec.		Impressions	CPM	Non-skippable ads are great for driving awareness, as viewers must watch to completion.
<b>Bumper Ads</b>	≤6 sec.		Impressions	CPM	Bumper ads are most effective at driving frequency and recall through short, memorable messages — especially through retargeting.
<b>Home Feed Ads</b>	Any	N/A*	Impressions	CPM	With 10X watchtime growth on the home feed over the past three years, Home Feed Ads are a great alternative to Mastheads to reach users on the YouTube homepage.
<b>TrueView Video Discovery</b>	Any	N/A*	View following click	CPV	Video discovery ads appear on YouTube search results, alongside related YouTube videos, and on the YouTube mobile homepage.
<b>TrueView In-Stream</b>	Any		Completed views or 30+ seconds of viewing	CPV or CPM	TrueView In-Stream is a flexible ad format, and works well throughout the funnel when combined with add-ons like companion banners and CTA extensions.
<b>TrueView for Action</b>	At least 10 seconds, but 15+ is recommended		Completed views or 30+ seconds of viewing	Max Conversions or Target CPA	Enhanced calls-to-action and end screen capabilities make TrueView for Action an important tool for lower-funnel marketers — and remember to use 15 sec. or longer creative to utilize the auto-end screen feature.



\*Home Feed Ads and TrueView Video Discovery are not in-stream, therefore the user can either click or not click to view.



## SECTION 03

# YOUTUBE TARGETING

Every targeting tactic can deliver results at any point in the funnel, but generally speaking, audience/behavioral targeting has been shown to perform better at driving lower funnel results.



### Demographic

- Demographics
- Detailed Demographics



### Contextual

- Keyword
- Topic
- Placement
- Device



### Audience/Behavioral

- Life Events
- Custom Affinity
- Custom Intent
- Remarketing
- Sequential Remarketing

AWARENESS

CONSIDERATION

ACTION



# YouTube Targeting: Deep Dive

	TACTIC	DESCRIPTION
DEMOGRAPHIC	Demographics	Targets against consumer age, gender, household income, parental status, and location.
	Detailed Demographics	Targets against common traits, such as college students, homeowners, new parents or marital status.
CONTEXTUAL	Keyword	Targets against videos related to keywords in video metadata.
	Topic	Targets against a broad range of videos and channels based on category.
	Placement	Targets against specific videos or channels — excellent for driving performance and brand suitability, but should be paired with other tactics to drive scale.
	Device	Targets devices where viewing occurs, such as desktop, tablet, mobile, or TV screens.
AUDIENCE/BEHAVIORAL	Life Events	Targets against purchase behavior shifts and brand preference changes during life milestones, like moving, graduating from college, getting married, etc.
	Custom Affinity	Targets against custom combinations of interests, URLs, places, or apps. Allows for more tailored audience targeting than broad, TV-like affinity audiences. For example, rather than reaching Sports Fans, a running shoe company could reach Avid Marathon Runners instead.
	Custom Intent	Targets against keywords searched on Google.com, allowing performance advertisers to reach viewers as they're researching products and brands and/or making purchase decisions.
	Remarketing	Targets against past interactions with YouTube videos, TrueView ads or a YouTube channel. If you've linked your Google account to your Google Ads account already, Google Ads will create custom lists for you automatically.
	Sequential Remarketing	Allows advertisers to leverage sequencing to target against user behavior (for example, a user viewing videos to completion), or to utilize short form content that teases a longer video. Enables advertisers to extend touchpoints with your audience through a variety of ad formats and creative, such as Bumper ads.





## SECTION 04

# ADD-ONS TO DRIVE ACTION ON YOUTUBE

YouTube offers a bunch of great tools to move your consumers down the funnel and drive actions like clicks, store visits, and purchase intent.

<b>YouTube End Screens</b>	As an organic best practice, always use End Screens to promote other videos, playlists, or subscriptions — make sure to leave ample time at the end of content for viewers to click.
<b>Cards</b>	Video, playlist, channel, and link cards keep viewers engaged with your content or drive traffic to your site.
<b>Companion Banners</b>	Clickable thumbnails allow users to learn more on TrueView In-Stream or Bumper ads.
<b>Top Content (Bid Modifier)</b>	An advanced bidding adjustment that can help ads appear against popular, trending content.
<b>Brand Lift 2.0 Study</b>	Measures the direct impact ads have on perceptions and behaviors throughout the consumer journey — requires formal inclusion by Google, or partnerships with a third party like Pixability.
<b>Search Lift Study</b>	Measures the increase in organic searches related to a brand on Google.com and YouTube.com.
<b>Affiliate Location Extensions</b>	Shows the nearest third-party location(s) where the product is carried as an address or on a map. Can be set at account, campaign, or ad group levels for available retailers.
<b>Location Extensions</b>	Shows ads with your address, a map to your location, or the distance to your business. Able to assign locations to particular campaigns or ad groups.
<b>CTA Extensions</b>	A call-to-action button that helps viewers learn about a brand or service and take relevant actions, like “Get a quote,” “Book now,” or “Sign up.”
<b>Site Link Extensions</b>	An additional link to bring users to specific websites, driving traffic and conversions.
<b>Store Visits Tracking</b>	Measures how ad clicks and viewable impressions influence store visits. Not available to advertisers with sensitive location categories related to healthcare, religion, adult content, and children.
<b>Conversion Pixel Implementation / Tracking</b>	Measures how effectively an ad click leads to valuable customer activity on a website, such as purchases, sign-ups, and form submissions — easily implemented through Google Tag Manager.







## SECTION 05

# 5

## TOP TIPS FOR YOUTUBE FULL-FUNNEL SUCCESS



### TIP 1: MEASUREMENT

Work with 3rd party partners from Google's YouTube Measurement Program that can manage all the different ways to measure multiple KPIs.

### TIP 2: AD FORMATS

Test multiple different creative lengths — 6-second Bumper ads, as well as 15-second, 30-second, and longer-form video ads — to find what resonates with your audience. Surprisingly, longer ads work better on YouTube than any social video platform.

### TIP 3: TARGETING

Don't rely on 100% contextual targeting. Contextual targeting alone limits scale and reach among relevant consumers, instead, utilize a mix of contextual and audience/behavioral tactics to drive success.

### TIP 4: ADD-ONS

Implement companion banners and CTA extensions for an easy way to drive higher click-through rates.

### TIP 5: TEST AND LEARN

Test different combinations of tactics, formats, strategies, and personas to find the right mix to achieve your KPIs. By breaking campaigns out into discrete ad groups, you can identify which tactics work best for your brand or client, and shift budget toward what's working. You may be surprised! For example, for a luxury auto client's recent campaign, we found that targeting against books and literature interests performed better than auto interests.

# ABOUT PIXABILITY

Pixability is a technology and data company that empowers the world's largest brands and their agencies to maximize the value of video advertising on YouTube, YouTube on TV, Amazon Fire, and Roku. We've run more YouTube campaigns than anybody, except for Google itself and we're known as a leader in YouTube insights. Pixability is also one of seven companies worldwide that is certified by Google as a leader in brand suitability and contextual targeting and is the only one of these also certified in YouTube content insights. To learn more about developing effective YouTube strategies, and to see our video advertising platform in action, contact us — we'd love to connect further, share our insights, and help you drive actions on YouTube.

**CONTACT US FOR A DEMO**

[Schedule A Demo](#) | [info@pixability.com](mailto:info@pixability.com)



## YOUTUBE MEASUREMENT PROGRAM CERTIFICATIONS



**Measurement Program**

Brand suitability & contextual targeting



**Measurement Program**

Content insights

## AWARDS



**Global Winner: Most Innovative  
Partner in Video Advertising, 2017**

**Inc.  
5000**  
2020 HONOREE

