

Target in-market prospects across America's most popular video advertising channel.



How It Works

1 

A YouTube user opens a video on the app.

2 

If the user fits your targeting criteria, a bid is automatically placed to present your ad.

3 

You win the bid, and your video ad plays before, in between, or after the YouTube video.

4 

The video viewer clicks the ad and lands on your website.

Our Approach

Our team of certified Google Ads experts creates a YouTube ad campaign targeting in-market prospects. To build the ad, we use client-generated content or videos created by our video optimization team.

Our Google Ads team actively manages your YouTube ad campaign in the Google Ads platform to generate the most conversions possible with your ad budget.

Benefits

- Target the nation's largest social media audience. 81% of U.S. adults watch YouTube (Pew Research Center).
- Leverage keyword targeting in Google to reach an audience actively searching for your product or service.
- Optimize your campaigns for website traffic and conversions with Google's sophisticated bidding strategies.

The Conversion Logix Difference

- Our Video Optimization team can transform your video ad creative to optimize video watch time and ad conversions.
- As a Google Premier Partner, we are the first to access Beta features in the YouTube platform and receive direct support from Google.
- We combine your YouTube ad campaigns with calls to action in our proprietary software platform, The Conversion Cloud®, to optimize your campaigns for lead generation.