

Google AdWords for Video with TrueView. Pay for the people you want.



YouTube Size and Scope.

- **#1** online video site.
- **#2** largest search engine (behind Google).
- **#3** largest site.
- **4 billion+** video streams per day.
- **60 hours** of video uploaded every minute.
- **70%** of YouTube's traffic comes from outside the US.
- **72%*** of US online population watch a YouTube video at least once per week.
- **52%**** of people took action as result of watching a video online.



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What is AdWords for Video with TrueView?

- TrueView allows the viewer to click on the ads they want to see or skip ads that they don't want to see on YouTube.
- This gives the viewer a choice, and the advertiser control - so you can show your ad online, but you only pay for the ads watched.



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Why use AdWords for Video with TrueView?

- You can reach people on YouTube and the Google Display Network.
- YouTube is the largest video site on the web.
- Online visual and audio ads are more engaging than print or radio.
- It's pay-per-view advertising with various options for placements.
- You can use analytics to track campaign performance.



How it works.

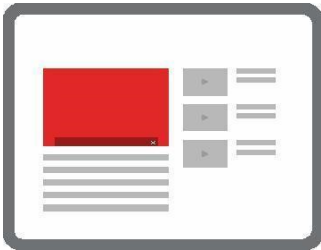
- Ad selection is linked to your company's YouTube account.
- You bid for video views just like you bid for keywords on AdWords.



How it works.

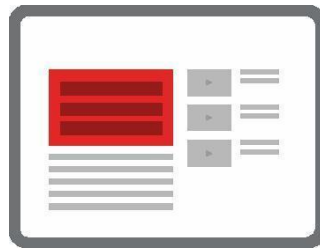
With TrueView you get 4 options for ad placement:

In Stream



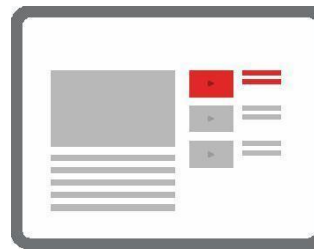
User can choose to view or skip your Pre Roll ad

In Slate



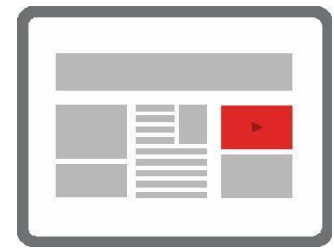
User can choose to view your ad out of three ads shown

In Search



User can choose to click through to view your video

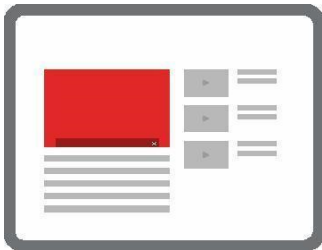
In Display



User can choose to view your video while on relevant websites

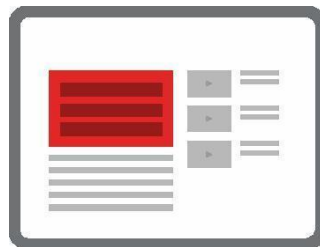
How it works. Effectiveness of placements:

In Stream (skippables)



Good for all campaign objectives

In Slate



- Customer retention,
- Storytelling
- Repositioning brands

In Search (promoted videos)



- Demonstration
- Storytelling
- Generate response - Customer retention

In Display (click to play)

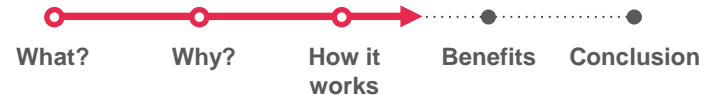


- Response integration
- Changing behaviour
- Customer retention

What ads are working best for you?

Metrics available with TrueView:

- Number of views.
- View rate – how people are interacting with the ad.
- Quartile viewing – the % of your video people have watched.
- Average cost-per-view.
- Free website clicks.



Benefits of AdWords for video.

- Reach a highly engaged audience with online video.
- People who choose to watch your ads are more engaged.
- Nearly half of video ads are abandoned – this won't cost you anything.
- Control your budget with pay-per-view ads – you only pay when someone views your ad.
- Grow your corporate YouTube account's views when users watch your ads.
- Use remarketing to follow up on people's interest.

Conclusion.

AdWords for video is a great extension to your online campaigns:

- Reach one of the largest audiences on the web.
- Reach potential customers when they are most engaged.
- Control costs with pay-per-view bidding.



Thank you.

If you have any queries or would like help setting up
Google AdWords for video with TrueView please contact:

www.mrkt360.com

