

Full-Funnel YouTube Strategies





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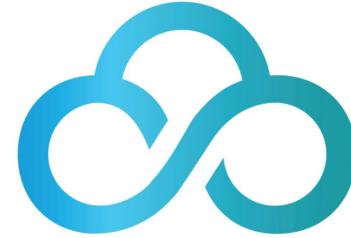


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CONVERSION LOGIX®



The
Conversion
Cloud®



State of Digital Marketing



YouTube Strategies



Questions & Answers



Part 1

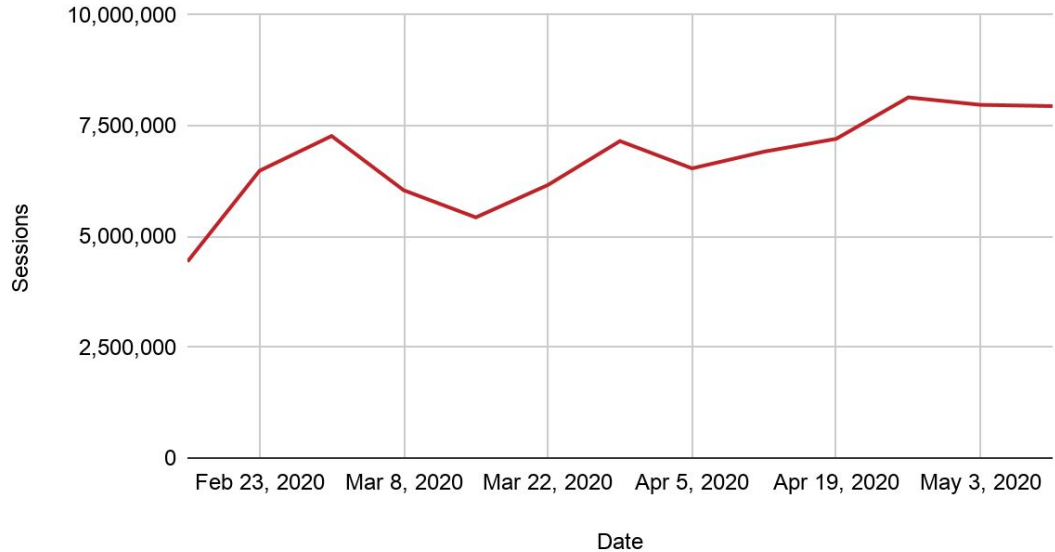
State of Digital Marketing



Sessions Over Time



Website Sessions vs. Date (Feb 16 - May 16)



WoW Traffic Changes

Organic Traffic
-0.7% Decrease

Paid Traffic
2.9% Increase

Median Change: May 11-17 vs. May 4-10

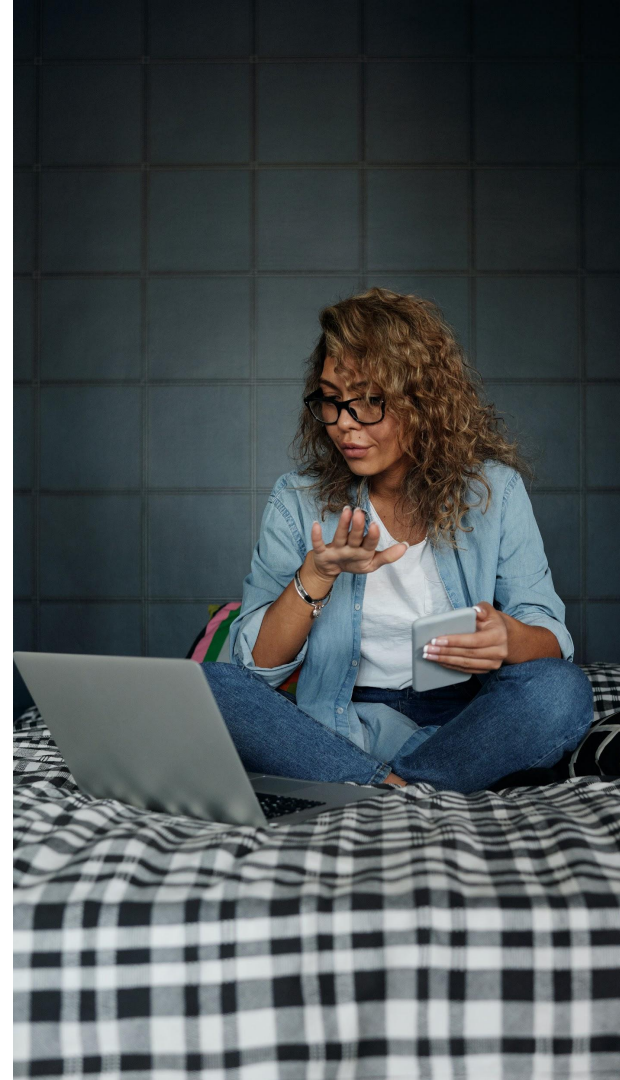


10 WoW Traffic Changes

Organic Traffic
-6.3% Decrease

Paid Traffic
11.8% Increase

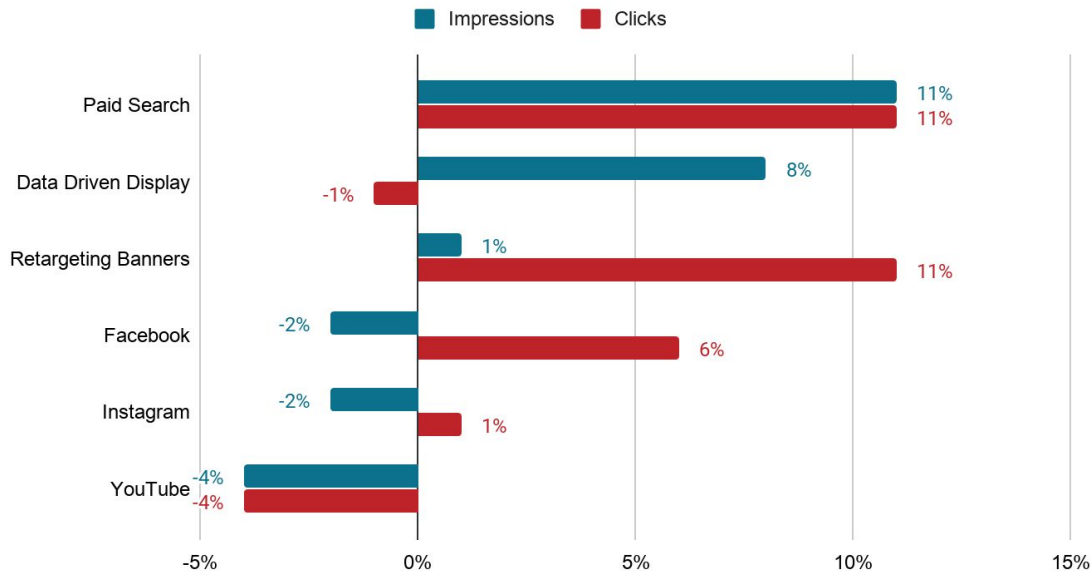
Median Change: Mar 9 - May 17 vs. Dec 30 - Mar 8





WoW Channel Performance

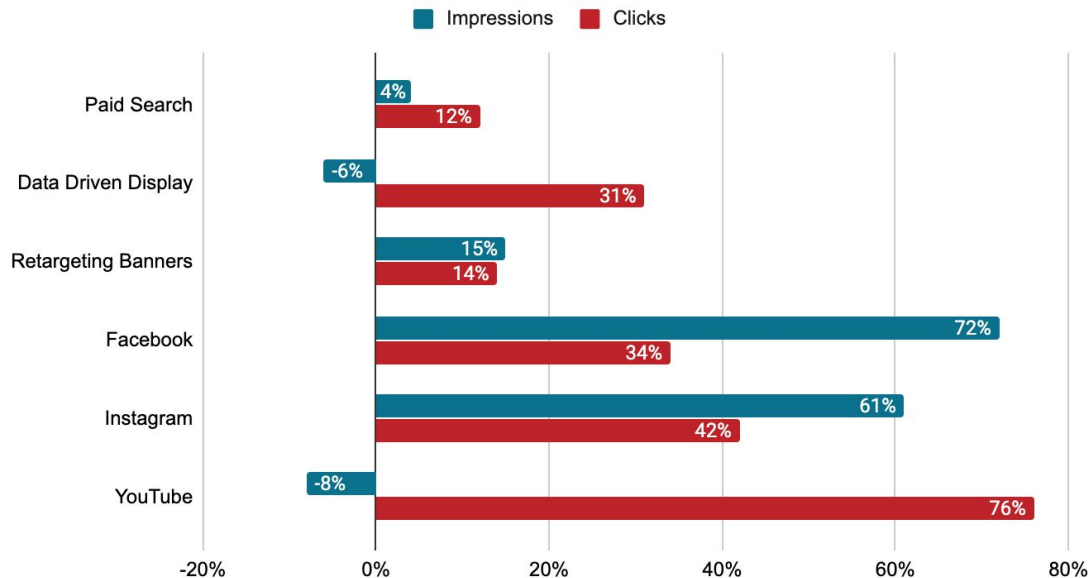
Impression & Click Changes (May 11-17 vs. May 4-10)



Total Change: May 11-17 vs. May 4-10

10 WoW Channel Performance

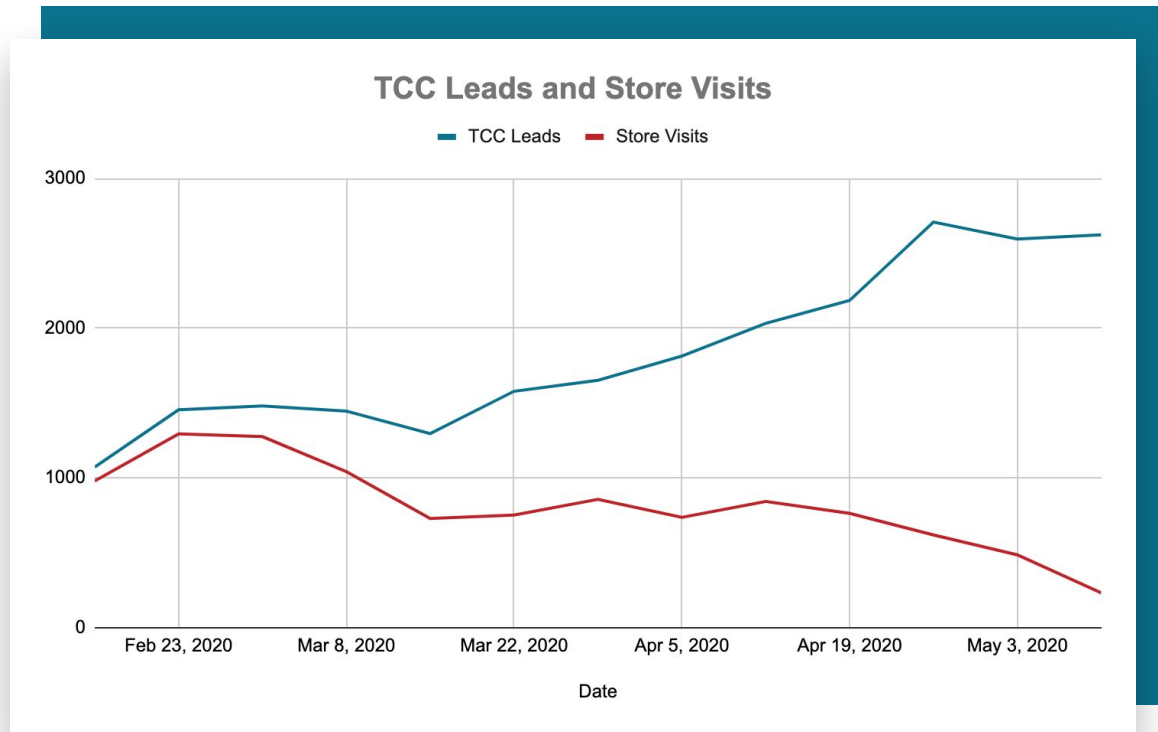
Impression & Click Changes (May 11-17 vs. May 4-10)



Total Change: Mar 9 - May 17 vs. Dec 30 - Mar 8



TCC Leads vs Store Visits



WoW Conversion Cloud Lead Increase

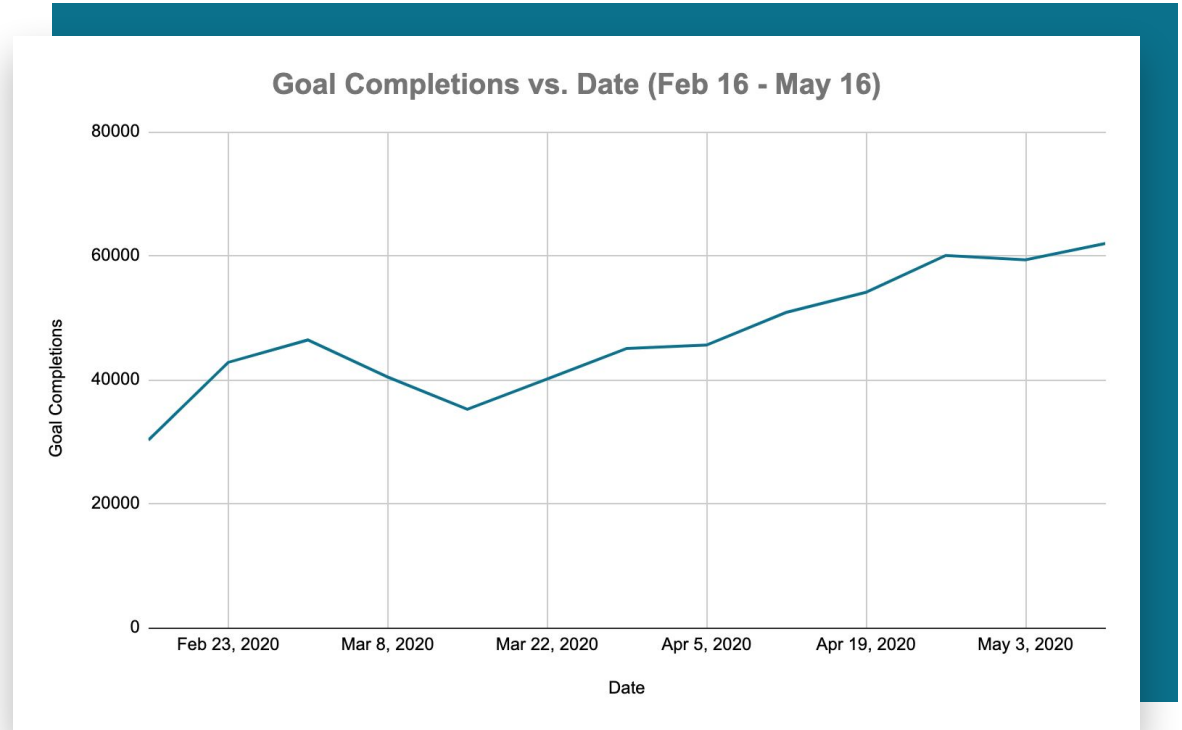


Total Conversion Cloud Leads
1.12% Increase

Average Change: May 10-16 vs. May 3-9



Goal Completions Over Time



Part 2

YouTube Strategies



Google  YouTube

Video for every
business goal



Quick Agenda

Proprietary + Confidential



Intro



Reach your customers on YouTube



YouTube for Action



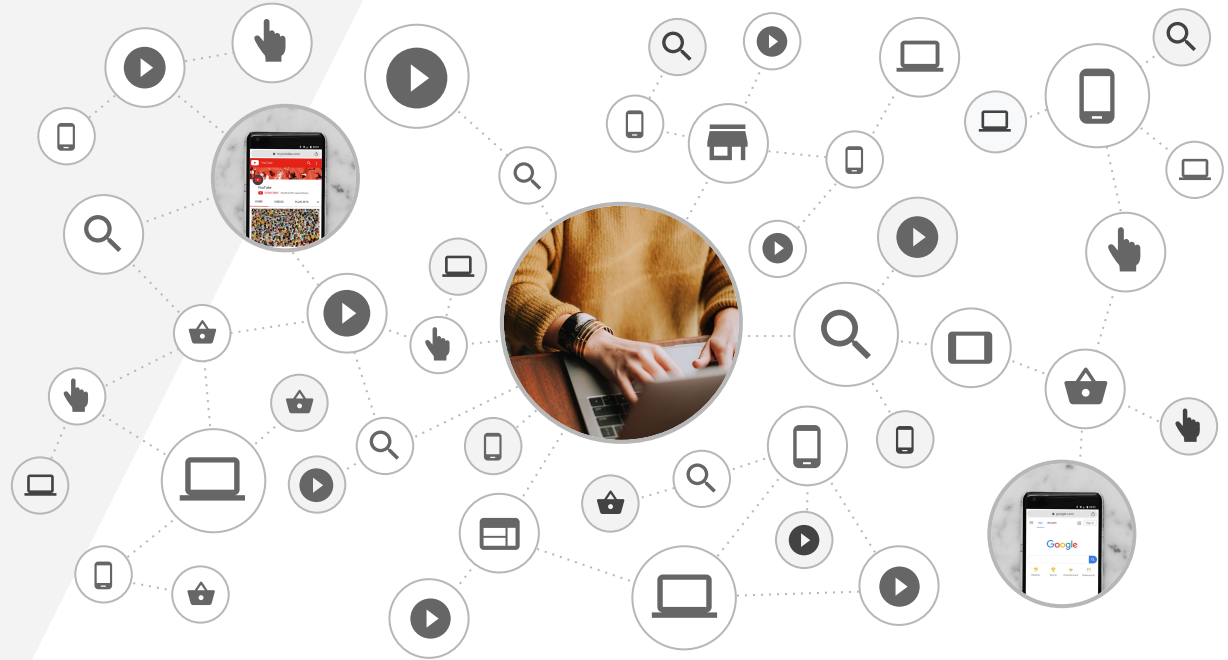
Thank you!



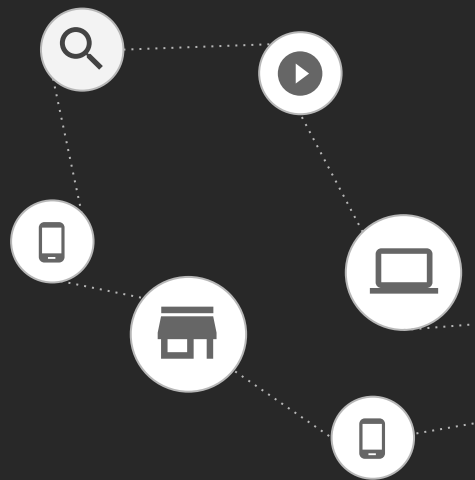
Over 70%

of YouTube campaigns drove a significant lift on offline sales.

Your customers are
on YouTube, at all
different stages of
their buying process



Reach your customers at
every stage of the
consumer journey



Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers



Bid towards your business goal



Measure growth at every stage

Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers

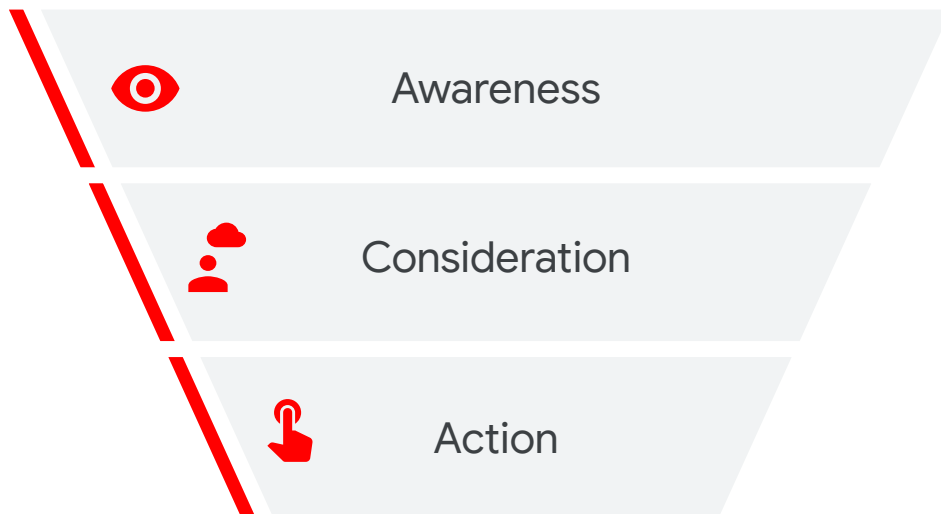


Bid towards your business goal

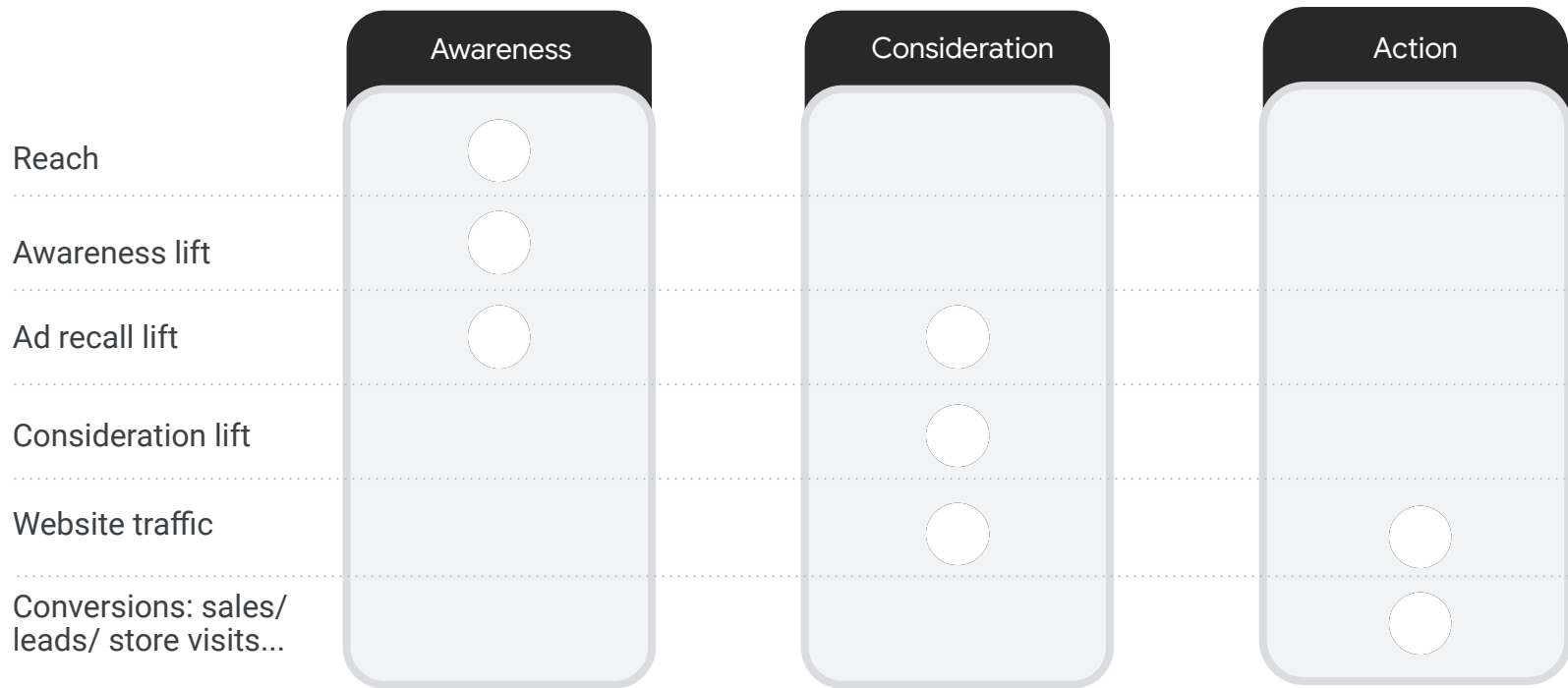


Measure growth at every stage

Reach your customers at every stage of the **consumer journey**



Define success for your business goals

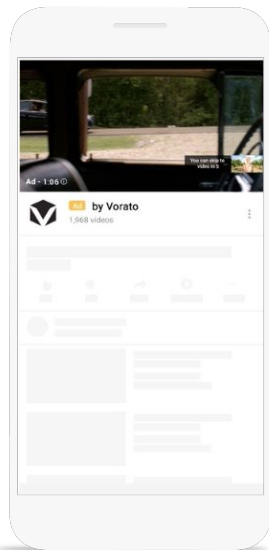


The right **ad format** for your business goal

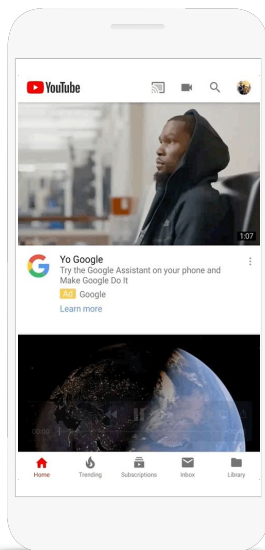
▶ Reach

Conversions ◀

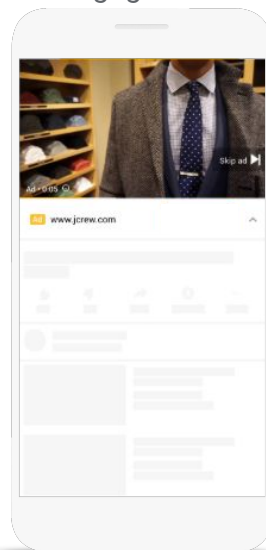
Achieve attentive
reach at scale



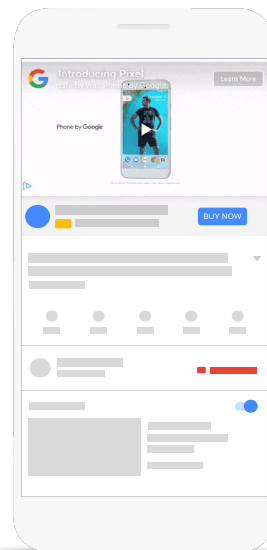
Engage at key
moments



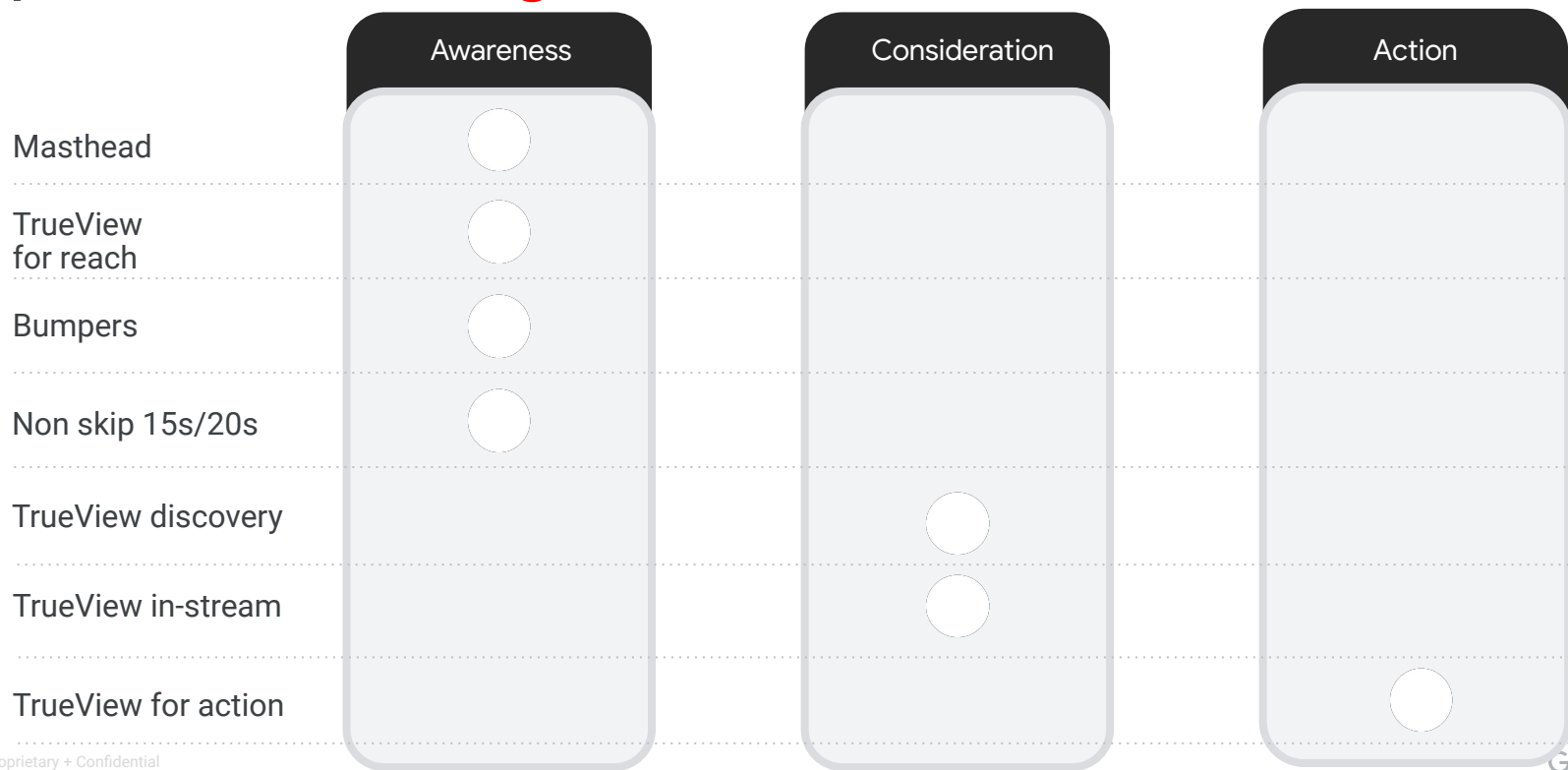
Allow skipping, identify
engagement



Encourage
action



Choose the right format for your business goals



Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers



Bid towards your business goal



Measure growth at every stage

YouTube delivers unparalleled reach

2B



Monthly logged in
users watching

1B+



Hours of video
watched per day

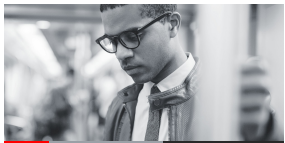


Reach the right audience for your goal

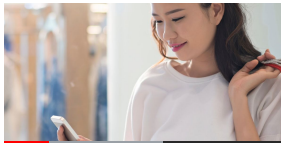
If you're selling insurance:



Detailed demo



Custom affinity



Affinity

Thrill seekers who might be interested in a non standard life insurance.

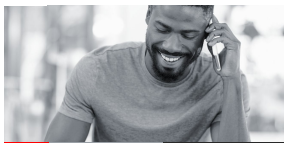


In-market



Life events

People who just moved to an apartment and might need home insurance.



In-market



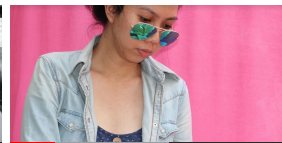
Customer match



Remarketing



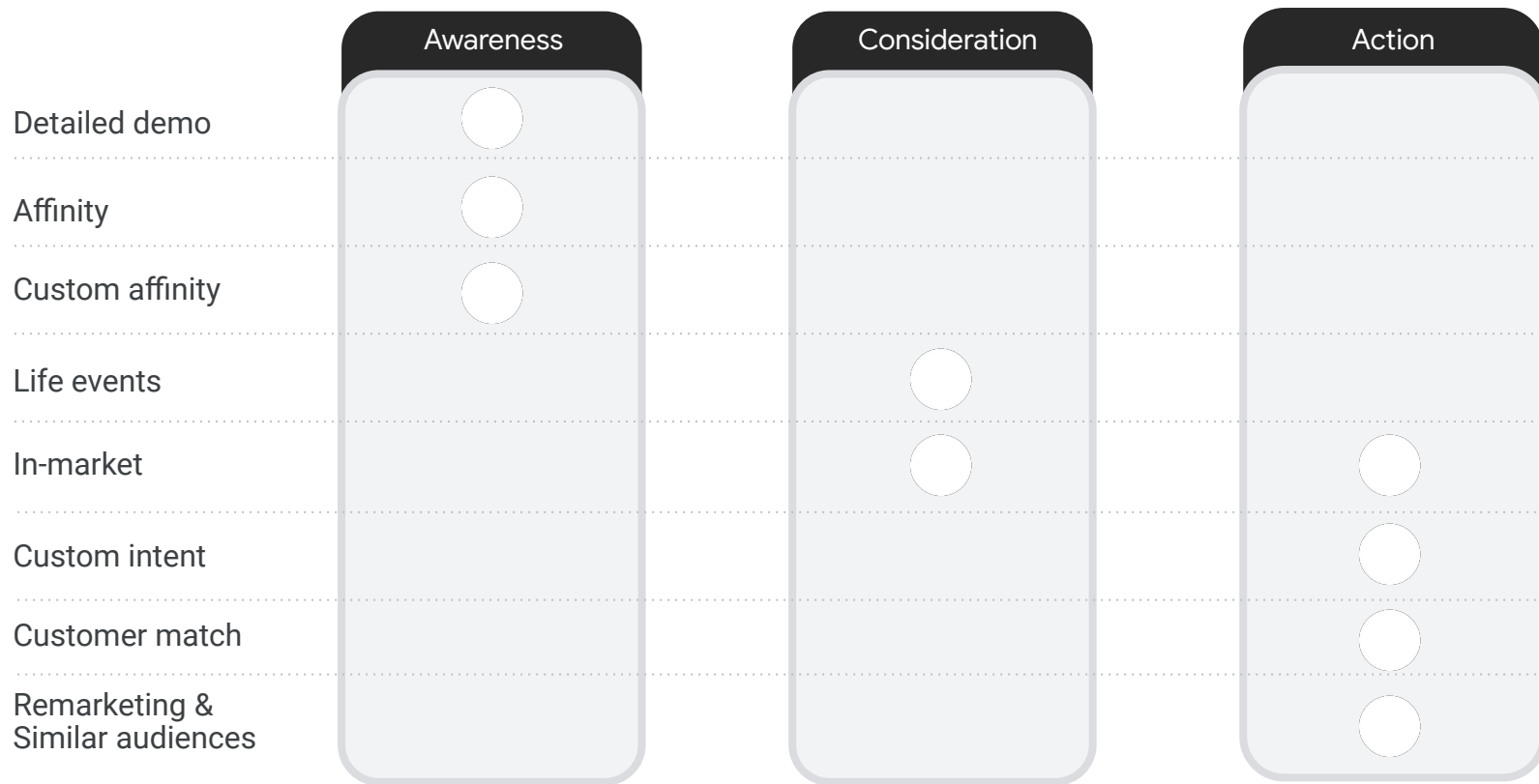
Similar audience



Custom intent

People who searched on Google for "car insurance"

Reach **the right audience** at every stage of the journey



Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers

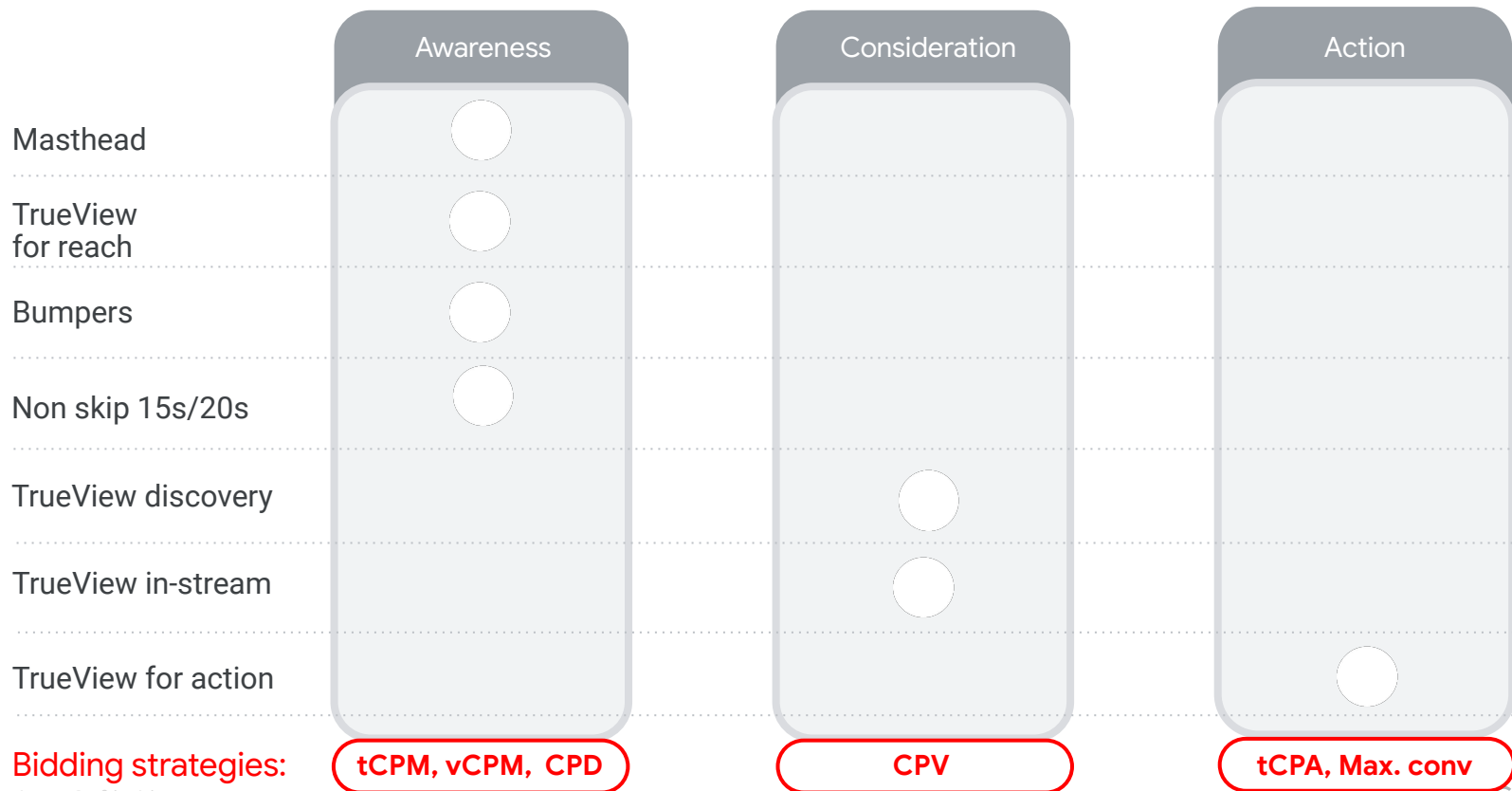


Bid towards your business goal



Measure growth at every stage

Use the right **bidding strategy**



Reach your customers at every stage of the consumer journey



Show up at every stage of the buying cycle



Find your best customers

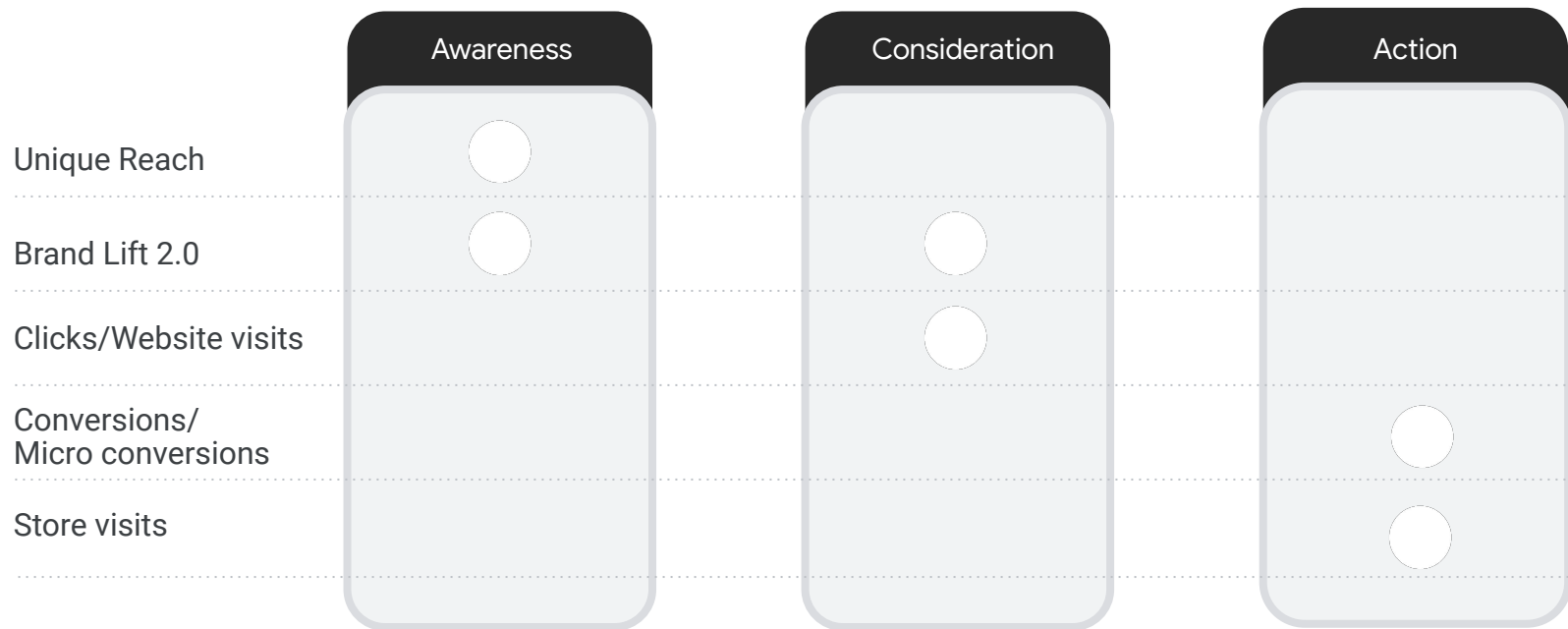


Bid towards your business goal



Measure growth at every stage

Measure results at every stage









Action



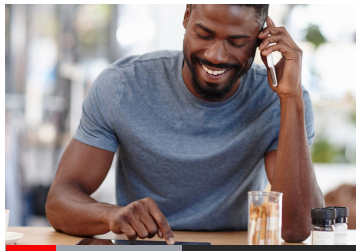
Your “Action” activity

 Success metrics	 Measurement	 Format + tCPA	 Audiences
Sales Leads	Google Ads conversion tracking: Conversions Micro conversions	TrueView for action	Custom intent Remarketing Customer match In-market
Store visits	Google Ads Store visits	TrueView in-stream + location extension	
Downloads	Downloads in Google Ads	App campaigns	



Reach the right audience for your goal

If you're selling insurance:



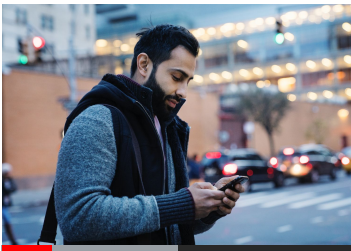
In-market

People who are actively researching for life insurance.



Custom intent

People who searched on Google for "car insurance".



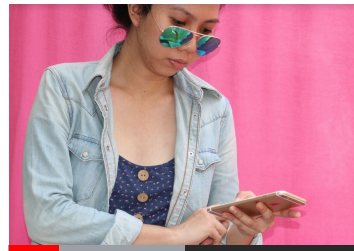
Customer match

Customers who already purchased car insurance, but not home insurance.



Remarketing

Potential customers who already submitted a lead form, but didn't purchase.



Similar audience

People who are similar in profile and behavior to your remarketing lists



Action



Audience

TrueView for action
campaigns that use Custom
intent audiences generate

30% higher
conversion rates

compared to TrueView for
action campaigns that use
other targeting.





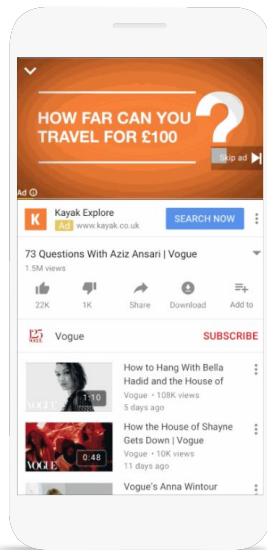
Action



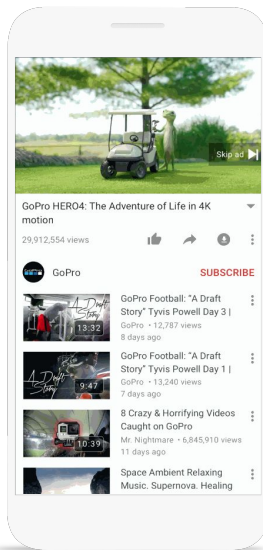
Format

Make it easy to take action

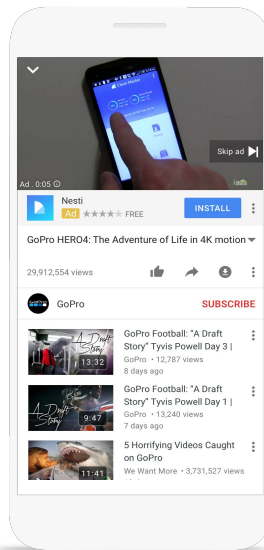
Online actions



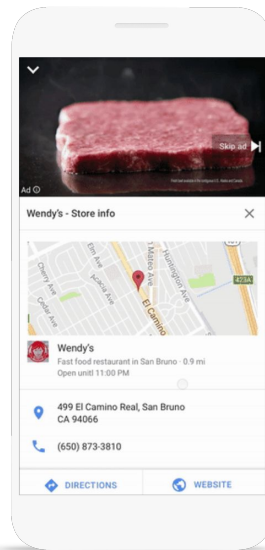
Lead generation



App install



Offline



TrueView for action

App campaigns

TrueView in-stream +
Location extension



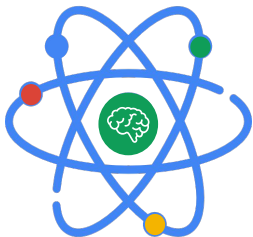
Action



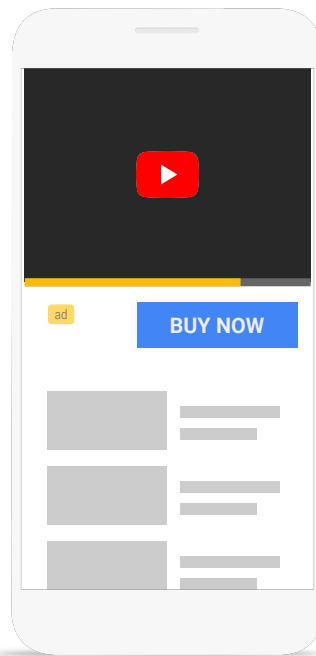
Bidding

Smart Bidding is available only in TrueView for action campaigns

tCPA or Max conversions



TrueView for action





The way to track conversions in a TrueView for action campaign:

Google Ads conversion tracking



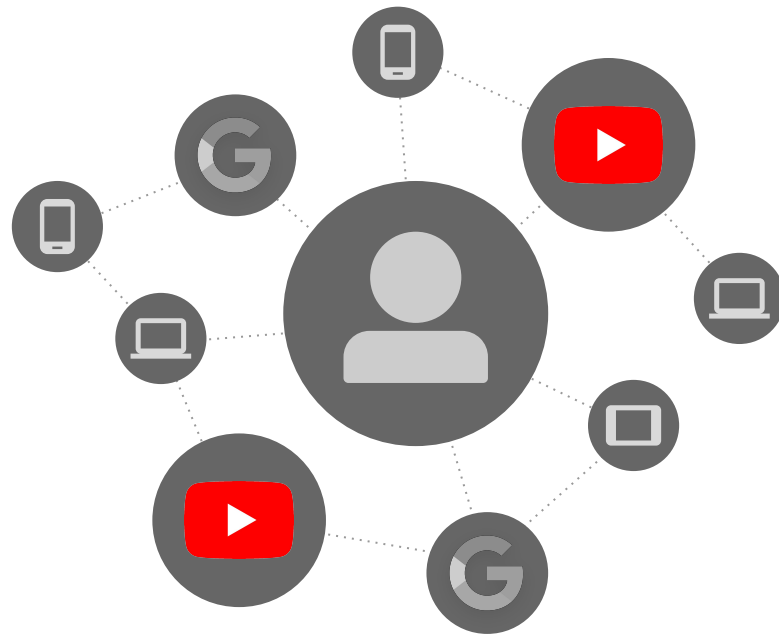
Cross-device
conversions tracking



YouTube-app-to-web
conversion tracking


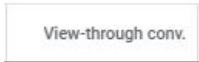





Measuring view-
through conversions





Measure the full value of your TrueView for action campaign

What you get	What it means	Why you should care	Column
Conversions (Primary!)	Report main conversions in the “Conversions” column.	Understand last-interaction based campaign performance.	
View-through conversions	Report conversions that occur after an ad impression (the user views less than 10 seconds, and then converts within a day). It is also recommend to create a custom column that includes Conversions + View-through conversions.	Understand the impact of an ad exposure. Especially relevant for advertisers that invest in other platforms that include View-through conversions by default.	
Micro - conversions	Report conversions that occur slightly further up the funnel (e.g: basket views, on-site searches, product detail page, etc) that have a shorter time to conversion and are expected to come in larger numbers.	Understand and highlight the performance of conversions that have shorter conversion lags to provide a snapshot of the full performance value of video.	Depends if you're bidding on your micro conversions or not.  or 
Assisted conversions	Search conversions assisted by video campaign engagements through video RLSA. To do this, implement your ad viewers list in your Search campaigns.	Understand how video ads are assisting to drive conversions for Search campaigns.	



Key Takeaways

1 Choose Your Ad Format & Audience

Is your company's goal to drive awareness, consideration, or action? Pick an ad format and audience most likely to achieve that goal.

2 Select the Proper Bidding Strategy

Use bidding strategies to reach a wider audience or reach a smaller audience that is more likely to take action.

3 Measure Your YouTube Ad Results

Measure your success based on your business goals. Use the key performance indicators that are most aligned with your objectives.

Take Your Next Step

1. Evaluate your video strategy

Is your video strategy aligned with your business goals? Match your YouTube ad format, audience, bidding and KPI's with your objectives.

2. Reach out to us at

sales@clxmedia.com for a one on one consultation!

3. Visit us online at

ConversionLogix.com and schedule a call.



June 3rd Paid Search & Seasonality



Marketing Update

The latest trends in digital marketing and how they affect your company.

Search Behavior

Search volume and intent changes and forecasts of what is to come.

A Healthy Campaign

Building a search campaign to dominate your local market.



Questions?