

How YouTube Raises Brand Searches and Revenue

Goal: Increase an Ecommerce websites ROAS (return on ad spend)

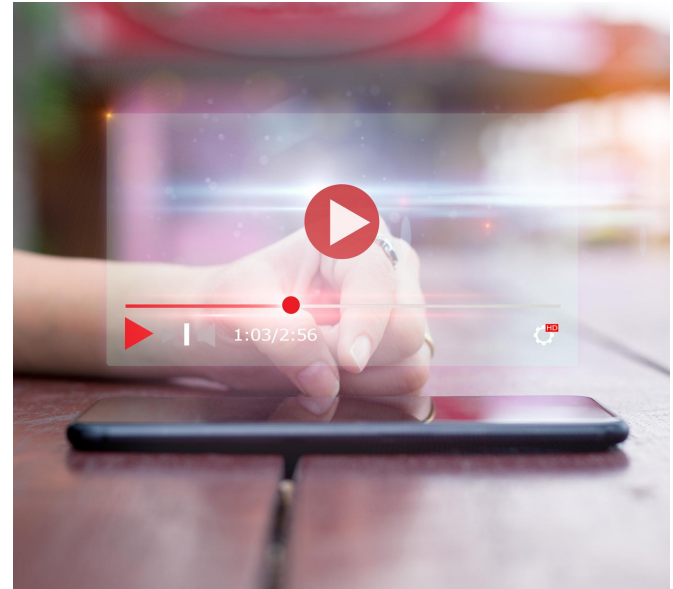
Strategy: Create a custom sequential YouTube campaign and activate on July 8th, 2019

YouTube should drive brand searches, which will shift the budget to capture the highest converting and least expensive clicks.

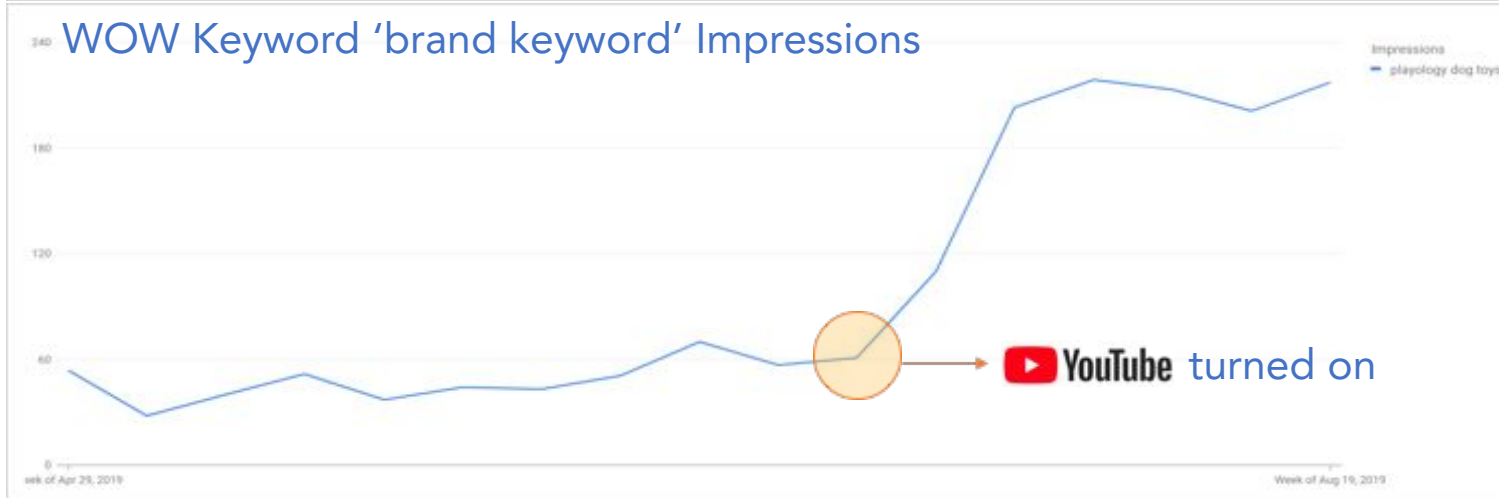
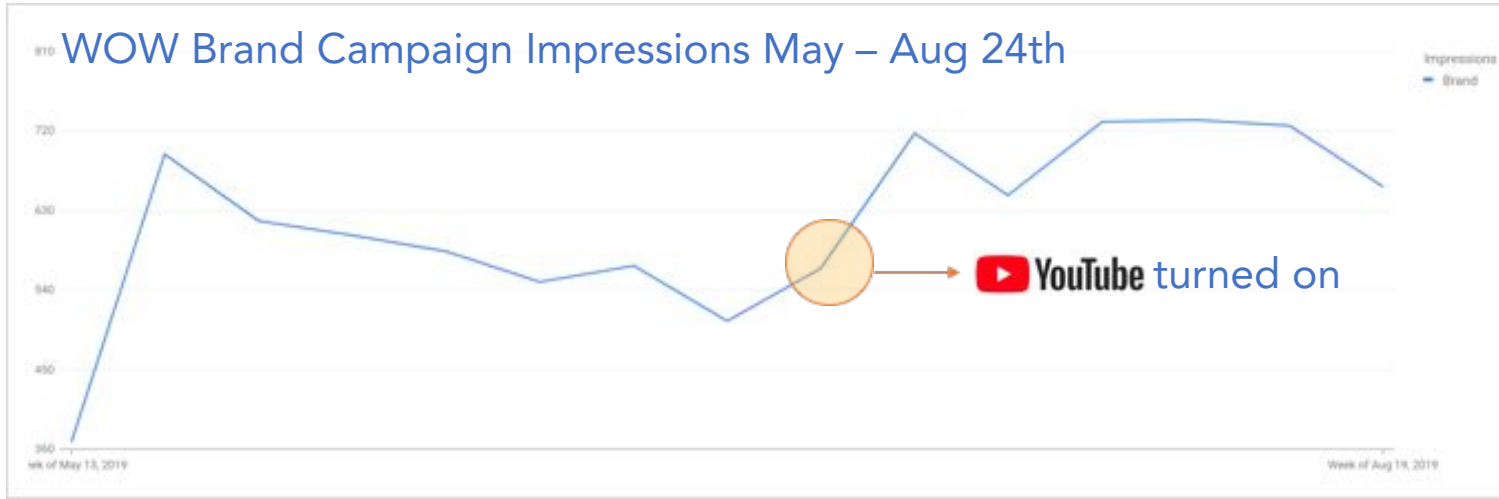
Results: After July's YouTube activation, the brand site had the highest monthly rate of Email Sign-Ups and Transactions YTD (+54% conversion increase MOM). Brand keyword search impressions jumped +600% vs. the prior month. Cost per conversion went down -45%.

Each month YouTube campaigns were optimized based on the prior months learnings.

The effects of YouTube's Brand lift continued to scale through the total run time of September.



SEM 2018 Review



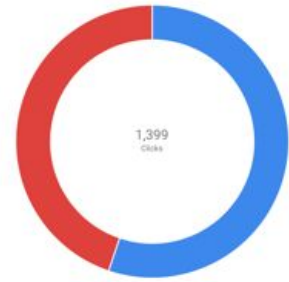
YouTube
resulted in
72% increase
in weekly
brand search
impressions

MOM Paid Search Performance

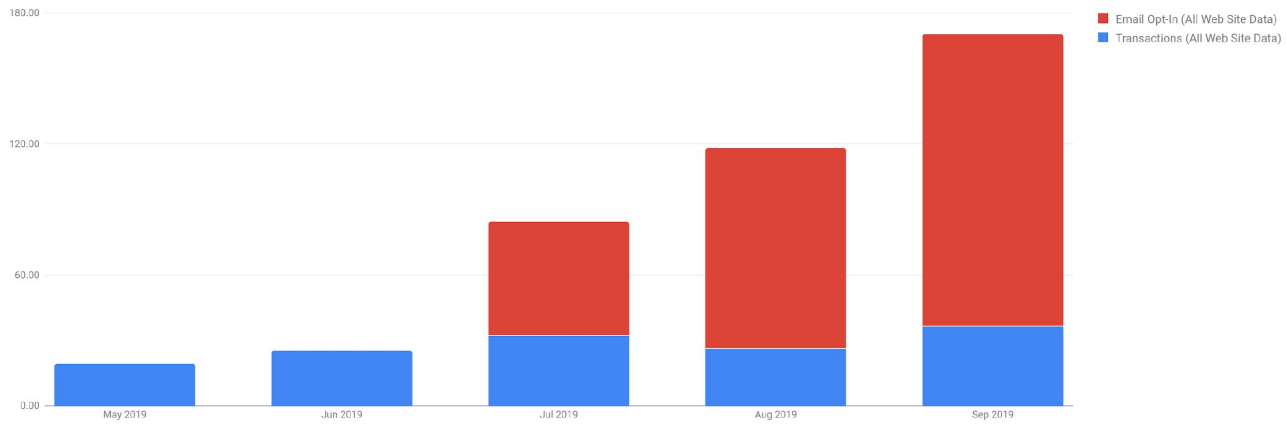


August Clicks

● Non Brand 55%
● Brand 45%



MOM Conversions



July Clicks

● Non Brand 71%
● Brand 29%



YouTube has effectively increased brand awareness resulting in greater volume of brand clicks 45% in Aug vs. 29% July