

YOUTUBE ADS

LEVERAGE THE POWER OF VIDEO
TO CONNECT WITH CUSTOMERS
AND PROSPECTS

Video campaigns let you show ads across YouTube and on websites and apps running with Google video partners.



Reach Your Goals: boost sales, drive website traffic, raise business awareness with video campaigns



Target Your Audience: reach YouTube and Google video partner viewers through topic, keyword and demographic targeting



Track Success: measure campaign performance to confirm audience reach and CTA effectiveness

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YouTube is the 2nd largest search engine in the world.

59%

of respondents agree that YouTube ads are more relevant than ads on linear TV or other streaming apps.



VIDEO PRODUCTION SERVICES

We can provide customized, professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

YOUTUBE AD TYPES:



IN-FEED VIDEO ADS

In-Feed Video Ads appear exclusively on the YouTube homepage, search result pages, and as related videos on YouTube's video watch pages. This strategic placement ensures engagement in the very spaces where users explore and uncover content.



NON-SKIPPABLE IN-STREAM ADS

Immersive non-skippable ads can be strategically positioned before, during, or after the main video. Spanning 15 to 20 seconds, these ads can incorporate a compelling CTA to make the most of viewer engagement.



SKIPPABLE IN-STREAM ADS

As YouTube's flagship video ad format, your budget is allocated only when a user engages with the ad for 30 seconds or its entirety, or when they respond to a call-to-action (CTA) by clicking, ensuring optimal utilization.



BUMPER ADS

Bumper ads epitomize brevity on YouTube, lasting only six seconds each. These impactful ad snippets appear before viewers' selected videos, ensuring exposure through non-skippable, impression-based delivery.