YouTube

Target a custom audience in a relevant location with video advertising on YouTube.

Optimization: Campaigns are optimized for **Video Completion Rates.**

Campaigns are based on a CPV (Cost per View) model.

Devices: CTV, Desktop, Tablet, Mobile

TARGETING

Interests: Ads can be served to users who are pre-defined to have certain interests. This is based on browsing history, the content they are viewing, and other recent behaviors.

Demographics: Ads are served to specific demographics based on gender, age, income level, educational status, and parenting status.

Geography: Ads are served to a custom geography with zip code level targeting.

YouTube Views

A YouTube View is counted when someone watches a complete ad that's 11-30 seconds long, someone watches at least 30 seconds of an ad that's more than 30 seconds long, or someone interacts with the ad.

Platform

YouTube.com
85% of U.S. internet users log on to YouTube weekly.

*Source: Statista.com

Placements

TrueView
Ads are TrueView in-stream, skippable after 5 seconds.

Creative

Length: :15 or :30s.   **File format:** .MP4   **File quality:** 1080p (1920x1080)   **Minimum Bitrate:** 2200 kbps

Note: The cost is the same for :15 or :30 seconds ads.