

## More Than Just Scratching the Surface

### A YouTube Promoted Video campaign helps ZAGG rise to the top.



#### About Zagg

- www.zagg.com
- Salt Lake City, Utah
- 200 employees
- Manufacture of protective covers for handheld electronic gadgets

#### Goals

- Goal 1: Increase awareness of the invisibleSHIELD
- Goal 2: Gain online exposure for demo video series
- Goal 3: Drive traffic to company website and increase online sales

#### Approach

- Created a series of demo videos to show product effectiveness
- Built a YouTube Channel to house a variety of video contents
- Used YouTube Promoted Videos to drive additional viewership and exposure to video content

#### Results

- Increased viewership of demo videos
- Drove additional traffic to company website
- Grew online sales numbers

Founded in 2005, ZAGG Inc. has made its name developing creative solutions for people to protect and enjoy their beloved high-tech gadgets. ZAGG Inc.'s flagship brand, the invisibleSHIELD, is a clear, protective film used to prevent nicks and scratches on handheld electronics. With the release of new touchscreen smartphones such as Apple's iPhone and T-Mobile's G1, sales of the invisibleSHIELD have exploded online, and the company has quickly grown to approximately 200 employees.

#### Making an invisible shield visible

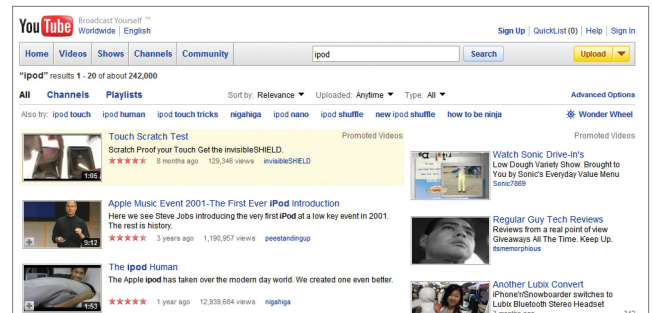
Faced with the challenge of introducing their new product to consumers, ZAGG's main objective was to raise awareness of the invisibleSHIELD by demonstrating its effectiveness. ZAGG created a series of scratch-test demo videos to illustrate the protective value of invisibleSHIELD.

If a picture is worth a thousand words, then a video can be priceless in its power to communicate. "Video provides a convincing visual experience for our customers," says Brian Packer, VP of marketing for ZAGG. "Customers are more easily sold on the product when they can actually see how it works. Text can only go so far," he adds. By leveraging the power of sight, sound, and motion, the company aimed to drive traffic to their commercial site and increase sales.

#### A scratch-proof campaign

YouTube was a logical choice for ZAGG's videos, thanks to its reach and cost-effectiveness, explains Packer. "Millions of people visit YouTube daily and the cost of distributing video on YouTube is zero, so it just made sense to get our videos up on the site."

With 90 million unique monthly users in the United States alone, YouTube has an audience for virtually every product. ZAGG's challenge was getting their videos to be seen by the right audience, and looked to Promoted Videos, a new ad solution on YouTube. With Promoted Videos, ZAGG selected and bid on relevant keywords so that the invisibleSHIELD video demos would appear prominently when users were searching for content relevant to the product, such as iPods.



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## About YouTube

Founded in February 2005, YouTube is the leader in online video entertainment, and the premier Internet destination for watching and sharing original videos worldwide. YouTube enables people to easily upload and share video clips on [www.youtube.com](http://www.youtube.com) or one of our localized sites, or elsewhere online through websites, mobile devices, blogs, and email.

For more information visit:  
[www.youtube.com/advertise](http://www.youtube.com/advertise)

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"Video provides a convincing visual experience for our customers. Customers are easier to be sold on the product when they can actually see how it works. Sometimes text can only go so far. If we can be smart about getting the right people to watch our video it is worth the investment."

**Brian Packer**  
*vice president of marketing, ZAGG Inc.*

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## About YouTube Promoted Videos

YouTube Promoted Videos is an easy-to-use tool that enables video owners to promote their content in a dynamic, auction-based marketplace. By providing a simple pricing system in which video promoters only pay when their videos are viewed, Google leverages the power of Search, AdWords, and YouTube to drive video content promotion on the web.

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Realizing that the demo videos themselves worked as ads, ZAGG saved time, energy, and money by using the Promoted Videos platform to quickly and cost-effectively drive traffic to their video content. By reaching users with compelling, relevant content while they were actively looking for videos on related topics, ZAGG was able to showcase their product to a highly engaged audience. And the pay-per-click model of Promoted Videos means that ZAGG only paid for the users that actually clicked to view their videos, focusing their budget on the most likely customers.

## Seeing the results

To Packer and the ZAGG team, the effects of the campaign were clear: "The Promoted Videos campaign has been a great opportunity for us to rise above the thousands upon thousands of videos that are uploaded to YouTube daily," says Packer. "By targeting viewers searching for the content relevant to our product, we were able to drive quality traffic to our videos and ultimately to our site."

With YouTube Promoted Videos, ZAGG has not only witnessed higher view counts on their videos, but has also increased traffic to the company site and gained more sales. The targeted and interest-based nature of Promoted Videos provided ZAGG with an ad platform on YouTube that fit their needs and drove results, explains Packer: "Our Promoted Videos campaign was a huge success. We were able to drive qualified leads and success was easy to measure. In fact, our campaign on YouTube performed better than many of our other ad programs."

