

## YouTube Promoted Video

### Connect your videos to your target audience.

#### YouTube at a glance

- # 1 entertainment site on the Internet, and #4 largest Internet destination
- Unique monthly visitors: 90 million
- Average monthly time spent on site per user: 54 minutes
- Monthly pageviews: 5.3 billion\*

#### Did you know?

- YouTube is now the world's second largest search engine on the web, after Google.\*

*"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."*

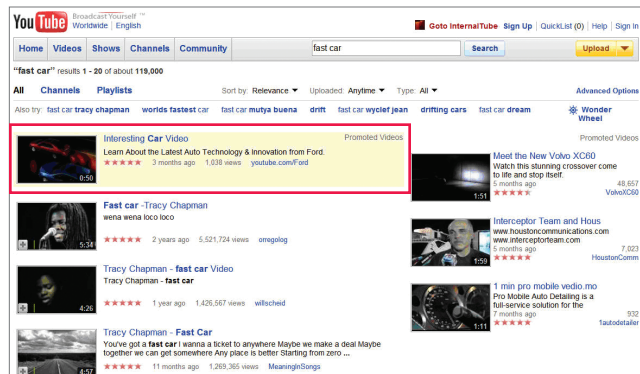
—Brian Packer, VP marketing, Zagg

#### Overview

YouTube Promoted Videos brings the power of search advertising to YouTube. An easy-to-use tool, Promoted Videos enables video content owners to promote their videos across YouTube through a dynamic, auction-based marketplace.

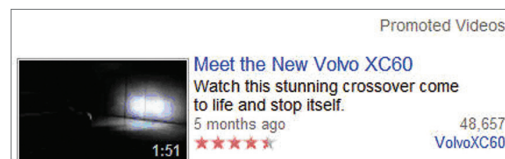
#### Benefits

- Reach users with your videos as they are searching on YouTube, the second largest search engine according to comScore.
- Keyword-based targeting gives you control over which search terms trigger your video promotion.
- Pay only when someone clicks to watch your video, and decide how much a view is worth to you by setting your maximum cost-per-click.
- Drive community engagement—comments, ratings, and sharing.
- Surface your videos on YouTube Search Results pages, within Related Videos, and on the YouTube homepage.
- Engage with an audience that actively opts in to view your content.



#### Formats and Features

- Creating an ad is as simple as writing a few lines of text to accompany your video thumbnail. Your YouTube video is your creative, so there's no need to create an additional display unit.
- Upload a video to YouTube. YouTube Promoted Videos works most effectively when your content is compelling.
- Users click on your promotion, and are taken to either a watch page or your YouTube channel—you can decide.
- In addition to reporting on performance (impressions and clickthrough rate), integration with YouTube Insight—a free tool that shows detailed video statistics—enables greater understanding of how your Promoted Videos campaign impacts your video-level data.



## Did you know?

By working with your Google AdWords representative, you can integrate conversion tracking into your Promoted Video campaign. As a result, you will be able to measure the number of conversions that are taking place as a result of someone clicking to watch your video.

## How to Get Started Upload your video.

The screenshot shows the YouTube 'Video Upload' page (Step 1 of 2). It includes fields for Title, Description, Video Category, and Tags. There are also sections for Broadcast Options, Date and Map Options, and Sharing Options. A sidebar on the right provides information about uploading, including a note that video is limited to 20480 MB and offers a mobile phone upload option.

Create a free YouTube account and start uploading engaging videos. Establish your presence by creating a customized user channel, the central destination that users will visit to watch all of your videos.

## Create your promotion.

The screenshot shows the YouTube Promoted Videos dashboard. It includes a summary table with the following data:

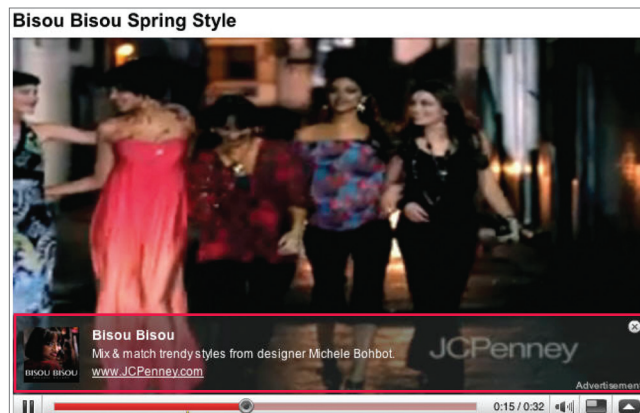
Summary	Impressions	Clicks	CTR	Average CPC	Total cost
	322,186	483	0.15%	\$0.10	\$48.50

Below the summary table, there is a 'My Promotions' section with a table of active promotions:

Promotion Name	Status	Impressions	Clicks	CTR	Cost
Watch Me Crank Dat This White Boy Learns & And Shakes It With Sooja Himself	Active	0	0	0.00%	\$0.00

Use Promoted Videos to surface your video on YouTube every time someone searches for related keywords. Simply visit ([youtube.com/promotedvideos](http://youtube.com/promotedvideos)) to begin your promotion. Choose your video, select your keywords, set your own budget, and adjust your campaigns at any time.

## Drive Traffic.



Once you've driven potential customers to your video, make sure they know what to do next. By creating a free call-to-action overlay and linking back to your site, many of those viewers can become instantcustomers.

To learn more about this program, visit [youtube.com/promotedvideos](http://youtube.com/promotedvideos) or contact a Google AdWords representative at [adwords-support@google.com](mailto:adwords-support@google.com).



\* comScore, June 2009.