

# YOUTUBE TRUEVIEW

Enhance your existing TV buy with targeted digital video on YouTube!



TrueView ads differ from traditional pre-roll video ads because they allow viewers to skip ads after 5 seconds, which means that it only counts against your budget when it's viewed through to completion. Viewers see videos they're curious about, and you get more views from an audience you know is interested!

YouTube TrueView Ad Campaigns Include:

- In-stream ads play before or during another video from a YouTube partner. Viewers see five seconds of your video and then have the choice to keep watching or skip it.
- Your budget is used when a viewer watches for at least 30 seconds or to the end of the video (whichever is shorter) or clicks on a card or other elements of your in-stream creative.
- Your ad message runs as a :15 or :30 video, which also lives on YouTube



## BENEFITS OF YOUTUBE TRUEVIEW CAMPAIGNS

- Expand the reach of your TV Commercials
- Increase brand awareness
- Maximize exposure by targeting your best audience
- Drive engagement and traffic to your website
- Build a new customer base
- Video Ads create an increase in key metrics later in the consumer's journey
- Video Ads Drive Consideration, Favorability, Purchase Intent, and Sales

## TARGETING OPTIONS:

- Demographic, Geography, Interest, Keyword, Specific Channel, and Topic

