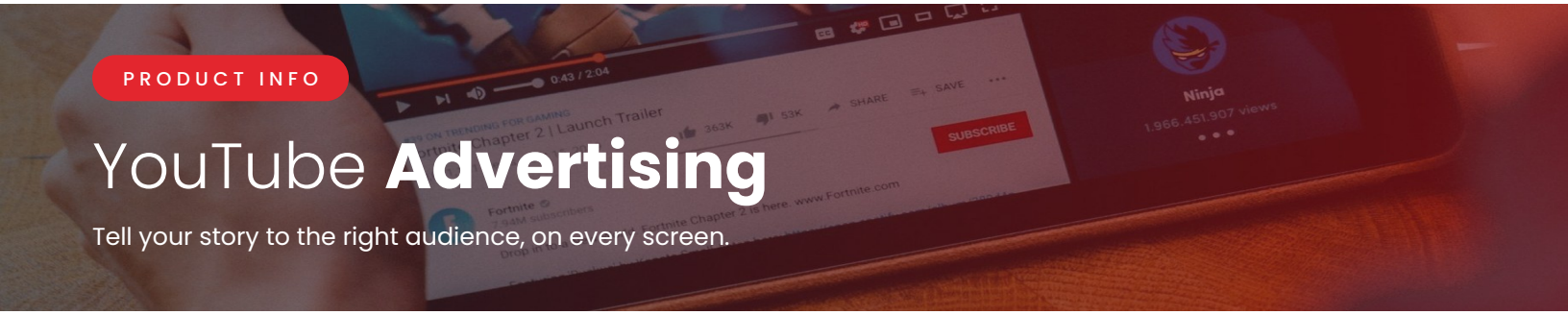


PRODUCT INFO

YouTube **Advertising**

Tell your story to the right audience, on every screen.

YouTube is where people go to learn, compare, and decide. Video ads let your brand tell its story with sight, sound, and motion, reaching the right people at home, at work, and on the go.

WHY YOUTUBE ADS WORK

Build awareness that sticks

70% of viewers say YouTube makes them more aware of new brands

9.5x more memorable: video ads vs. text-only ads

4x more likely to use YouTube to find brand or product info vs. other platforms

Influence buying decisions

3x more likely to prefer a tutorial video over reading instructions

96% of people have used video to research a product or service

73% of customers look for a video before they buy

DRIVE MEASURABLE RESULTS

We track it all, from website visits and lead forms to foot traffic in your store, so you can see exactly what your video is doing for your business.

Better together: three or more channels

- Pair YouTube with Streaming TV, Search, and Social so people see you everywhere.
- Multiple platforms build trust, and multi-channel campaigns are remembered longer.
- More channels mean more complete tracking of what's working.



Stats from Google and YouTube consumer research.

CAMPAIGN STRATEGIES

Brand awareness

Reach millions of viewers with skippable and six-second bumper ads that put your message and call to action front and center.

Product launch

Give a new product the right stage. Build excitement with sight, sound, and motion that connects with customers' emotions.

Audience engagement

Over 2 billion people use YouTube every month to watch, search, and share. Encourage sharing to build lasting engagement.

TARGETING OPTIONS

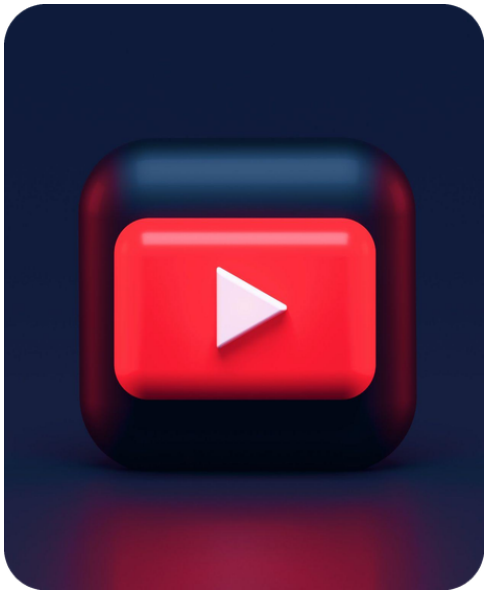
Interests
Reach people based on their online behavior and interests.

Content
Show your ad alongside videos related to what you offer.

Keywords
Reach people based on what they've searched for.

Demographics
Target by age, gender, or household income.

Location
By ZIP code, city, state, country, or a radius around your business.



VIDEO SPECS

Hosting	Your video must be uploaded to your YouTube channel
Format	MP4 recommended (MOV, AVI, and others accepted)
Resolution	1920 x 1080 (16:9) recommended
File size	Up to 1 GB

No video yet? We can help.

Our creative team can produce a spot built for YouTube. maxmediadigitalllc.com