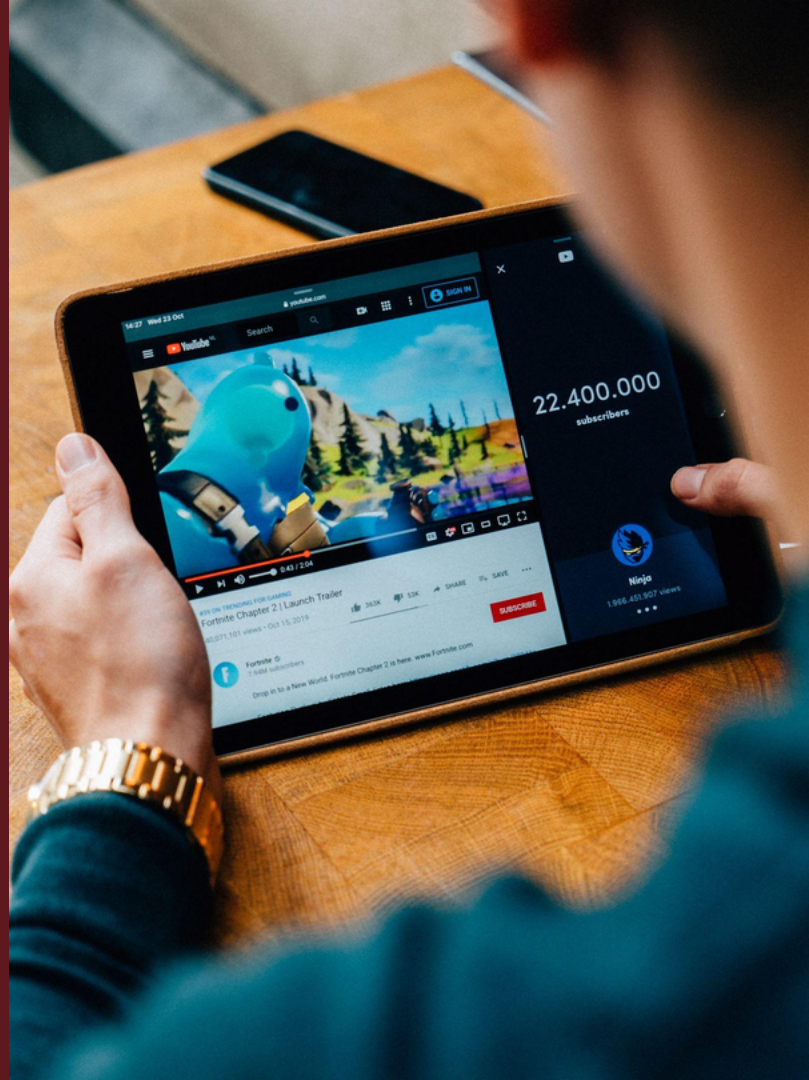
MAX MEDIA DIGITAL

PRODUCT OVERVIEW

YouTube **Advertising**

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



maxmediadigitalllc.com

How YouTube Ads Work

YouTube is one of the most visited websites in the world, and ads can be bought in different ways depending on your goal. There are two main types:

Skippable ads

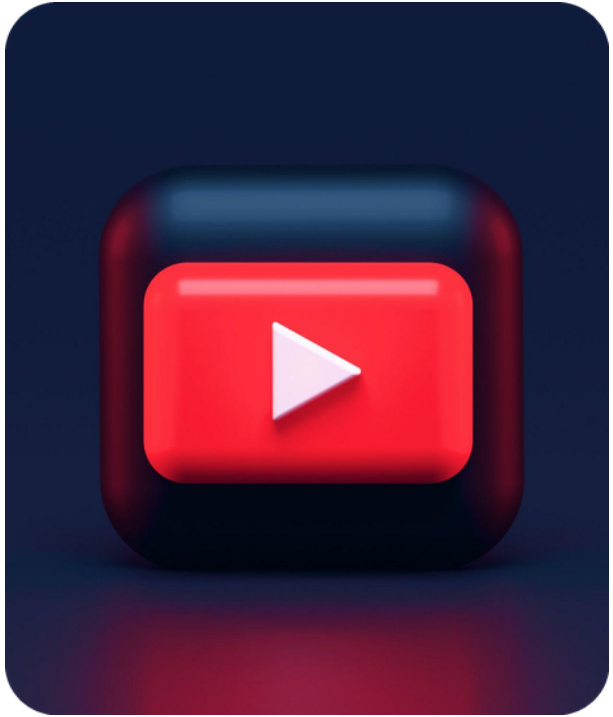
PAY PER VIEW

Viewers can skip after 5 seconds. You only pay when someone watches 30 seconds (or the whole ad, if it's shorter).

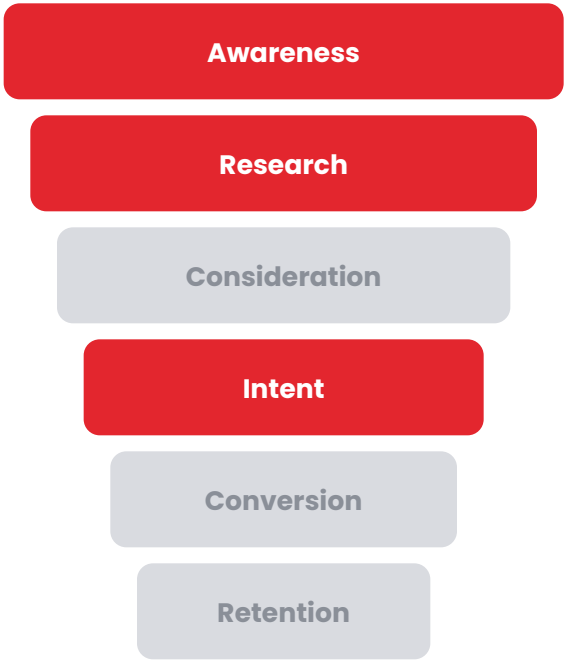
Non-skippable ads

PAY PER IMPRESSION

Viewers watch the full ad. Priced per thousand impressions, and typically more expensive than skippable ads.



Where YouTube Fits



Awareness

With its massive reach and precise targeting, YouTube builds brand awareness in a unique, engaging way.

Research

Videos are great at explaining how products work, when and why to use them, and what customers think. Think how-tos and reviews.

Intent

When people search for specific products or services, YouTube videos show up and can help close the sale.

Our recommendation: pair YouTube with Display or Device ID for awareness, so your video can focus on the research stage: how-tos, reviews, and Q&As.

YouTube Viewers Are Engaged Viewers

70%

of viewers say YouTube makes them more aware of new brands

4x

more likely to use YouTube to find info about a brand, product, or service

3x

more likely to prefer a tutorial video over reading instructions

2x

as likely to buy something they saw on YouTube

Source: Google and YouTube consumer research.

Targeting Options



Interests and behavior

People based on their online behavior and interests.



Content

Ads alongside videos related to what you offer.



Keywords

People based on what they've searched for.



Demographics*

A specific age, gender, or household income.



Location

City, county, state, country, ZIP code, or radius.

*Demographic targeting isn't available for some industries, including housing, employment, and credit. We'll find the best alternative.

Reaching People by What They Watch

Behavioral targeting reaches people based on the kinds of videos they watch. Three of the most popular:



Product reviews

Today's window shopping. A creator tests a new product and shares honest thoughts with their viewers.



How-to videos

Step-by-step guides that break a task into easy instructions, like a recipe with pictures, only easier.



Q&A videos

Audience-driven videos where viewers ask their burning questions. Some of the most engaging content on YouTube.

Targeting in Action

Rental car company

EXAMPLE AUDIENCES

- Luxury, convertible, and specialty car rentals
- Economy, compact, and mid-size car rentals
- Luxury travelers and snowbird travelers
- Hotels and accommodations (3- and 5-star)
- Adults 35+, household income in the top 31–40%

Bike shop

EXAMPLE AUDIENCES

- Cycling enthusiasts
- Bicycles and accessories
- Sports and fitness
- Outdoor enthusiasts and recreational equipment
- Skiing and running enthusiasts
- Household income in the top 10%

Reporting That Shows Real Engagement

Your live dashboard tracks views, view rate, and clicks, plus the most important engagement signal of all: **how much of your ad people actually watched**.

Completion rates



Illustration only. Your results will vary.

This matters most for skippable ads: it tells us how many people saw your full message, so we can keep improving it.



Case Study: Local College



Client	Local college
Campaign length	Two months
Objective	Increase awareness and overall enrollment for the fall semester.
Solution	A blend of Programmatic Display and Video (Streaming TV, pre-roll, and YouTube), targeting English and Spanish speakers and people in the market for continuing education.

2,500+

prospective students viewed program pages

300

total registrations

Results from a single advertiser; individual results vary.

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Ready to **press play?**

Tell us your goals. We'll build the audience, and our creative team can help produce the video.

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