

Case Study: YouTube is Indispensable to Today's Audiences. Here is How Businesses Can Reach Them With Google YouTube Video Ads From as Low as \$2 a Day



A case study on how any business with a modest marketing budget gets found when their potential clients are browsing YouTube.

BACKGROUND AND GOALS

It is often hard for businesses to know how to connect with audiences online when they have a bottomless well of entertainment to choose from. But people will always crave personally relevant viewing experiences and content that speaks to their interests and needs. If there's any channel that can pique and satisfy their curiosity, it is YouTube.

When people discover content that resonates with them from creators they trust, whenever they want it, they'll return to it again and again. This gives businesses more opportunities to win engaged audiences' attention in meaningful ways.

Here are three reasons audiences call YouTube home and how this makes the platform a perfect touch point for businesses to meet them.

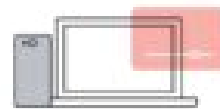
1. YOUTUBE GIVES AUDIENCES BREADTH AND DEPTH OF CONTENT

YouTube is home to thousands of communities built around shared passions, from avid birders to fashion lovers to aviation enthusiasts. Even the most unique interests can bring together millions of viewers from around the world.

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YouTube gives audiences breadth and depth of content



Memorable moments are multi-format



YouTube creators cultivate trust

"YouTube blends both worlds, allowing audiences to choose their own adventure no matter how niche or mainstream. Viewers can find just about any topic imaginable."

In fact, for one-third of the world, YouTube is part of everyday life. The platform has more than two billion monthly logged-in users who tune in across multiple devices every day. But although many of those viewers are long-time subscribers to their favourite creators, still more are first-time watchers exploring new subjects.

2. EVEN THE MOST UNIQUE INTERESTS CAN BRING TOGETHER MILLIONS OF VIEWERS FROM AROUND THE WORLD

People love television for its high quality and production value and they turn to social media for endlessly diverse, bite-sized entertainment options. But YouTube blends both worlds, allowing audiences to choose their own adventure no matter how niche or mainstream. Viewers can find just about any topic imaginable, watch a 30-minute explainer video about it, and walk away learning something new.

3. YOUTUBE LETS PEOPLE CURATE WHAT THEY'RE WATCHING AND DISCOVER THE STUFF THEY FIND TRULY ENGAGING

According to a recent Ipsos survey, 85% of Australian viewers and 96% of viewers in New Zealand say that they find "good content" on YouTube — and they're most likely to say "good content" tells a good story and features a personally relevant topic. And 65% of Gen Z agree that content that's personally relevant is more important than the content everyone else is talking about.

But that doesn't mean people can't find mainstream culture on YouTube. It's there if they want it, from pop stars' concert live streams to primetime sporting events such as tennis. The Australian Open uploaded this year's men' and women's singles finals days after they aired on TV, and collectively, they've received millions of views and counting.



Very Low Cost Per View and Low Daily Budgets!



Video Platform In The World



Billions Browsing YouTube Daily



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MEMORABLE MOMENTS ARE MULTI FORMAT

Online culture is fluid and generative. A creator can post a vlog that spawns dozens of reaction videos from fellow creators in the community, and fans can discuss their favourite parts in the comments section. Creators can use YouTube Shorts to power video challenges that keep communities buzzing and ramp up viewer participation.

That's another reason audiences keep coming back to YouTube: It's built for different content types and formats, so people can tune in when and on the device they want. From short-form content made for mobile to exciting hour long episodes viewers watch on their TV screen, YouTube's multi format ecosystem keeps the conversation going and lets brands tailor their messages to different moments.

MEET TUNED-IN AUDIENCES ON YOUTUBE

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Audiences today want an experience that feels personal and purposeful, and they expect no less from ads.

As long as they're relevant and authentic, businesses have every right to engage audiences by simply showing up. According to an Ipsos survey, 78% of viewers in Australia are open to advertising and branded content when watching a video that's personally relevant.

Here are three ways brands can confidently tap in and drive results:



- Connect with a rich and diverse content ecosystem
- Engage audiences across multiple formats
- Partner with creators audiences trust

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