



Reach Beauty Consumers on YouTube

It's a Beautiful Time to Advertise on YouTube

There are currently **1 billion** YouTube beauty content subscribers, and YouTube ranks as U.S. beauty consumers' **#1 digital source** for beauty content — even outranking Google Search.

From videos that invite viewers to “Get Ready With Me” at the YouTuber’s bathroom vanity to detailed **makeup tutorials**, YouTube provides all kinds of on-demand content that instructs and educates, critiques and inspires.

“**Beauty Hauls**” are another popular type of YouTube video. Vloggers use a show-and-tell structure to go through their makeup bags, featuring a variety of cosmetic products.

Direct to consumer (D2C) cosmetic brands are effectively selling beauty products on YouTube. The bottom line is: if you’re not using your ad spend on YouTube, you’re missing out on the **#1** platform for beauty advertising today.

1 billion
YouTube
beauty
subscribers

75%
increase in
YouTube
beauty
watchtime

#1
digital source
for Beauty
is YouTube

Source: Think With Google



Measurement Program

Brand suitability & contextual targeting

Effective YouTube Targeting: A Beauty Industry Goldmine

While YouTube is a key platform for any beauty brand, you'll need to skillfully navigate within its existing categories.

YouTube offers a broad range of 15 channel categories. These include topics like "Comedy," "Auto & Vehicle," or "Music."



Currently, YouTube does not have a "Beauty" creator category, so beauty-related channels use the "How To/Style" category.

This means that for the thousands of beauty channels in this category, there are thousands of content creators that are unrelated to beauty as well. So your YouTube beauty ads could be running in front of an audience that's looking for... something else. (Like "how to fix a cracked phone screen" or "how to make sushi.")

Your job is to find your perfect audience by narrowing things down within the "How To/Style" category. This is where **VuePlanner's 12 subcategories** come in and change the game completely.

Our mission is to work smartly within YouTube's built-in targeting options to whittle down criteria even further, so your ads are running with the right audiences. How do we ensure your ads aren't a shot in the dark?



Doing Your Prep Work

In order to maximize your ad spend, you'll want to target the right channels and the right types of videos. By aligning your beauty ads with the most relevant video content, you'll target customers, not just an audience, with contextual intent.

VuePlanner's 12 collections include 5,000 channels that focus specifically on the beauty category. VuePlanner can help you boost campaign performance and brand image, by helping put your ad in front of the right audiences at the right time. Here are VuePlanner's 12 specific beauty subcategories:

- Beauty Vloggers
- Beauty Hauls & Unboxing
- Beauty Tutorials
- Body Art & Tattoos
- Cosmetics & Nails
- Get Ready with Me
- Hair Care
- Men's Grooming
- Natural & Organic Beauty
- Perfume & Fragrance
- Personal Care
- Skin Care



Meanwhile, as you're focused on targeting the right type of content, you'll also want to target the most successful channels, run by top-notch talent like beauty vloggers.

Vloggers control around **97%** of all beauty topic videos. But there are a ton of vloggers out there and weeding through them can be time-consuming.

VuePlanner has curated a premium selection of influencers that we call **Beauty Vloggers Select**.

These are the top beauty bloggers in the industry, and their reach simply can't be overstated.

With this combination of the right channels and the right videos, you'll be in an outstanding position to reach your actual customers.



Targeted Ads With Laser-Like Precision

One other key when it comes to YouTube beauty advertising is to run ad campaigns at the optimal time with the most relevant content.

By running ad campaigns that coincide with beauty product launches and seasonal milestones (think seasonal beauty hauls, new makeup tutorials, back to school get ready with us content) you'll align your ads with target customers who are actively looking for what you're selling.

By implementing precise targeting at every layer — running ads with the top influencers, the most relevant content, at the right time — your product is guaranteed to be discovered by both an audience of top YouTube beauty content creators as well as an audience of direct consumers.



Proven Results

The proof is in the pudding. VuePlanner is a verified YouTube Brand Suitability & Contextual Targeting Partner.



We have run over \$200 million in spend on the YouTube platform, and we've managed over 5,000 campaigns.

VuePlanner has curated and scored the top 5,000 YouTube beauty channels, encompassing 2.4 million videos with over 140 billion historical views, and nearly 1 billion subscribers. We've done the research so you don't have to.

Experience a whole new way of beauty advertising on YouTube. Drive additional sales using YouTube to reach your ideal audience.

Schedule a demo today and get your **free contextual gameplan!**

SCHEDULE A DEMO