



Reach Your Ideal Customers on YouTube and Increase Sales

This Holiday Season of Social Distancing

Use contextual targeting on YouTube to increase sales by meeting the usual demands of holiday shoppers plunged in a very unusual situation.

Holiday Season 2020 Business, just not as usual

It's a Christmas miracle! Even with all the chaos caused by the COVID-19 pandemic, people are still planning to go holiday shopping this year.

Although the pandemic couldn't quash people's desire to go shopping, it definitely caused a seismic shift in consumer behavior. Due to government restrictions and fear of catching COVID-19, people are spending very little time inside brick-and-mortar stores.

This holiday season, there will be no crowds waiting in line for days. No window shoppers spending entire weekends at the mall.

However, this doesn't mean that advertisers have no opportunities to dazzle shoppers and increase sales because people haven't stopped planning for this holiday shopping season. They just moved their window-shopping and deal-hunting to a place where they don't have to social distance — online.

And that's where your ads need to be to make an impact this holiday season.



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YouTube Advertising Makes Sense

As the most popular video-hosting platform and the second largest search engine in the world, YouTube is where people of all ages converge. Consider the following YouTube User Statistics:

- 35+ and 55+ age groups are the fastest-growing YouTube demographics
- 94% of US internet users aged 18-24 use YouTube regularly
- 96% of US teens with internet access are on YouTube

YouTube has 2 billion unique visitors each month watching 1 billion hours of content each day. And they are not only searching for entertaining and educational content, they are also seeking out videos that will help inform their purchase decisions. In fact, 68% of users watched videos in order to make a purchase decision and 33% of shoppers purchased products they discovered on YouTube.

All these numbers add up to one undeniable fact — advertising on YouTube makes sense.

With fewer people going to physical stores and window shopping practically gone, even more people will be turning to YouTube for help with their shopping needs. They will be spending hours and hours watching shopping hauls, reviews, and other videos that will help them find products to add to their shopping list.

If you can strategically place your ads in front of viewers intent on purchasing, you can increase sales and your company will have a very happy holiday season indeed.



Advertise to Customers Not Viewers

40%

Increase in brand favorability with contextually targeted ads



63%

Increase in likelihood to purchase with contextual targeting



300%

Increase in likelihood to recommend if ad sentiment matches the video

Source: [IPG Media Lab](#)

YouTube leverages its unique position as the largest video-sharing platform and the second largest search engine to deliver targeted ads to viewers.

But with 500 hours of videos uploaded every minute, it can be very challenging to ensure that ads run in front of relevant content. Without the correct strategy, you run the risk of higher misaligned spend and low campaign performance.

Fortunately, you can use contextual targeting to run your holiday ads on the most relevant YouTube content based on what viewers specifically searched for. Contextual targeting leverages the intent-based nature of YouTube and places you right in front of your ideal customers at the time when they are most receptive to your message. This gets you top of mind when it's time for your ideal customers to make their purchase.

Launching a great holiday campaign to drive sales is now more important than ever. And with the holiday season fast-approaching, it can be very overwhelming.

Well, why don't you follow Santa's strategy? Get yourself some "elves and reindeers" to help you create a winning holiday ad campaign.

Get More Out of YouTube with

VuePlanner is the leading technology for the delivery of contextual, transparent, and data-driven YouTube advertising. But it's also so much more than that. Working with VuePlanner elevates and enhances your YouTube ad buying experience, taking hours of research off your plate.

Our team has decades of experience in advertising and marketing. We can help you increase sales even during a pandemic by

- Getting your messages in front of the right viewers, in their right mindset, at the right time.
- Increasing conversions on your products by offering more opportunities for users to engage with video ads.
- Helping you build a number of users you can re-target closer to the holidays.
- Minimizing hassle, confusion, and misaligned spend.

BE TOP OF MIND WHEN YOUR IDEAL CUSTOMERS START THEIR HOLIDAY SHOPPING.

Get in touch with us and in 15 minutes,

-  Discover how we can lower your Cost Per View (CPV).
-  Find out how to get up to 46% higher View Through Rate (VTR) than industry benchmarks.
-  Learn how to optimize your media spend by over 18% and reallocate your YouTube dollars to content with better Cost Per Conversion (CPC).
-  Get a targeted list of what your competitors are doing on YouTube.

[Get Your Free Contextual Gameplan](#)