

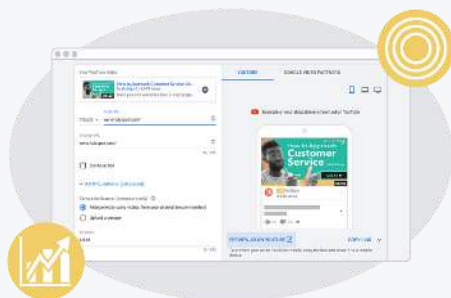
YouTube Advertising 101

Google Ecosystem Overview

- YouTube was founded in 2005, and quickly acquired by Google in 2006 for \$1.65 billion
- YouTube rolled out the Partner Program in 2007, making it easy for any user to upload content and monetize their views. This further accelerated the already explosive growth of the platform
- YouTube is generating over \$15 billion a year for Google, and growing
- YouTube got its start in Online Video, but has quickly grown its presence in OTT and CTV. It is one of the rare video platforms to successfully play well in both areas
- Most platforms specialize in one area of the Marketer's Funnel, with video platforms in particular skewing towards the upper funnel. Uniquely, YouTube has built out its offering to include robust solutions for every step of the funnel



YouTube Buying



- YouTube makes it easy and intuitive to run an ad campaign across their inventory
- Users can upload and store all of their brand assets and videos on their own YouTube channel
- Users can link their YouTube accounts to their Google Ads account, and run campaigns with set ad formats and objectives
- Benefits when buying ad space on YouTube include: audio on by default, high completion rates, and robust ad channel targeting and reporting options
- Challenges when buying ad space include: brand safety concerns, walled garden limitations, and a limited YouTube TV inventory
- The sharing feature on Facebook places more emphasis on community, whereas YouTube sharing is more transactional and tied to specific content