



Y O U T U B E

Video advertising solutions can help brands tell a story to the desired target audience in real time, at any time, anywhere in the world.

O V E R V I E W

- YouTube has **1.7 billion** unique monthly visitors
- **62%** of users in the U.S. access YouTube daily
- **40%** of shoppers said they purchased products they discovered on YouTube
- YouTube is the second-most visited website (after Google!)

S T R A T E G Y

- **Brand Awareness**
Reach more than **122 million** US customers in a single day with YouTube TrueView and Bumper ads, highlighting your message and call to action.
- **Product Launch**
To introduce a new product, you need the right environment and tools. Drive excitement with the power of sight, sound, and motion to capture your customers' emotions.
- **Audience Engagement**
With **1.7 billion** global unique visitors each month, your customers are coming to YouTube to watch, search and share videos with friends. Encourage sharing to build long-term engagement.

T A R G E T S

- **Interest Targeting**
Target users based on their behavior and tracked interests online
- **Content Targeting**
Only interact with a user interested/viewing content relevant to the target consumer
- **Keyword Targeting**
how your ads to users based on keywords they've searched for
- **Demographic Targeting**
Target a specific age, gender, or household income of the audience you want to reach
- **Geographic Targeting**
Target a user based on their location, available by zip code, city, state, country, and radius

Video formats that are accepted include AVI, ASF, MP4 and more with a resolution of 640x360 (16:9) or 480x360 (4:3). Max file size is 1GB. The video must be hosted on your YouTube page. <https://go.ui.marketing/product-specs>