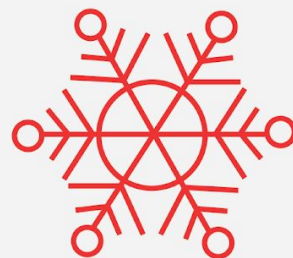




**'Tis the
Season
to Win New
Customers**




**YouTube
Audience Playbook**
HOLIDAY EDITION







Time to Get in the Holiday Spirit!



Half of holiday shoppers from 2017 began their journey with no specific brand in mind. This holiday season is an opportunity to connect with and win over new customers with a refined audience strategy. With Google's intent rich audiences, deliver more relevant, personalized ads that capture the attention of today's super-empowered consumer.



INSIGHTS

86%

of holiday shoppers were influenced by digital last year

Source: Euromonitor 2017, Google/IPSOS study 2017

1 in 2

people were undecided on what brand to buy when they started shopping last season

Source: Canalys Americas Client PC Market Q4 2017 (Includes Desk-based PCs, Notebook PCs & Two-in-ones, but not tablets or iPads); IPSOS/Google Holiday Study 2017



Consumers pay **3x more attention** to ads that are relevant to them vs. average

Source: Google/Ipsos, Video Mobile Diary, US, 2017, n of 4,381 (saw ads occasions)

Campaigns that use Google intent signals are delivering

20%
higher Ad
Recall lift

50%
higher Brand
Awareness lift

relative to campaigns only using demographic targeting

Source: Google Brand Lift Targeting Analysis October 2016 - March 2017



Retailers: Reach Holiday Shoppers on YouTube

Millions of consumers will be in need of gift ideas this holiday season. Ensure you're assisting shoppers and reaching your sales goals with strong audience strategies leveraging Google's intent rich audiences to deliver proven results - from driving awareness and reach against a relevant holiday audience through to driving purchase intent and action.

STATS

On Black Friday

39%

of purchases were
made as presents for
others [1]

10 Days Before Christmas

79%

of people still have
presents to buy [2]

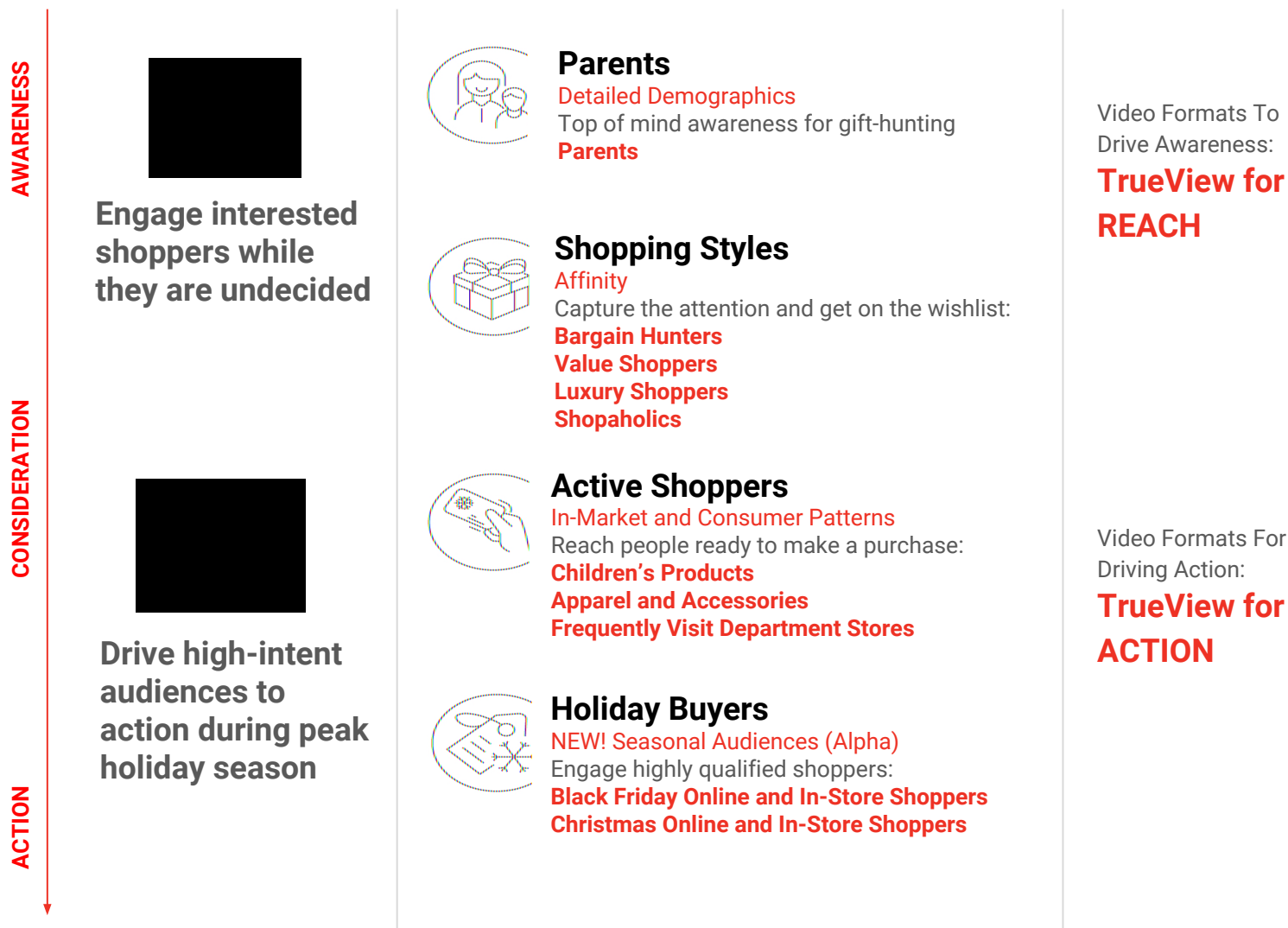
When Shopping

70%

used their phone prior
to a purchase in store
[3]

Tips For Retailers:

Enable Holiday growth across the Consumer Journey with YouTube



Holiday Audiences are powered by user signals across Google's properties

Google looks at signals from Search, Android app downloads and YouTube to understand the unique behaviors and characteristics of these audiences and verifies this behaviors via surveys.



Technology & Electronics: Reach Holiday Shoppers on YouTube



Shoppers turn turn to YouTube for in-depth reviews during the holidays like gift guide videos or consumer electronics. Ensure you're assisting shoppers and acquiring new customers with strong audience strategies this holiday season leveraging Google's intent rich audiences.

STATS

409M

Searches for laptops/computers throughout Q4 2017

51%

of tech purchases made during Black Friday weekend are inspired at least a month in advance [1]

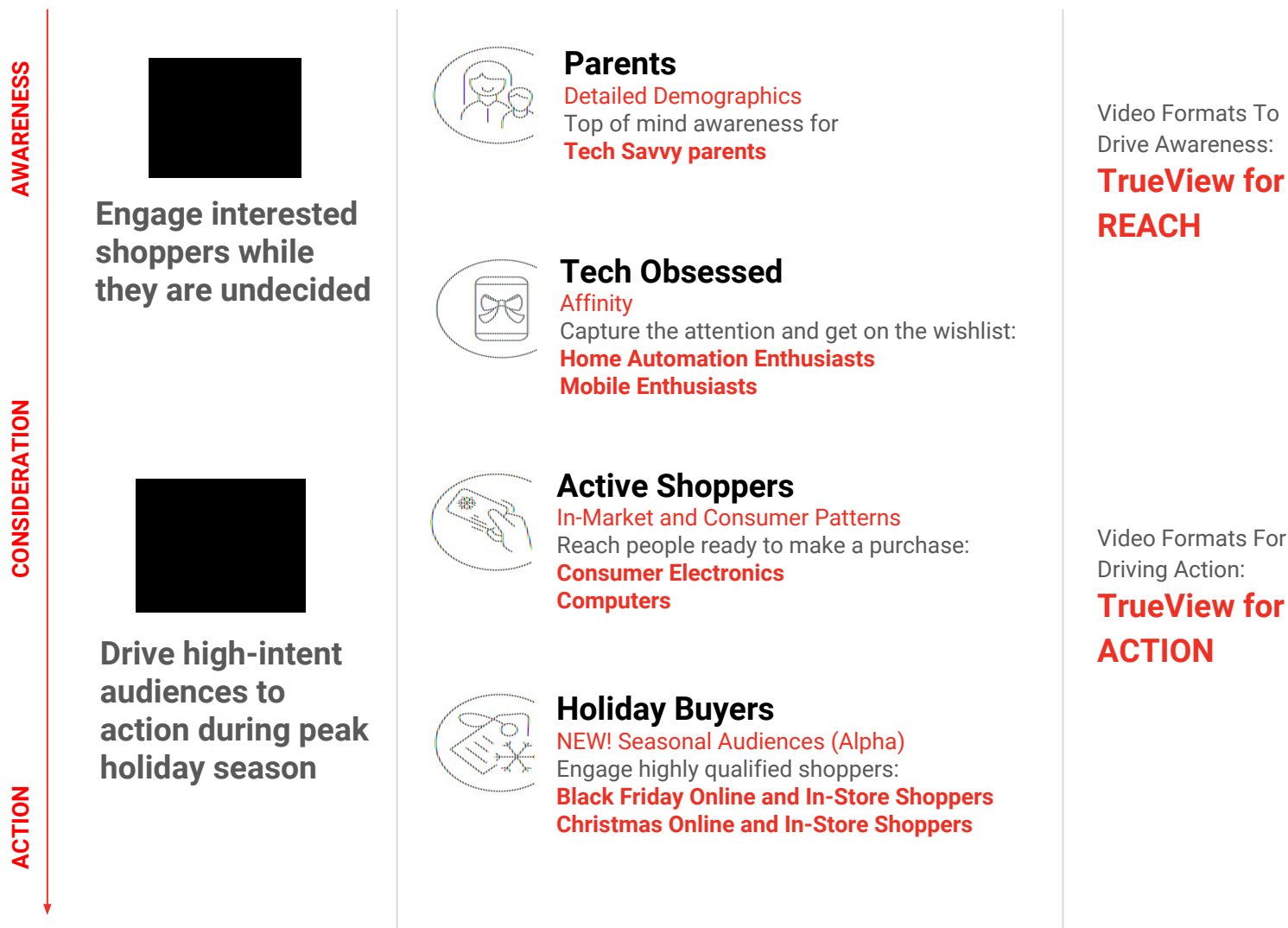
68%

of consumer smartphone shoppers turn to YouTube for ideas about what to buy [2]

[1] Google Consumer Survey, July 2017, Q: Approximately, how long had you been considering your electronics purchase before you bought it?, n=415 [2] Google Data, classification as "gift guide" video was based on public data such as headlines and tags, and may not account for every such video available on YouTube, Dec. 2015, U.S.

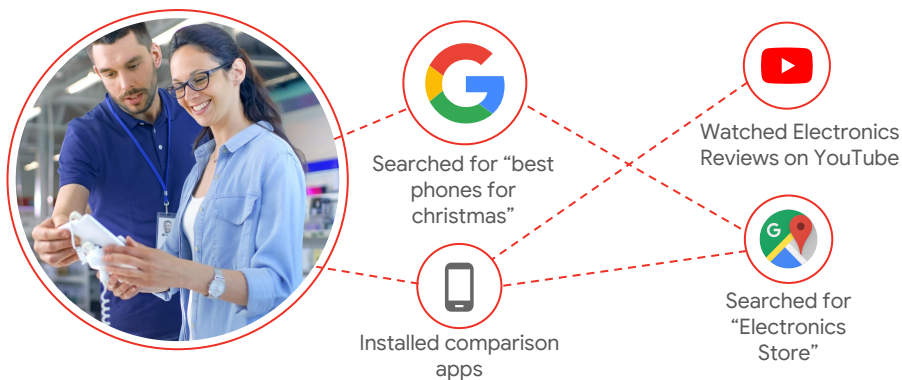
Tips For Technology & Electronics:

Enable Holiday growth across the Consumer Journey with YouTube



Holiday Audiences are powered by user signals across Google's properties

Google looks at signals from Search, Android app downloads and YouTube to understand the unique behaviors and characteristics of these audiences and verifies this behaviors via surveys.





Food & Entertainment: Reach Holiday Shoppers on YouTube

People are devouring holiday entertaining content on YouTube with 100 million Food and Recipe related searches on YouTube in December 2016. Be there to assist party planners, entertainers, chefs and bakers and drive sales this holiday with Google Audiences.

STATS

42%

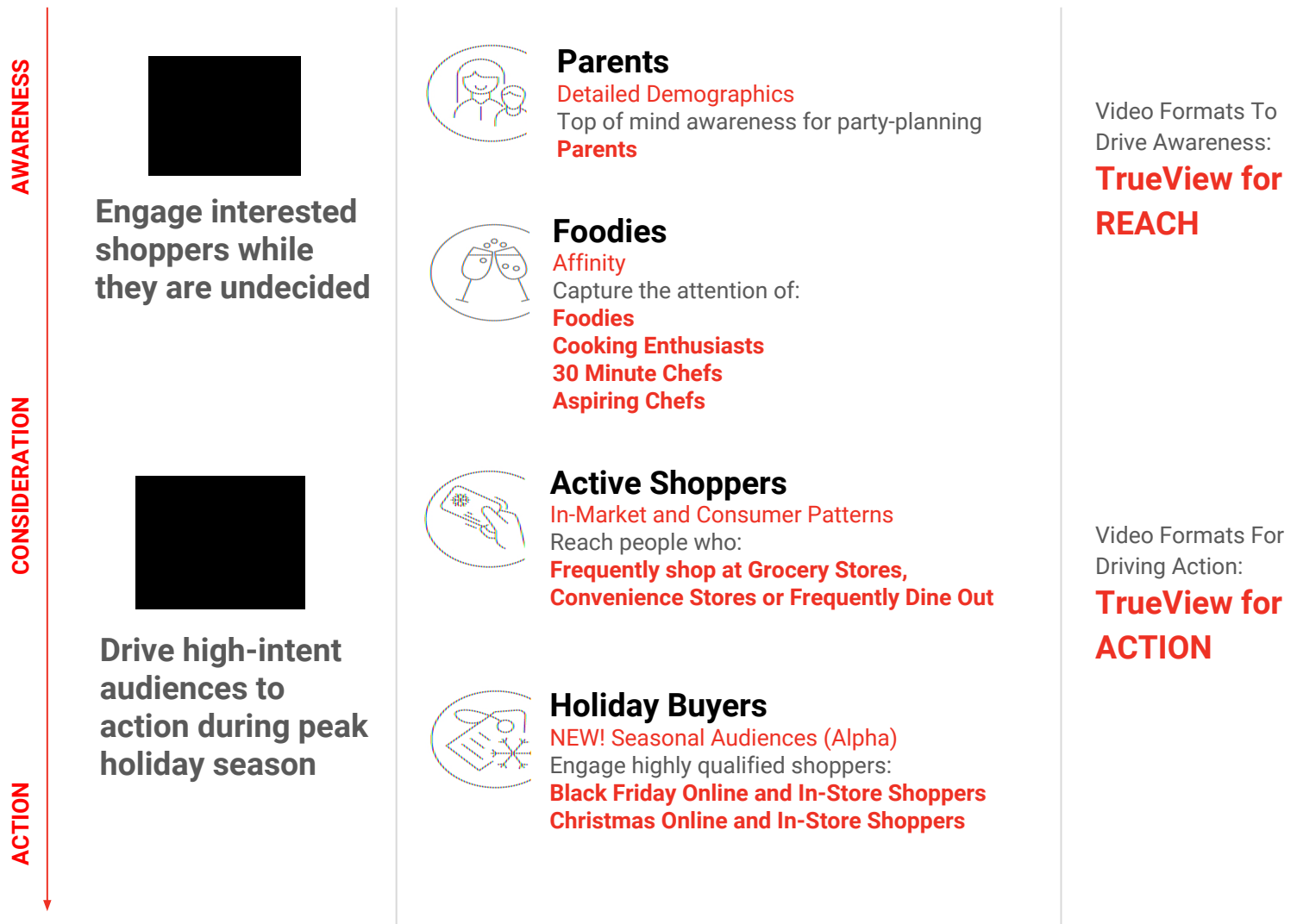
of 25-44-year-olds will be using their smartphones to search for recipes online [1]

30 Billion

views of food related content watched on YouTube in Q4 2016 / +50% YoY

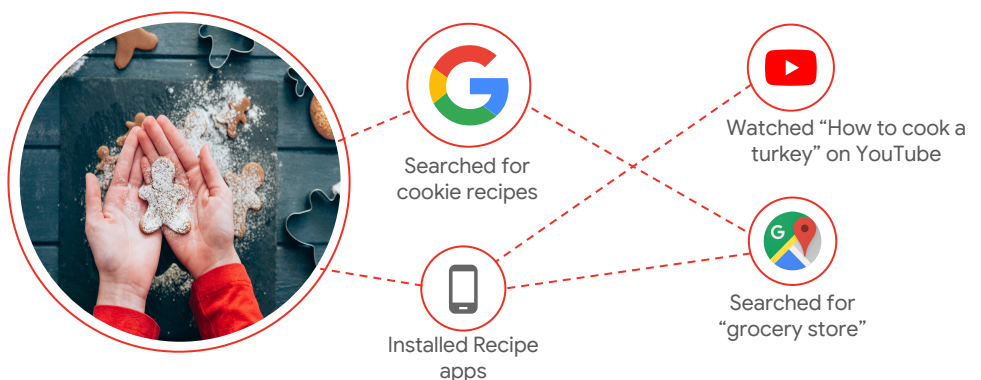
Tips For Food and Entertainment:

Enable Holiday growth across the Consumer Journey with YouTube



Holiday Audiences are powered by user signals across Google's properties

Google looks at signals from Search, Android app downloads and YouTube to understand the unique behaviors and characteristics of these audiences and verifies this behaviors via surveys.





Beauty & Wellness:

Reach Holiday Shoppers on YouTube

Most holiday beauty purchase decisions will be made online and YouTube is a major purchase trigger for beauty products. For beauty brands, it's a great opportunity to help customers find the perfect beauty gift and drive sales this holiday season leveraging Google audiences.

STATS

36 Million

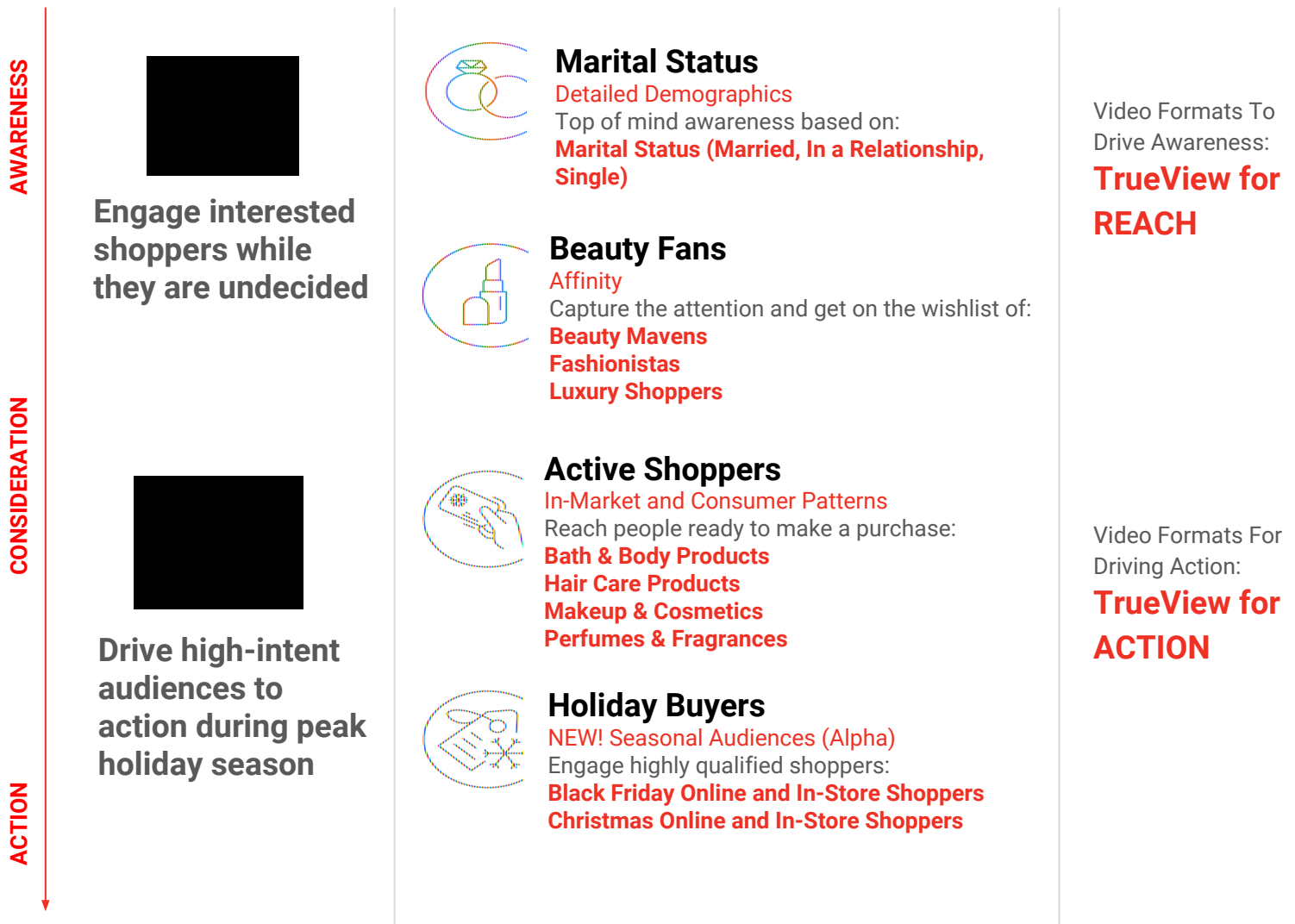
YouTube beauty queries/day
in Q4 2016 +15% YoY

60 Million

hours of beauty content
watched in Q4 2016
+25% YoY

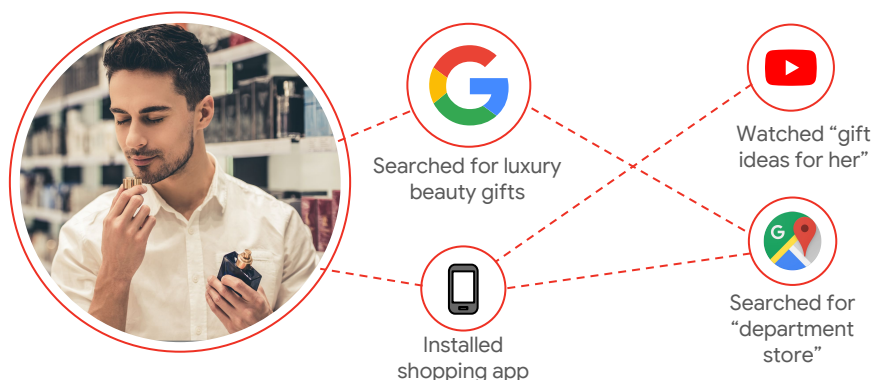
Audience Strategy Beauty and Wellness:

Enable Holiday growth across the Consumer Journey with YouTube



Holiday Audiences are powered by user signals across Google's properties

Google looks at signals from Search, Android app downloads and YouTube to understand the unique behaviors and characteristics of these audiences and verifies this behaviors via surveys.



Customize Your Own Audience From Signals Across Google Properties

If you don't see the audience that fits your campaign goals, build tailor-made highly-qualified segments of users to develop your own custom audience for your holiday campaigns.

Custom Audiences Holiday Catalog

Custom Affinity

Build broad audiences around consumer trends, passions and pain points by using signals from across Google. Below are example custom holiday audiences and signals to leverage.



1. Cyber Monday Deal Seekers



APPS

- ShopSavvy
- Barcode/QR Scanner
- eBay
- Amazon Shopping



INTERESTS

- Best Cyber Monday Deals
- Cyber Monday



PLACES

- Electronic Stores



URLs

- Walmart.com



2. New Year, New You



APPS

- Run Keeper
- Calorie Counter
- Fitbit
- Google Fit



INTERESTS

- Nutrition
- New Years Resolution
- Exercise Plan
- Fitness



PLACES

- Gyms
- Fitness Centers
- Spas



URLs

- Menshealth.com
- Weightwatchers.com



3. Christmas Decor Shoppers



APPS

- Pinterest



INTERESTS

- Christmas stockings
- Christmas trees
- Christmas lights
- Christmas wreaths



PLACES

- Retailers and Shops



URLs

- Walmart.com
- Target.com

Best Practice:

To improve targeting quality and reach, enter at least 5 items for interests, URLs, places, or apps

Custom Audiences Holiday Catalog

Custom Intent

Reach people on YouTube who are actively searching for your product on Google.com. Build this audience by selecting all relevant keywords for your business.

EXAMPLE KEYWORDS:

Instax
Mini

Christmas
Electronics

Fujifilm
Camera

Best
Camera
Gifts

Instant
Camera

1.

Start with your search campaigns and export keywords that received clicks or conversions

2.

Build audiences specifically searching for your brand or product

3.

Build audiences interested in your category of products

Best Practice:

To improve targeting quality and reach, enter at least 300 keywords

YouTube Holiday Audience Catalog

YouTube Audiences

Beauty & Wellness

Seasonal Events

In-Store or Online
Christmas Shoppers
In-Store or Online Black
Friday Shoppers
After-Christmas Shoppers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

Affinity

Beauty Mavens
Fashionistas
Shoppers/Luxury Shoppers

Consumer Patterns

Frequently Visits Salons

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Technology

Seasonal Events

In-Store or Online
Christmas Shoppers
In-Store or Online Black
Friday Shoppers
After-Christmas Shoppers

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

Affinity

Mobile Enthusiasts
Social Media Enthusiasts
Audiophiles
Shutterbugs
Business Professionals

Consumer Patterns

Technophiles
Audiophiles
Cloud Services Power
Users
High End Computer
Aficionados
Home Automation
Enthusiasts

In-Market

Consumer Electronics
Audio
Camcorders
Cameras
Game Consoles
Home Theater Systems
Mobile phones
Televisions
Computers
Computer Accessories &
Components
Printers, Scanners & Faxes

Food & Dining

Seasonal Events

Party
Planners/Entertaining
In-Store or Online
Christmas Shoppers
In-Store or Online Black
Friday Shoppers
Christmas Party Planners

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

Affinity

Cooking Enthusiasts
Cooking Enthusiasts/30
Minute Chefs
Cooking
Enthusiasts/Aspiring Chefs
Fast Food Cravers
Foodies
Green Living Enthusiasts

Consumer Patterns

Coffee Shop Regulars
Frequently Dines Out

YouTube Audiences

Media & Entertainment

Seasonal Events

In-Store or Online
Christmas Shoppers
In-Store or Online Black
Friday Shoppers
After-Christmas Shoppers

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

Affinity

Book Lovers
Comics and Animation
Fans
Gamers
Movie Lovers
Music Lovers
TV Lovers
Art and Theatre
Aficionados
Nightlife Enthusiasts
Thrill Seekers
Outdoor Enthusiasts

Consumer Patterns

Frequently attends live events

Retail

Seasonal Events

In-Store or Online
Christmas Shoppers
In-Store or Online Black
Friday Shoppers
After-Christmas Shoppers

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

Affinity

Shoppers
Shoppers/Bargain Hunters
Shoppers/Luxury Shoppers
Shoppers/Shopaholics
Shoppers/Value Shoppers
Family-Focused
Pet Lovers

Consumer Patterns

Shoppers by store type
Convenience Store
Shoppers
Department Store
Shoppers
Grocery Store Shoppers
Superstore Shoppers

In-Market

Apparel and Accessories
Activewear
Costumes
Formal Wear
Handbags
Jewelry & Watches
Lingerie
Luggage
Men's Apparel
Outerwear
Shoes
Swimwear
Wallets, Briefcases &
Leather Goods
Women's Apparel
Baby & Children's Apparel
Child Car Seats
Diapers & Baby Hygiene
Products
Strollers & Baby Carriages
Toys & Games
Sporting Goods
Gift Baskets
Personalized Gifts

YouTube Custom Audiences

Custom Affinity

Build broad audiences around consumer trends, passions and pain points by using signals like Apps, Places, URLs, Interests.

1 — Apps

Defines the types of apps users have downloaded, based on exact app names and similar apps from Google Play

Categories

Art & Design
Auto & Vehicles
Beauty
Books & Reference
Business
Comics
Communication
Dating
Education
Entertainment
Events
Finance
Food & Drink
Health & Fitness
House & Home
Libraries & Demo
Lifestyle
Maps & Navigation
Medical
Music & Audio
News & Magazines
Parenting
Personalization
Photography
Productivity
Shopping
Social
Sports
Tools
Travel & Local
Video Players & Editors
Wear OS by Google
Weather

Games

Action
Adventure
Arcade
Board
Card
Casino
Casual
Educational
Music
Puzzle
Racing
Role Playing
Simulation
Sports
Strategy
Trivia
Word

2 — Places

Define the types of locations users have historically visited, based on Maps categories

- Apparel Stores & Services
- Beauty & Wellness Locations
- Business, Manufacturing & Production Facilities
- Entertainment Attractions & Venues
- Financial Services
- Food & Drink
- Government & Public Services
- Health & Medical Locations
- Home & Garden
- Housing
- Pet Stores & Services
- Professional Services
- Religious Institutions
- Retailers & Shops
- Schools & Educational Services
- Sports & Fitness Venues
- Transportation & Logistics
- Travel & Tourism
- Vehicle Sales & Services

4 — Interests

Explore what is trending, get interest ideas for your business and consumers with Google Trends. Visit trends.google.com

3 — URLs

For YouTube, URL inputs are translated to a theme of Searches performed on Google.com or YouTube videos users engage with online