

# How Advertisers Are Increasing Sales by More Than 500% With YouTube Campaigns

Josh Sanden, the owner of Skid Pro Attachments, decided to expand his business' reach. Knowing that he was already showcasing his products on Google Ads and Microsoft Advertising, our team proposed using YouTube to increase the volume of leads. Advertising on this video search engine could impact his sales, website traffic, and brand awareness.

- ✔ YouTube is the world's largest video network and the second-largest search engine behind Google.
- ✔ As much as 75 million people in the U.S. watch online videos every day.
- ✔ 53% of consumers overall and 66% of Millennials report engaging with a brand after viewing a video

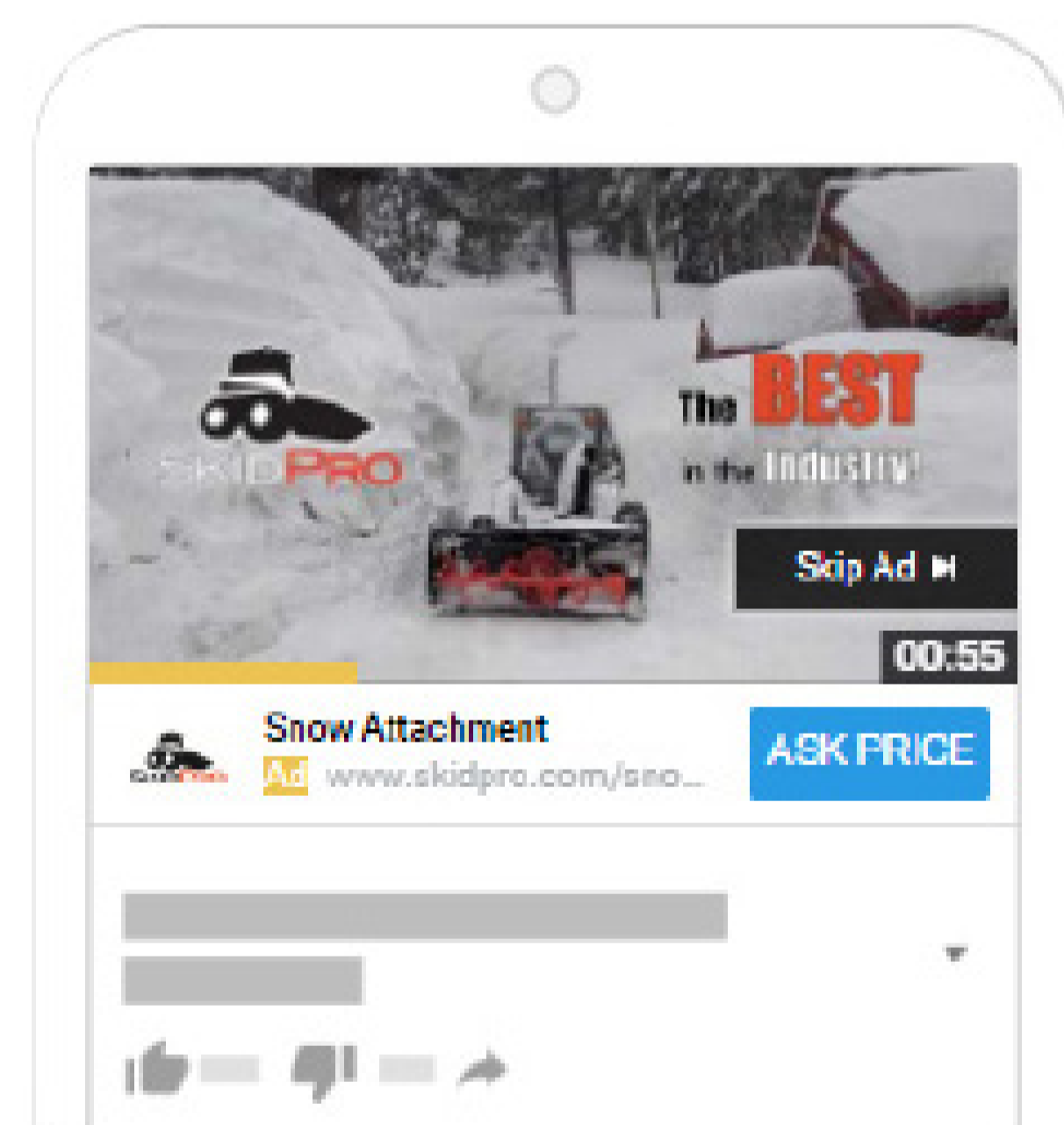
## HOW WE DID IT?

Our team opened a new Google Ads account to advertise solely on YouTube. The account strategy focused on:

- Launching a nationwide campaign
- Ensuring the audience was highly relevant through remarketing strategy
- Expanded to In-Market Audiences to capture prospects with product interest
- Leveraging automated bidding, specifically Target CPA for the machine to show ads according to the best performing:
  1. Schedules
  2. Devices
  3. Locations

- Using ad formats that allowed users to take actions such as:

- a. Visiting the website
- b. Submitting a form
- c. Calling the business



## THE RESULTS

- ▶ Achieved a CPA of \$19.60
- ▶ Monthly conversions increased by 513%
- ▶ CTR increased by 1387.5%

CPA versus Conversions - April 2019 to June 2020

