

HARNESS THE
POWER OF



YouTube

for eCommerce Success

**WORLD'S
NUMBER 1**
VIDEO
PLATFORM

**2ND MOST
VISITED**
WEBSITE



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4 STEP GUIDE

to a successful campaign on



Connect with diverse audiences:

With 26 million unique monthly visitors in South Africa, YouTube has the largest audience compared to any TV channel in the country.

Stay ahead in a rapidly changing world with future-fit media strategies by expanding reach and cost-effectively converting new customers.

Maximise ROI

with YouTube's powerful targeting and analytics tools.



01

Set your goals

YouTube's diverse ad formats help you reach users with the right message at every stage of their journey.

1. Build **Brand Awareness**
and **Recognition**

2. Increase **Consideration**
and **Engagement**

3. Drive Sales with
Action

#1 RULE

“ONE MESSAGE PER VIDEO”

Select the right format or combination of ad formats to **achieve higher ROI.**



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1

Build brand awareness with **video reach campaigns**

Capture attention with YouTube's industry-leading viewability and audibility formats:

TrueView for Reach

Cost-effectively reach and engage viewers at scale

Bumper Ads

Drive brand impact in mobile-first world with 6-sec ads

Non-Skippable In-Stream Ads

Reach viewers with your entire message.



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2

Increase **consideration** and **engagement** with **TrueView instream**

Optimised to drive views and engagement among your most valuable customers. Best of all, you will only pay for the actual video view = minimal wastage and strong ROI.



5 seconds
Non-skippable

29 seconds
Free



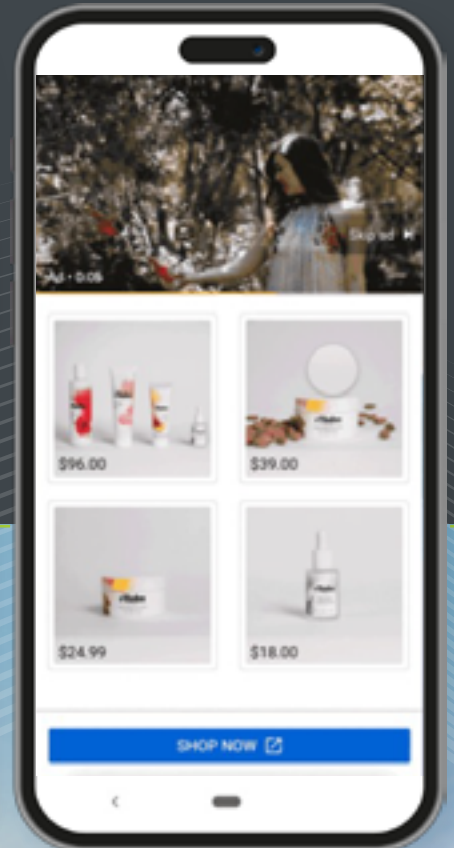
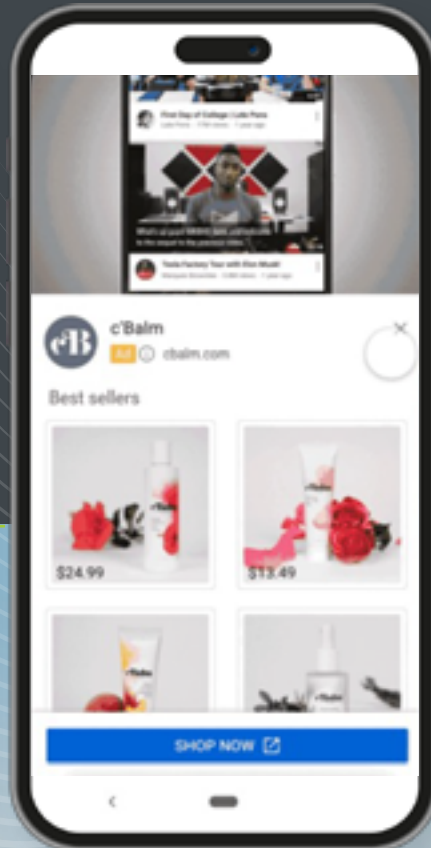
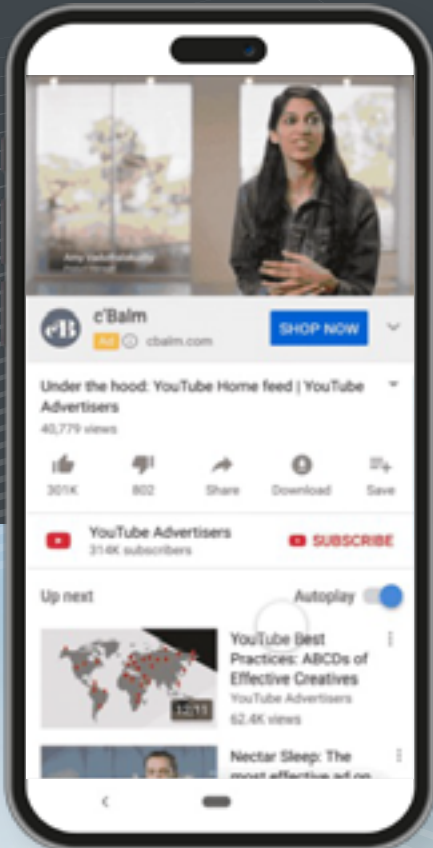
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3

Drive **Actions** with **AI-powered campaigns**

Creatively optimised formats drive lower funnel actions by inspiring customers to take action and make a purchase.



70%

of **YouTube viewers** have purchased a product from a brand after seeing it on the platform.



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02

Define your targeting

Capitalise on Google Audience Solutions to reach the most attentive and engaged YouTube viewers based on their interests and intent.

Examples of different audiences

Customer Match

Marketers who successfully import and use private, **first-party data** can double their revenue.

Life Events

People who have recently started a business are looking at how to insure their operations.

In-Market

Business owners who might be interested in **business insurance**.

Placements

Choose **business insurance websites** where you want your ads to appear.



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78%

of YouTube views come from mobile devices.

Ensure your ads are visually appealing and easy to view on smaller screens.

DID YOU KNOW

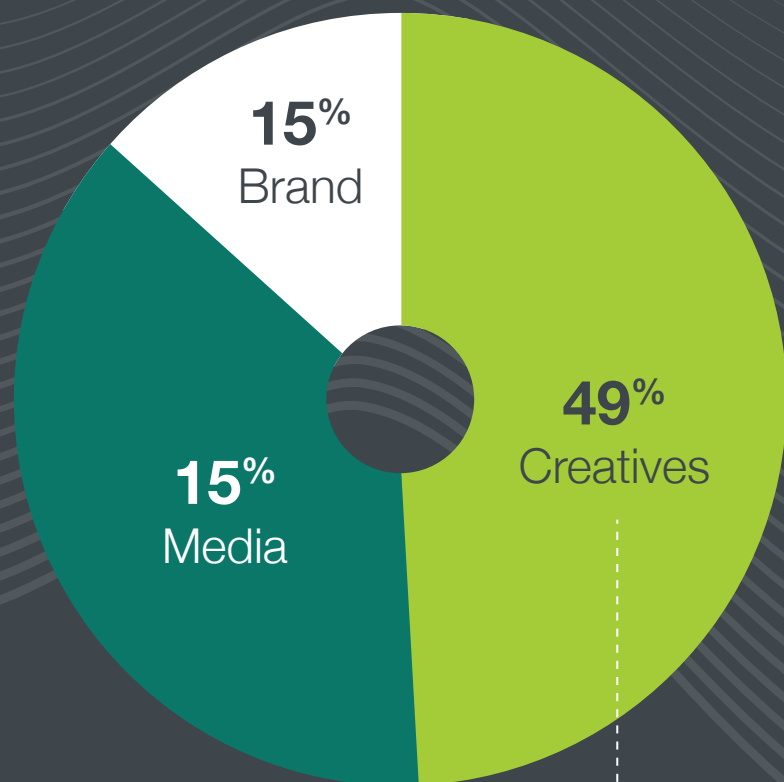
- YouTube Shorts is the **#1 short-form video platform where viewers go to discover new products and brands** in Africa (EMEA).
- **53% of Gen Z** said they made a purchase after seeing sponsored influencer content on YouTube Shorts.

Good advertising

is not disruptive but supportive of the audience's interests.

49%

of a brand's sales lift comes from **creatives**



This is why creative matters!



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ABCD Best Practices

guidelines for crafting engaging and effective video content:

Attract

Capture audience's attention from the start.

Brand

Seamlessly and meaningfully integrate your brand.

Connect

Foster a connection with viewers through **emotional storytelling**.

Direct

Give viewers a **clear call-to-action**.



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04 | Test - Measure - Improve

Use YouTube Analytics to gather real-time insights into audience behaviour, video view rates, and ad performance. This data will help you improve and optimise your campaigns for better results.

TOP TIPS for eCommerce success on YouTube

Embrace Trends

Stay up-to-date and utilise emerging trends in your content.

Mobile Experience

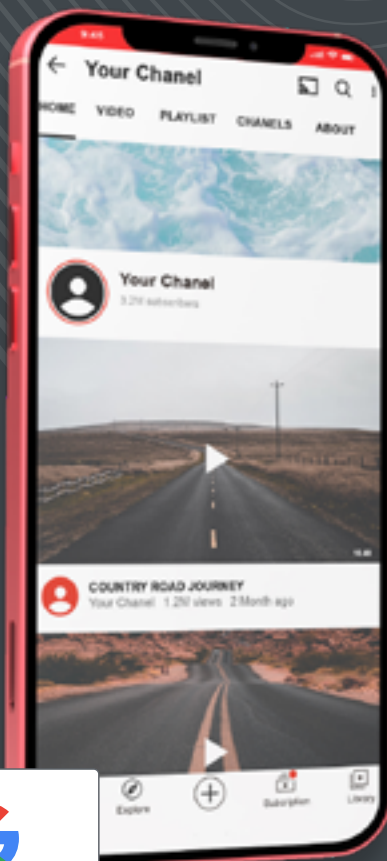
Ensure your ads are visually appealing on mobile devices.

Single Message Focus

Centre your content around one clear, concise message.

Early Attention Capture

Engage viewers within 3 seconds of the video to retain their attention.



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READY TO ELEVATE YOUR YOUTUBE PRESENCE?

Contact us today!

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