the Advertising Research Foundation

AUDIENCE xSCIENCE 2024

AI Driven Video Formats Drive Results for Brands

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#ARFAxS

YouTube

GOOGLE AI: THE FUTURE OF VIDEO

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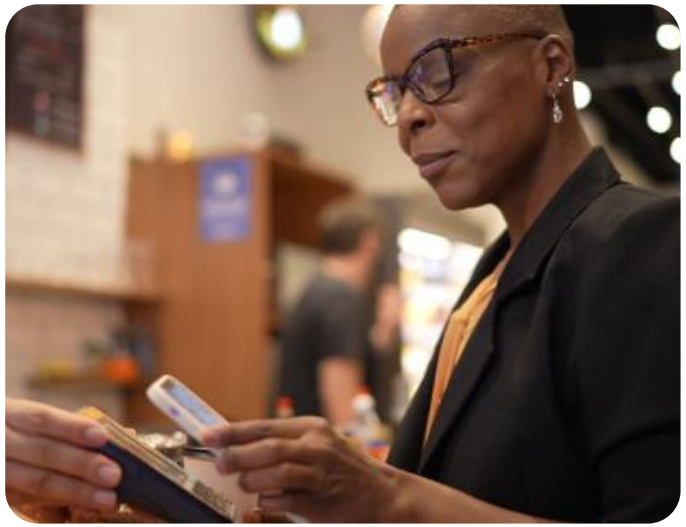
March, 2024

OUR CORE ROLE IS THE SAME.

The way we do it is *changing*.

Proprietary + Confidential

Accelerating consumer complexity



Proprietary + Confidential

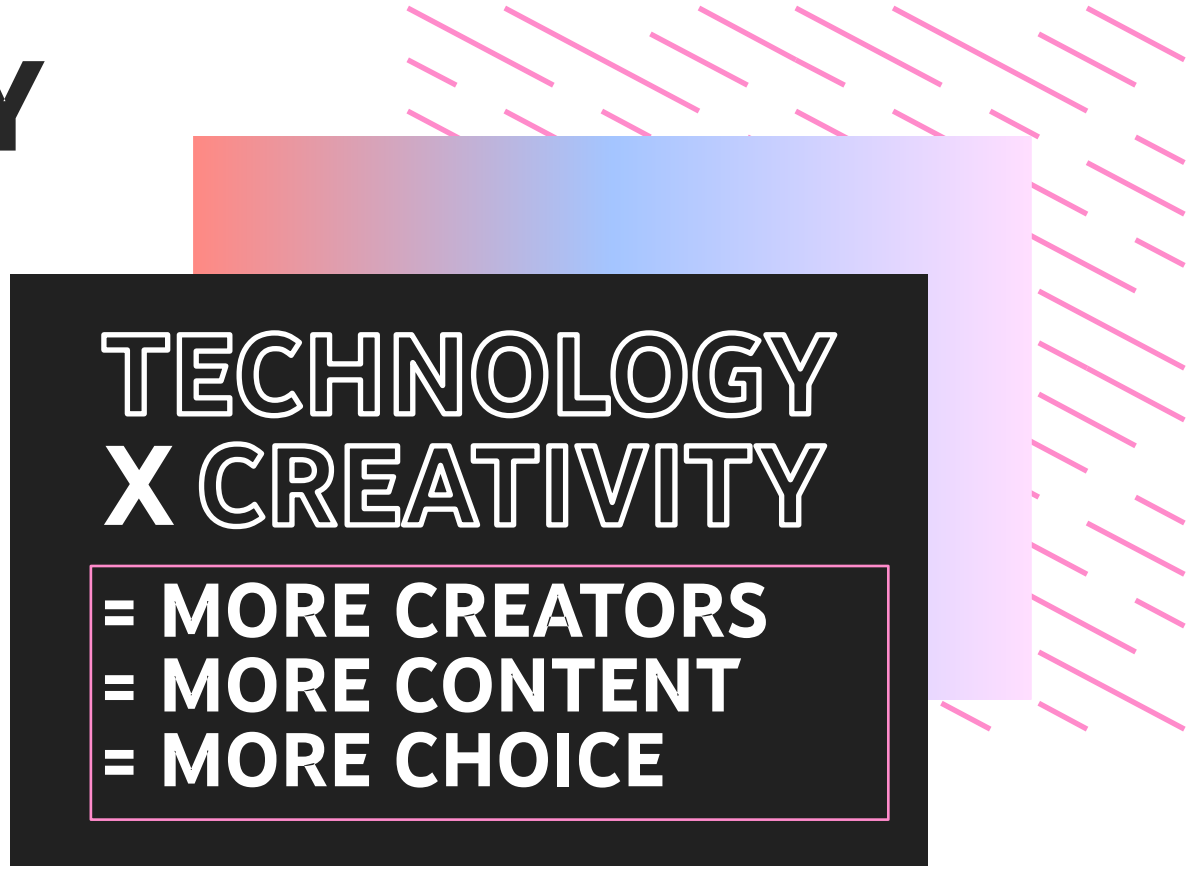
Google

Proprietary + Confidential

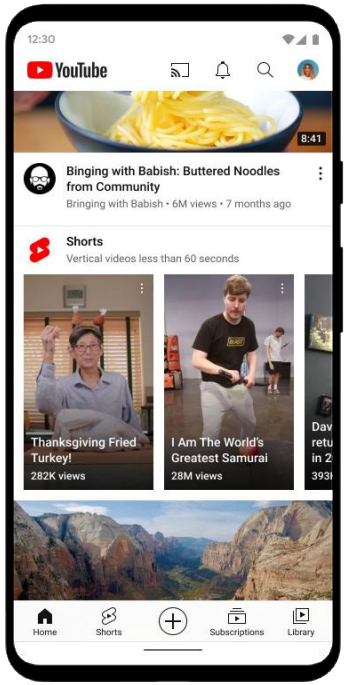
Source: Google / Storyline Strategies, Ad Controls, US, UK, CA , AU , MX, BR, FR, DE, IN, JP, CN, n=1,000 per market, A18-55 with Internet access, March 2022

Google

THE WAY WE ENJOY ENTERTAINMENT HAS CHANGED



GOOGLE AI POWERS BETTER VIEWER EXPERIENCES ON YOUTUBE



Surfacing relevant content

Automatic speech recognition

Optimization across devices and bandwidth

A safe and responsible platform

YouTube

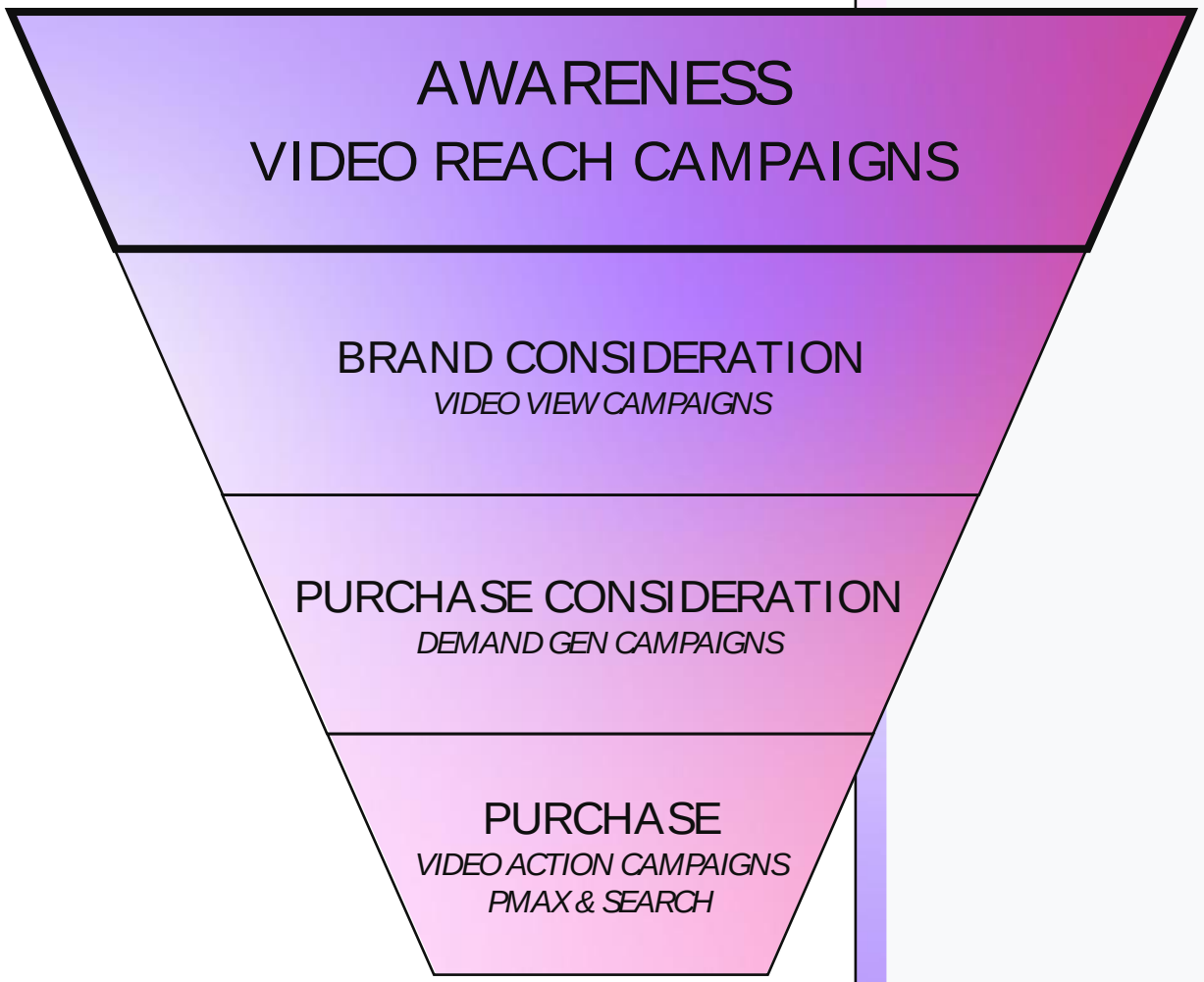
GOOGLE AI USES DOZENS OF SIGNALS TO REACH YOUR CAMPAIGN GOAL

These are just examples of some of the signals used to inform Bidding & Serving, but list is not exhaustive.

YouTube

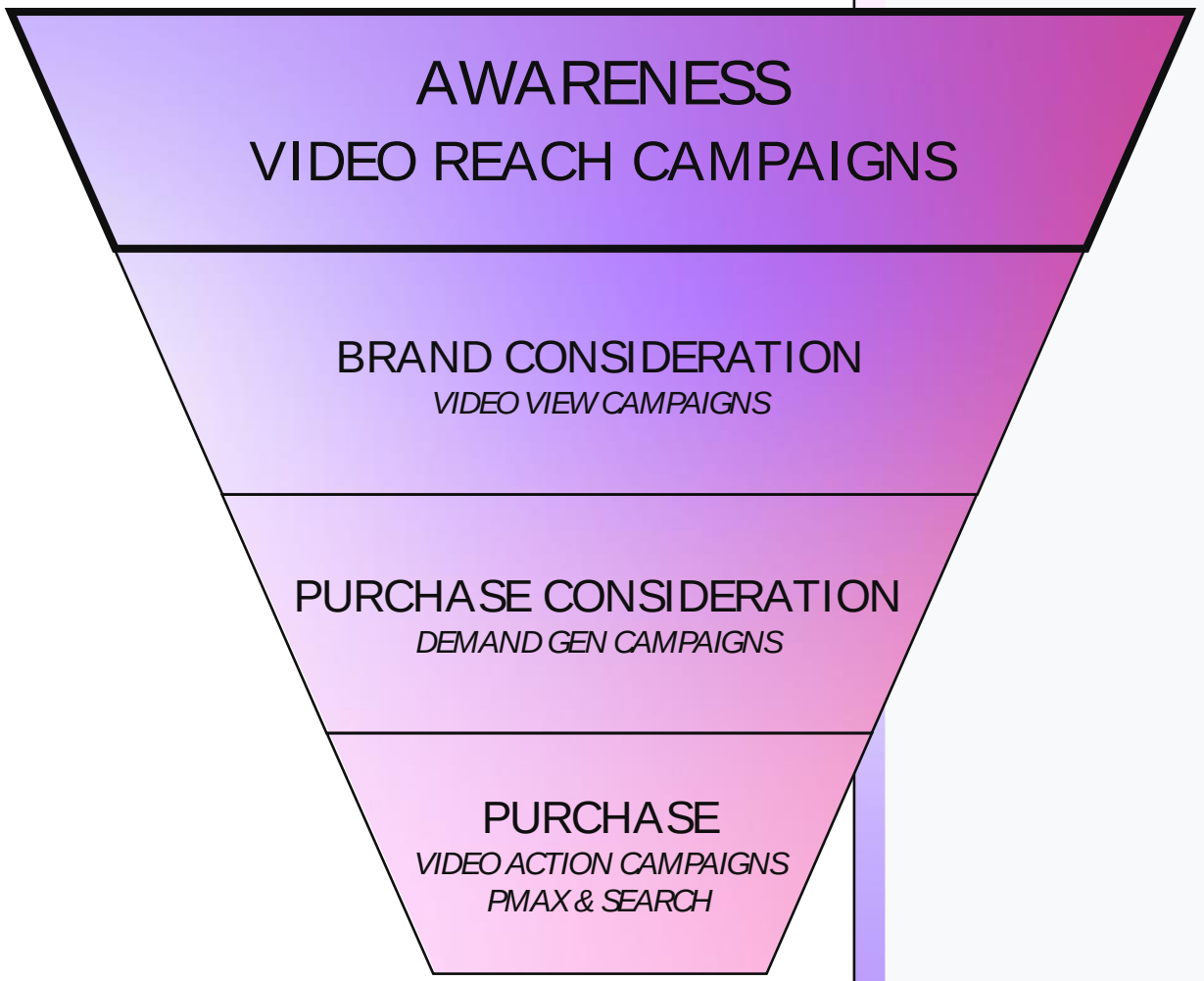
PEOPLE'S VIEWING HABITS ARE COMPLEX…

but how you impact them doesn't have to be.



YouTube

VIDEO REACH CAMPAIGNS WILL MIX VIDEO AD FORMATS FOR YOU, SERVING THE OPTIMAL COMBINATION TO HELP YOU ACHIEVE YOUR REACH & AWARENESS GOALS.



YouTube

01

SAVE TIME

02

OPTIMIZE EFFICIENTLY

03

IMPROVE PERFORMANCE

YouTube

Research Question

Do Video Reach Campaigns improve reach and efficiency compared to manually optimized campaigns?

Key Metrics

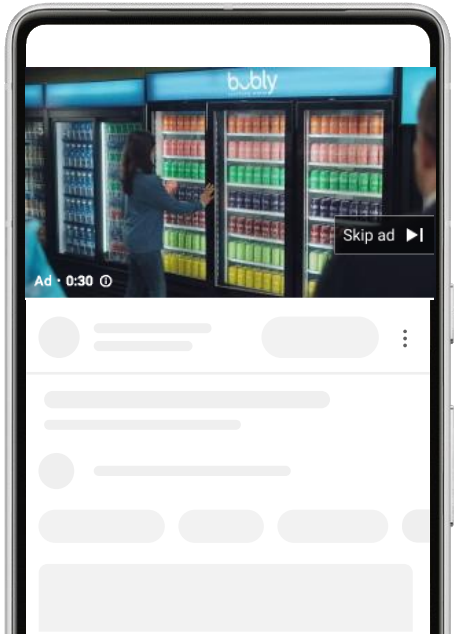
Unique Reach
CPMs

CASE STUDY

Bubly delivered more efficient reach at a significantly cheaper CPM through VRC, compared to single YouTube formats.

33% ↑
MORE UNIQUE REACH

64% ↓
LOWER CPMs



Source: Bubly, Google Australia, 2023
YouTube VRC meta analysis (n=354), increase in unique reach by 54%, 42% lower cpms, on average.

YouTube

Research Question

Do Video Reach Campaigns improve key outcomes compared to manually optimized campaigns?

Key Metrics

Return on Ad Spend (ROAS)
Incremental Sales

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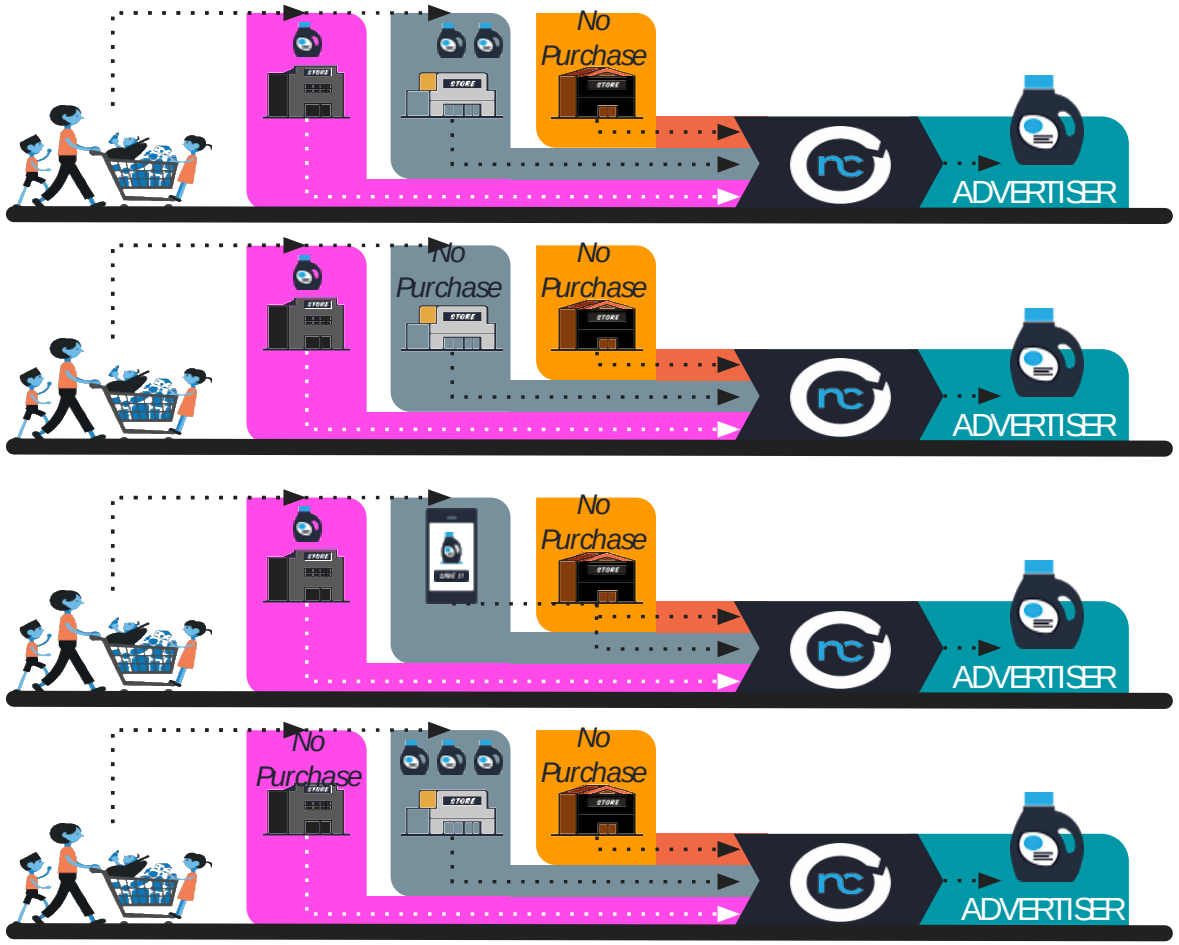
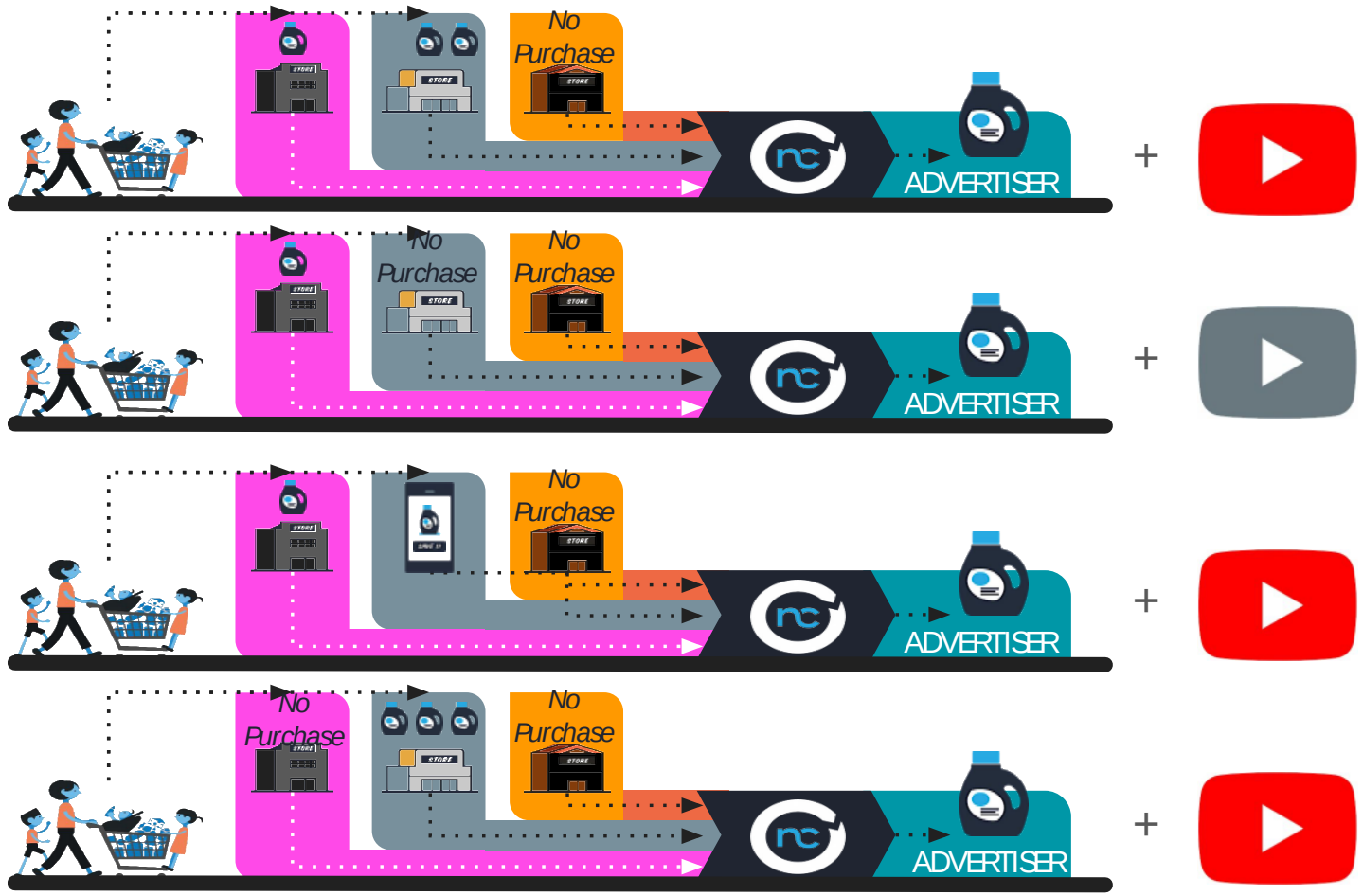


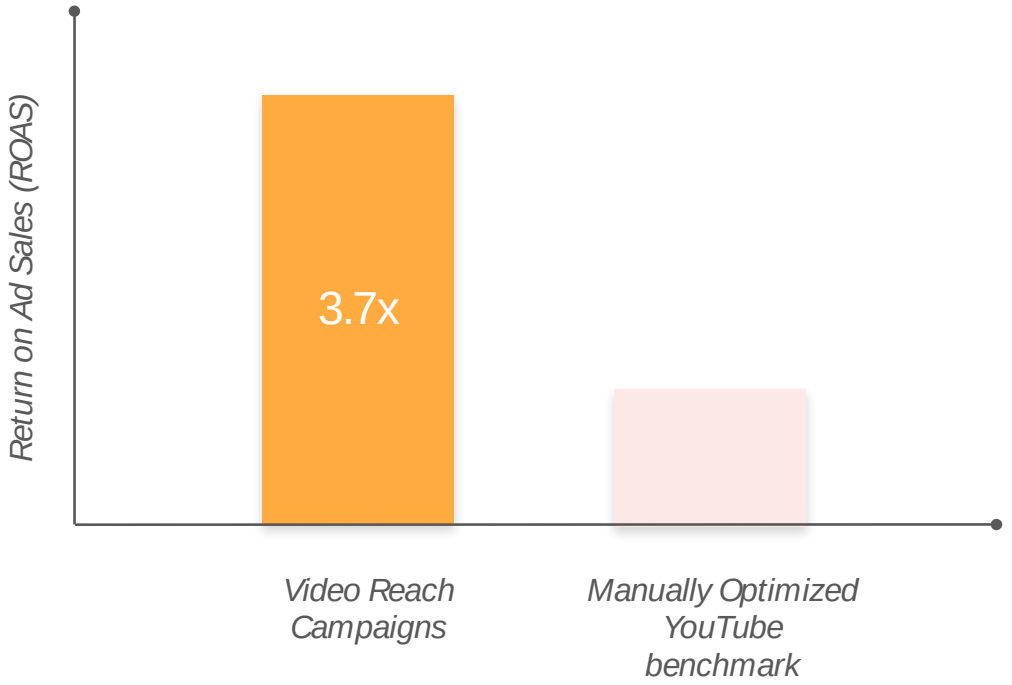
NCSolutions®



YouTube

Key Finding #1

Video Reach Campaigns earned an average ROAS 3.7x (+271%) higher than manually optimized campaigns.



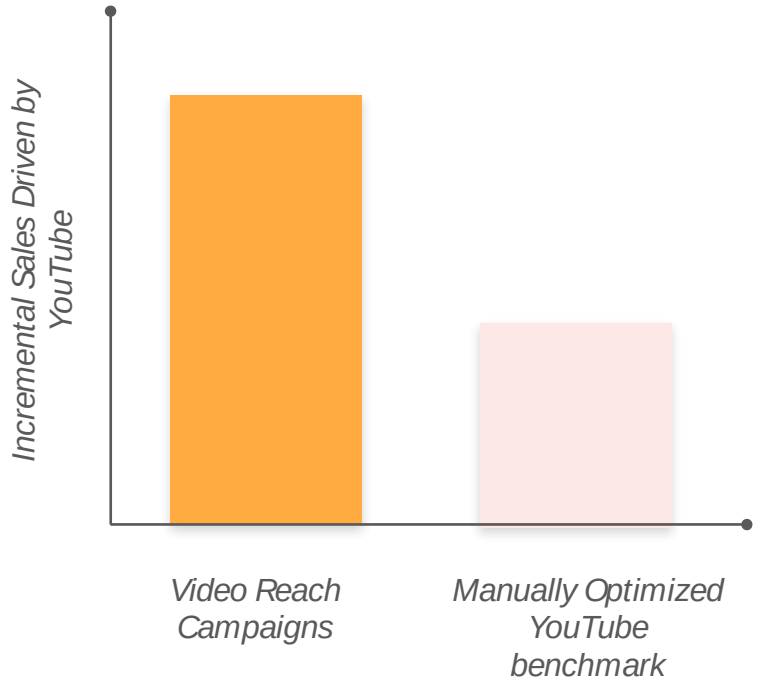
[1]Source: US based Nielsen Catalina meta analysis, 2023

Sample notes: NCS Sales Lift Meta Analysis (2022 campaigns), n=280 Google Campaigns, n=13 Overall YouTube Campaigns including AI-powered Video Reach Campaign mix component, n=267 YouTube Channel Baseline.

YouTube

Key Finding #2

Video Reach Campaigns drove more than double the incremental sales (+111%) of manually optimized campaigns.



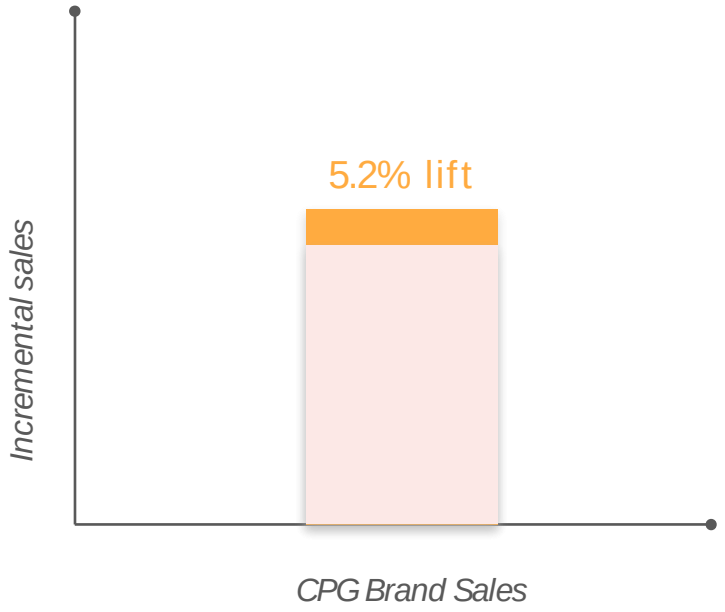
[1]Source: US based Nielsen Catalina meta analysis, 2023

Sample notes: NCS Sales Lift Meta Analysis (2022 campaigns), n=280 Google Campaigns, n=13 Overall YouTube Campaigns including AI-powered Video Reach Campaign mix component, n=267 YouTube Channel Baseline.

YouTube

CASE STUDY

Video Reach Campaigns drove 5.2% lift, for nearly $7.2MM in incremental sales.

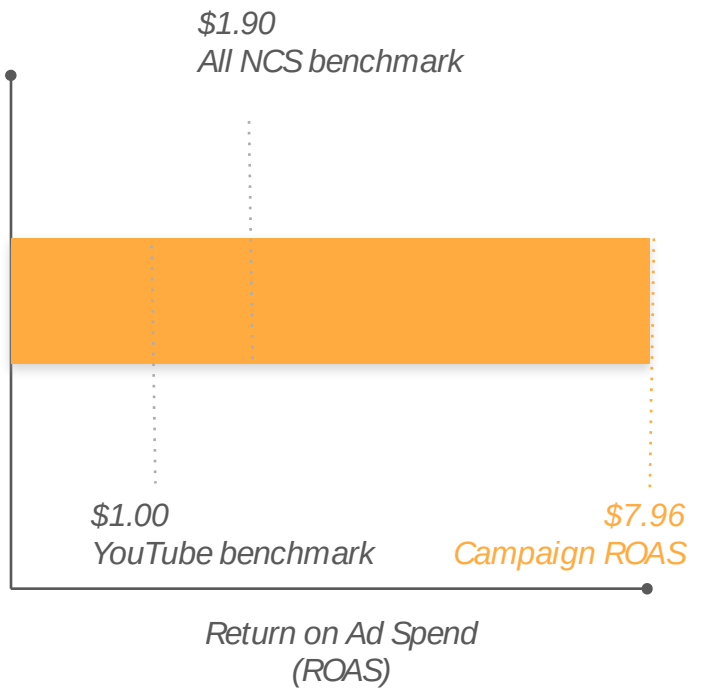


[1]Source: US based Nielsen Catalina Study, Q3 2023 from blinded CPG advertiser

YouTube

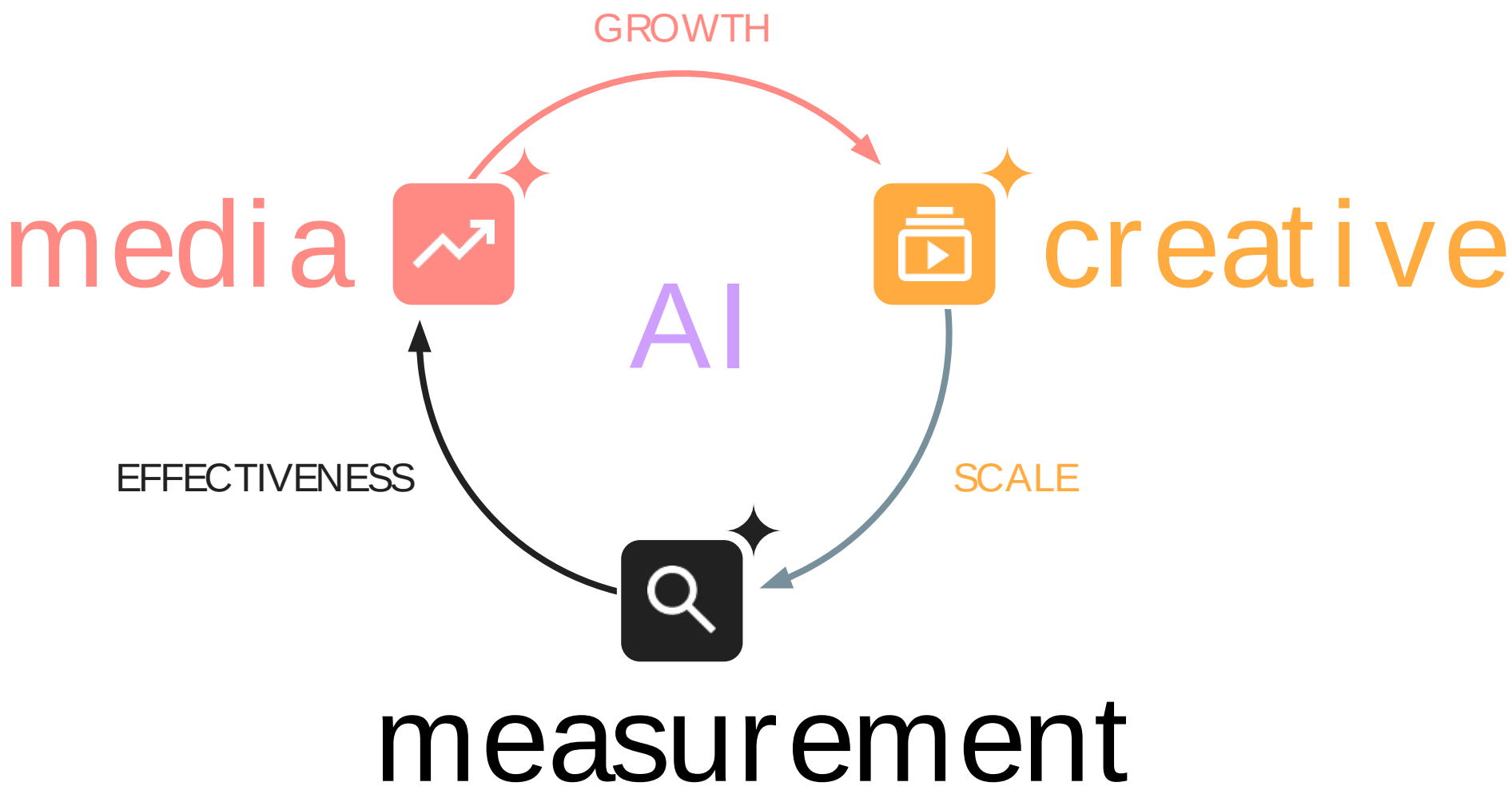
CASE STUDY

Video Reach Campaigns drove $7.96 ROAS, with nearly 8x higher incremental sales than traditional YouTube formats.



[1]Source: US based Nielsen Catalina Study, Q3 2023 from blinded CPG advertiser

YouTube


GROWTH
media
creative
AI
EFFECTIVENESS
SCALE
measurement

Questions to ask your team

1. Identify areas for optimization: Where are your inefficiencies? e
2. Defin y our learning agenda: What are your critical business questions? How can AI help you answer them?
3. Evaluate AI's impact: Is AI enabling efficiency? Is it improving your key metrics?

YouTube

THANK YOU

YouTube