

YOUTUBE ADVERTISING

Cybba's YouTube advertising solutions are a cost-effective and low-risk way to enter the video advertising space. With minimal barriers to entry, YouTube offers granular audience targeting capabilities and provides transparency into the factors that lead to a conversion. Cybba works with the video assets you already have available to build YouTube campaigns to drive action that can be tracked, measured, and optimized.



TAP INTO YOUTUBE'S 2 BILLION ACTIVE USERS

YouTube is both the second most visited website (to Google) and second most used social platform (to Facebook), offering unlimited advertising potential. Over 70% of YouTube viewers report buying from a brand after seeing it on YouTube.

YouTube Advertising Delivers:

25-30%

Completion Rates

.3%

Average CTR

\$.04 - \$.08

Cost Per View

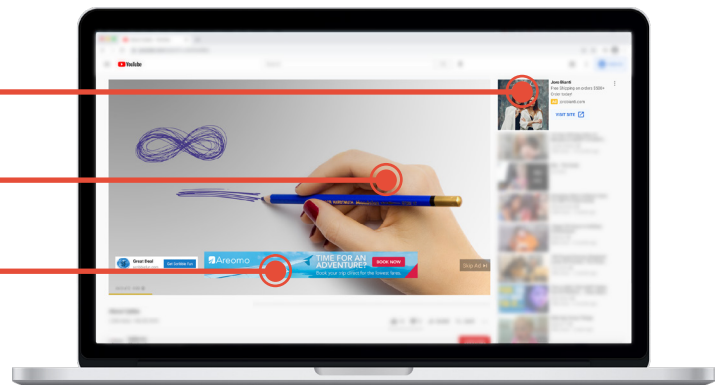
EXTENSIVE TARGETING OPTIONS

Meet your target audience in their natural element by targeting across dimensions

- **Content Categories** target topics that align with your products and offerings
- **Channel Targeting** prioritize delivery on relevant influencer channels
- **Keyword Targeting** target users based on relevant search terms within YouTube and Google's search engines
- **Custom Audiences** build audience profiles of users that have visited your YouTube or abandoned your site

ADVERTISING FORMATS

- **Display Banner** - Shown outside of video player
- **Bumper Ads** - Non-skippable videos that are up to 6 seconds long
- **Overlay Ads** - Semi-transparent ads that appear on the lower 20% of the video player
- **Skippable Video** - Viewers can skip after 5 seconds
- **Non-Skippable Video** - Viewers must view entire ad



Whether you're new to video advertising or looking to supplement existing video efforts, Cybba will build a YouTube strategy that will meet your business needs.

Reach out today

(857) 284-7000 or marketing@cybba.com