

# CAN YOUR YOUTUBE SPEND WORK HARDER?

Maximising your YouTube campaign ROI  
with smarter data strategies.



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## INTRODUCTION

The arguments for advertising on YouTube are clear: reach billions of potential customers on the world's most popular streaming service, target them by demographic or interests, and pay only when they engage.

Combine this with other market-leading data sets such as; data pulled from smart TVs (enabling us to understand viewing habits of particular audiences or how to speak to those harder-to-reach audiences like BBC viewers or light TV viewers), API data from YouTube itself (unlocking a plethora of insights for every video on YT, meaning we can begin to understand the what, how and why on and campaign), and brand safety compliance from Pixability (looking not only at brand safety but brand suitability), and you've got everything you need for an all-encompassing, growth marketing strategy.

Yet many advertisers are still failing to get the most out of their YouTube spend.

With so much powerful data at our fingertips, knowing how to cherry-pick the most important

figures can be complicated. Without this, YouTube advertising performs like traditional TV advertising. It requires a broad-brush approach, it yields minimal insight, and unless your north star metric is directly sales oriented, you might never know whether your campaign was successful or not. Disconnected from real marketing outcomes, you end up with little knowledge of how to best navigate the way forward, alongside many different complicated analytics platforms to keep an eye on. But it doesn't have to be this way.

MiQ knows you can get more out of your YouTube marketing strategy – and we know how to extract the highest level of success from your campaigns. With our award-winning data science, exemplary in-house expertise, and optimised results, we can alleviate the stress of advertising on YouTube and boost your ROI exponentially.

**Let's explore how.**

## EXPERT INSIGHTS

### Bridging the gap between TV and digital

TV buying is more complex than it's ever been, with ever more options for data, supply, targeting and measurement. If you're interested in getting up to speed with the latest trends and best practices, why not book an **MiQ Unlocked session**, so our experts can take you through it?

REQUEST AN  
UNLOCKED SESSION

**MiQ UNLOCKED**

# 01



YouTube



Notes

## REACH MORE OF THE RIGHT AUDIENCE

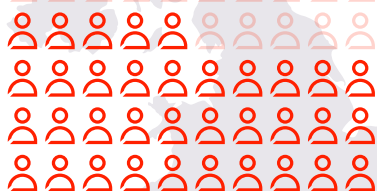
YouTube campaigns can net you massive results when done right. But setting them up to facilitate optimum performance can be difficult and time-consuming. Even the most experienced marketers can run into roadblocks when trying to collate data and analytics across so many different platforms – and knowing precisely which platforms to partner with for each step is half the battle. MiQ has already done a lot of the work for you. Based on tried and tested best practices, we have spent years fine-tuning what we and our hundreds of clients believe to be the best YouTube marketing strategy there is. But what makes MiQ's offering so good?

For a start, YouTube isn't an afterthought to us like it is to many marketing partners. We understand the power of the platform, and we've got the people in place to do it justice. Our specialised in-house trading team are experts in YouTube campaign setup, management, and optimisation. They dedicate all their time to delivering killer campaign performance, with the knowledge and experience to help you extract maximum benefit from your advertising. They know how to reach the right people, dramatically extending your audience to connect you to the highest value users.

Part of achieving best possible performance involves knowing the risks of the platform, as well as how to mitigate them. That's why we maintain a strong partnership with Pixability. They provide AI-driven brand suitability guidance to ensure that your campaigns are only associated with appropriate content, giving you peace of mind that your brand's reputation won't be tarnished by the videos that follow. On top of this, we go one stage further, making sure the videos associated with your brand aren't just safe, but suitable too. So you're not, for instance, displaying your ads in videos made for kids and therefore are confident that the impressions that are being served are hitting the right people, ensuring efficient YouTube buying". It's the equivalent of a bulletproof bubble for your brand.

# 35%

OF THE UK POPULATION ARE ACTIVE YOUTUBE USERS

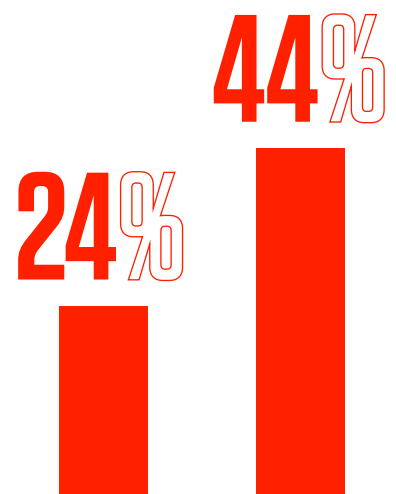


WEAREMIQ.COM



# 500

HOURS OF VIDEO CONTENT ARE UPLOADED TO YOUTUBE EVERY MINUTE



AGED 18-24

AGED 25-44

MOST ACTIVE YOUTUBE USERS BY AGE



## UNDERSTAND YOUR AUDIENCE - WHATEVER SCREEN THEY'RE ON

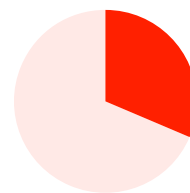
Your TV audience doesn't just watch TV anymore – they're also watching YouTube. As such, YouTube marketing is a vital weapon in capturing their attention and can be even more powerful when deployed alongside TV campaigns. To achieve this, MiQ uses smart TV reach extension. This game-changing solution gives you the ability to reach viewers across different devices based on what they're watching at the time, making retargeting much easier and helping to guide users down the funnel towards purchase. By focusing on reach incrementality, incremental TV reach helps to extend your campaign to cover all the bases, from brand awareness to generating sales – something that is more likely to occur when you cater for every state of mind your audience might be in. After all, many won't want to purchase on their smartphones or while they're watching TV but would be happy to do so on their laptop. When you target them from all angles, brand recall improves – and you get results and higher ROI. Don't just take our word for it - [real campaign insights show](#) that with MiQ, CPA can be as little as 37p per incremental household.

To help bridge the gap between traditional linear TV and display advertising, MiQ has an exclusive partnership with Samba TV. They use Automatic Content Recognition (ACR)

VISITORS SPEND AN AVERAGE OF

**19MINS**

A DAY ON YOUTUBE



YOUTUBE IS THE WORLD'S 2ND-MOST VISITED WEBSITE AND 2ND-LARGEST SEARCH ENGINE

**2ND** MOST VISITED WEBSITE



data to unlock a better understanding of your audiences and level up your strategy. By feeding this information into your next campaigns, building upon what you already know about your audience has never been easier. Through MiQ, Samba TV give you access to UK household viewership data, collected and analysed daily to keep each

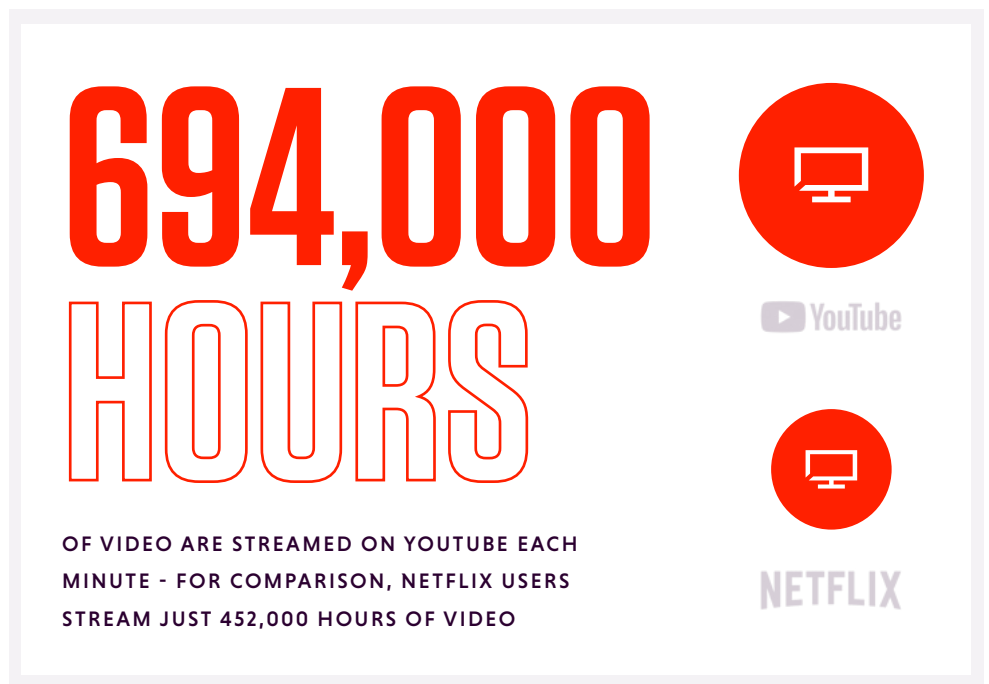
campaign relevant throughout its lifecycle. Alongside this, they use the Google Ads Data Hub to reveal even more insights that may have been missed by plugging data into another platform, minimising the amount of time spent pouring over the numbers and maximising advertising efficiently.



## DON'T SETTLE FOR VAGUE INSIGHT AND MEASUREMENT

Campaigns that get 'good enough' results aren't good enough. While traditional TV advertising alone as a strategy may deliver mediocre outcomes, you don't need to settle for that when it comes to YouTube. As we've discussed, the YouTube format has much better scope to deliver your content to the highest value audiences that want to see it, and far more opportunities to analyse results and fine-tune your approach. And yet not everyone is achieving success. One of the key reasons that you may not be seeing the results you deserve from your spend is that YouTube advertisers tend to default to relying on view-through rates (VTR). VTR is the number of completed views of a skippable ad divided by the number of first impressions. However, this tells you little about why your advert might not be performing as you want it to.

To correct this, MiQ goes much further. Our unique approach focuses on layering the perfect cocktail of additional insights while connecting and contrasting this with other video data. By using the full potential of your API data, we can give context to your campaign performance and help you to understand why audiences are reacting – or not reacting – the way they are. Over time, you will develop a bulletproof roadmap to creating successful YouTube campaigns, including how to maintain your results and



adapt them to changing trends. Using our powerful partnerships, we extend your YouTube insights to other TV and video channels to prove incremental reach, reducing the holistic cost of each campaign you run and making them easier to manage in the process. You won't just improve what you're already doing. You'll unlock scalable success for less.

An example of this could be a vlogger releasing a new piece of content on YouTube, your target audience may be so desperate to see this new content that they

skip the advert to get to it, while a much older video by the vlogger may see better success. The API enables us to look at trends outside the usual contextual signals we associate with YouTube and begin to really understand what is working and what is driving the best results.



## STOP WASTING MONEY

It's a tough pill to swallow, but tackling YouTube campaigns with a linear TV approach means you're wasting budget at every stage – and, perhaps even more importantly, missing out on reaching the right audience, understanding them better, and generating more sales. There are all sorts of opportunities for doing better marketing on YouTube. But right now, most marketers aren't seizing them.

Based on over a decade of experience in finding deeper insights to boost digital campaign performance, MiQ can work with you to help you make the most out of YouTube. With our proprietary, well-honed blend of partnerships, we pull all the right

cogs together to make an efficient, easy-to-use engine – delivering the results you want from your campaigns and always driving the greatest ROI possible.

We measure what matters, without relying on vanity metrics or surface level, 'good enough' industry standards. There's a reason why we've already unlocked repeatable success for hundreds of big companies: the MiQ method works.

**Let's discover how successful your campaigns could be.**

### MEET YOUR YOUTUBE TEAM



**Pierre de Lannoy,**  
Director of Strategy



**Darius al Haddad,**  
Product Manager Advanced TV



**Matthew Clarke,**  
Business Enablement Manager

CONTACT OUR  
YOUTUBE TEAM

### ABOUT MiQ

We're MiQ, a programmatic media partner for marketers and agencies. We connect data from multiple sources to do interesting, exciting, business-problem-solving things for our clients. We're experts in data science, analytics and programmatic trading, and we're always ready to react and solve challenges quickly, to make sure you're always spending your media investments on the right things in the right places.

Please visit us [wearemiq.com](https://wearemiq.com) or through our social channels below.

