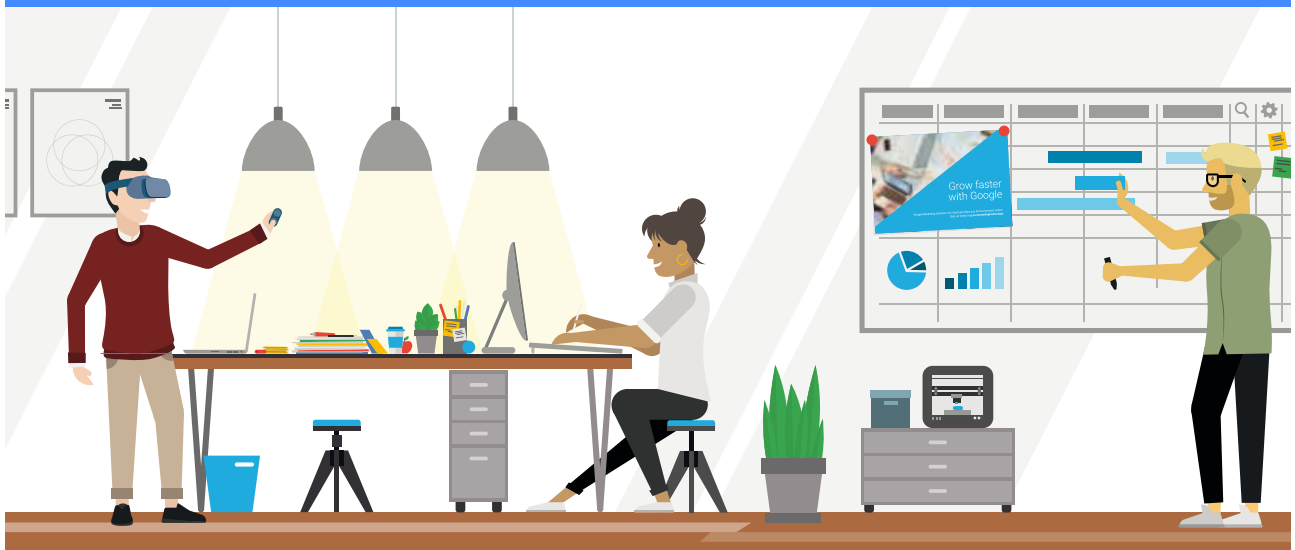


# Finding and targeting your audience



Startups often tap into new market segments and drive innovative business models. This brings up major challenges for startups: **having a clear understanding who your audience is and how to target your customers effectively.**

Along three steps you will improve your understanding of your customers in order to gain crucial business insights for your business success:

1. Identifying your audience
2. Understanding your website users
3. Targeting your customers

## 1. Identifying your audience

### [Google Trends](#)

To help measure **consumer search behaviors** over time:

- How do people search for your brand?
- When do searches spike?
- How do people search for your competitors?

### [Consumer Barometer](#)

To help you understand **how people use the internet across the world in the journey from consideration to purchase**:

- What role do online sources play in a person's journey from consideration to actual purchase?
- What devices do people use in their everyday lives, and how do they use them?
- Why, where, and when do they watch online video?

### [YouTube Trends & Dashboard](#)

To help measure **consumer search behaviors** over time:

- What are top viewed and top shared videos by market or region?
- Which videos go viral?
- Which videos are effectively engaging users?

## 2. Understanding your website users

### [Google Analytics](#)

To measure website, app, digital and offline data to gain **user insights**:

- Who are your website users?
- From where do your website users come?
- How do your website users interact on my website?
- How often perform your website users defined actions?

### [Audience insights](#)

To really understand who is engaging with your website so that you make informed decisions about how to target your marketing campaigns. Discover important aspects of your website users, such as

- Demographics
- Interests
- Locations
- Devices.

Learn [here](#) how to access and how to capitalize your audience insights.

### [YouTube Analytics](#)

To monitor the performance of your channel and videos with up-to-date metrics and reports:

- How long is the average watch time?
- What are traffic sources?
- What are the most profound demographics?

### 3. Targeting your customers

Effective targeting of your customers is needed to make the most out of your business opportunity. Be clear about the target objective of your marketing campaign. The sales funnel illustrates objectives on the left and the ideal Google tools on the right:

<b>Brand Awareness:</b> No one buys a brand they do not know.	YouTube In-Stream, Engagement Ads, Topics, Interests
<b>Consideration:</b> Influence purchase consideration.	Keyword Contextual Targeting, In-Market Audiences, Similar Audiences, DSK Beta
<b>Purchase:</b> Generate sales.	Search Campaigns, Gmail Sponsored Promotions, Display Remarketing, Remarketing for Search
<b>Loyalty:</b> Leverage on brand and use customers as brand ambassadors.	Display Remarketing: Post Conversion Lists, Universal App Campaigns

### Keyword planner

One stop shop for keyword planning and traffic estimation, see how a list of keywords might perform and even create a new keyword list by multiplying several lists of keywords together:

- Generate traffic estimates that are sensitive to seasonal fluctuations and scaled to the expected duration of a flighted campaign (or use Quarterly/Annual for evergreen campaigns)
- Identify large, relevant sub-geos for which you may want to establish new campaigns, ad text, and/or bid adjustments
- Get a sense of mobile opportunity on new keyword ideas and demonstrate incremental volume available on mobile by increasing bid adjustments

### Search term report

To see what searches your keywords matched to and harvest new keyword and negative keyword ideas:

- Maximize search traffic while maintaining relevance by using the right match type options
- Drive incremental volume by employing more expansive match types and by utilizing Broad Match Modifier and close variant matching (previously called Near Exact/Phrase)
- Look for search terms that aren't as relevant to your business, and add them as negative keywords