



Business challenge

Can YT4A drive incremental site traffic and online conversions while maintaining ROAS?



The client

CREATE
IKOHS

A Spanish brand focused on home appliances whose primary business objective was return on investment. As the brand was transitioning brands from 'IKOHS' to 'CREATE', the experiment presented an opportune moment to test TrueView for Action's ability to drive incrementality, as well as secondary brand metrics.



Key Insights

1/ CREATE / IKOHS proved that (YT) can help them grow faster if optimized and further develop as part of the media mix given the incremental impact in visits, sales and brand metrics



The Experiment

Objective: Measure the effectiveness of Trueview for Action in driving incremental site traffic and conversions.

Methodology:

Campaign Setup:

Four Trueview for Action campaigns promoting different products/generic messages. The budget was optimised between campaigns depending on results. Bidding type: Max Conversion

Measurement solutions included:

- Conversion Lift - covering primary metrics: Page Views, Add to Cart, Online Purchase
- Brand Lift Surveys - covering secondary metrics: (Brand Awareness, Brand Interest)

"We've never had YouTube on our radar as an advertising channel than can help us meet our business objectives, but after the results of the test we sure do - now let's see how far can we go with it."

Pedro Salazar, Marketing Director - Create/IKOHS

Results:

ACTION IMPACT

+18.5% Incremental Online Purchases
+138% Incremental Add to Carts
+226% Incremental Page Views



BRAND METRICS

+27.8% Incremental Brand Awareness
+760% Incremental Brand Searches

