

# YouTube Ads



## Reach New Audiences

Find users you haven't been able to capture through other marketing channels.

➔ **80%**

80% of consumers switch between Video and Search to make purchase decisions.

## Grow Your Brand

Stay top of mind throughout the buyer journey with multiple ad types viewable across mobile, desktop, and living room TVs.

➔ **50b**

50 billion daily views globally on Youtube.

## Influence Purchase Decisions

Showcase your product to target audiences and tell your brand story in an engaging format that drives action.

➔ **28%**

28% of consumers scored Youtube the highest platform where Australia looked for rating and reviews.

Video is the most engaging and sought after form of content by online audiences today. Embrace the trend and grow your local brand awareness with video ads on YouTube, the second most visited website in the world behind Google.<sup>1</sup>

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*Working with LocaliQ has allowed us to reach an audience that we didn't have the opportunity to reach in the past.*

Maggie Gendernalik  
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