



DRIVE VIEWERS TO YOUR YOUTUBE LIVESTREAM

LEVERAGING VIDEO ACTION CAMPAIGN
TO BOOST LIVESTREAM VIEWERSHIP

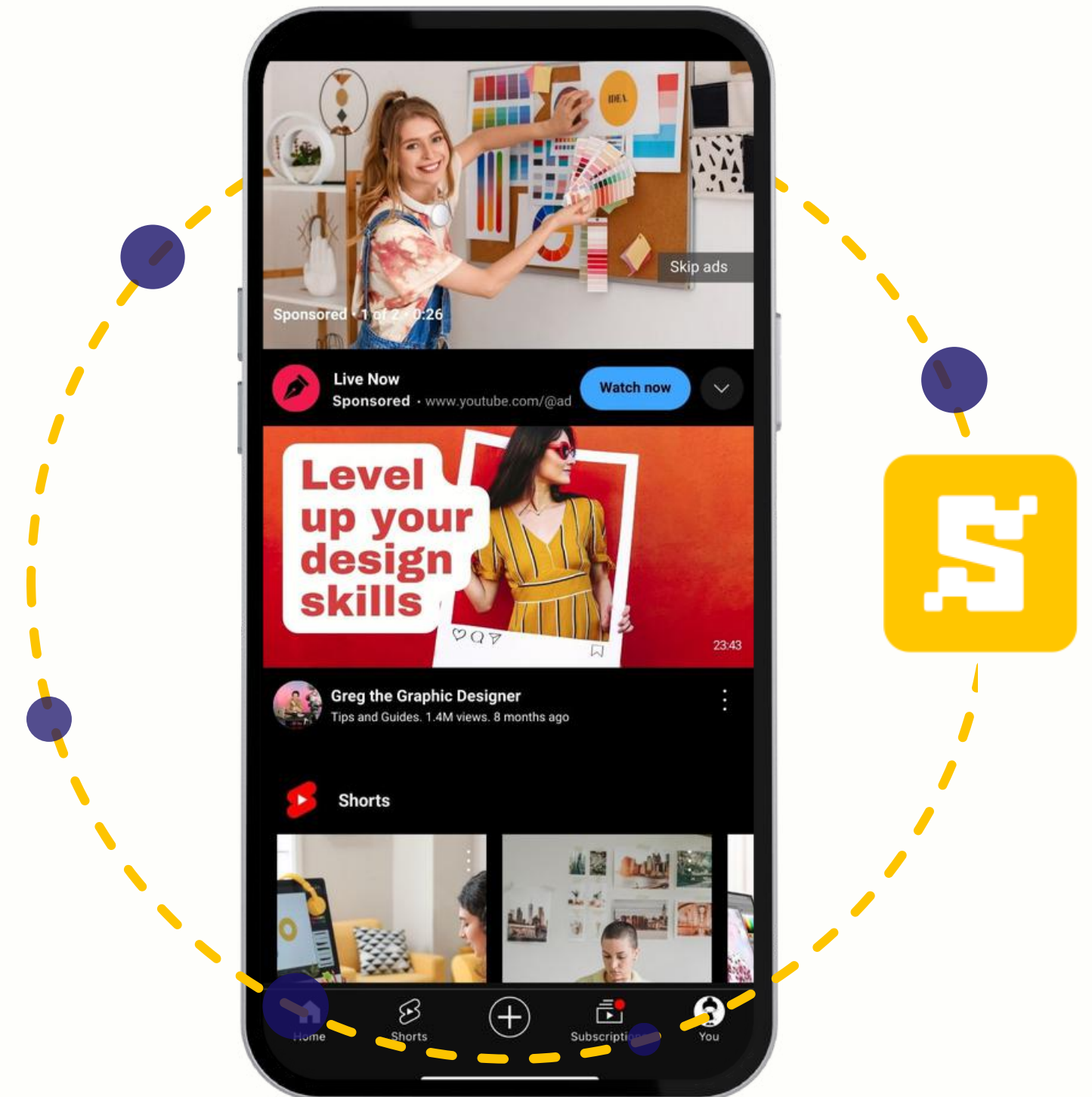
SUCCESS STORY



Client's goal

Significantly increase live viewership by engaging a broader audience through targeted, timely optimizations during the two weeks leading up to a major livestream event.

The goal is to amplify engagement and viewer participation by adapting dynamic strategies based on real-time viewer data.



Campaign outcome

70K

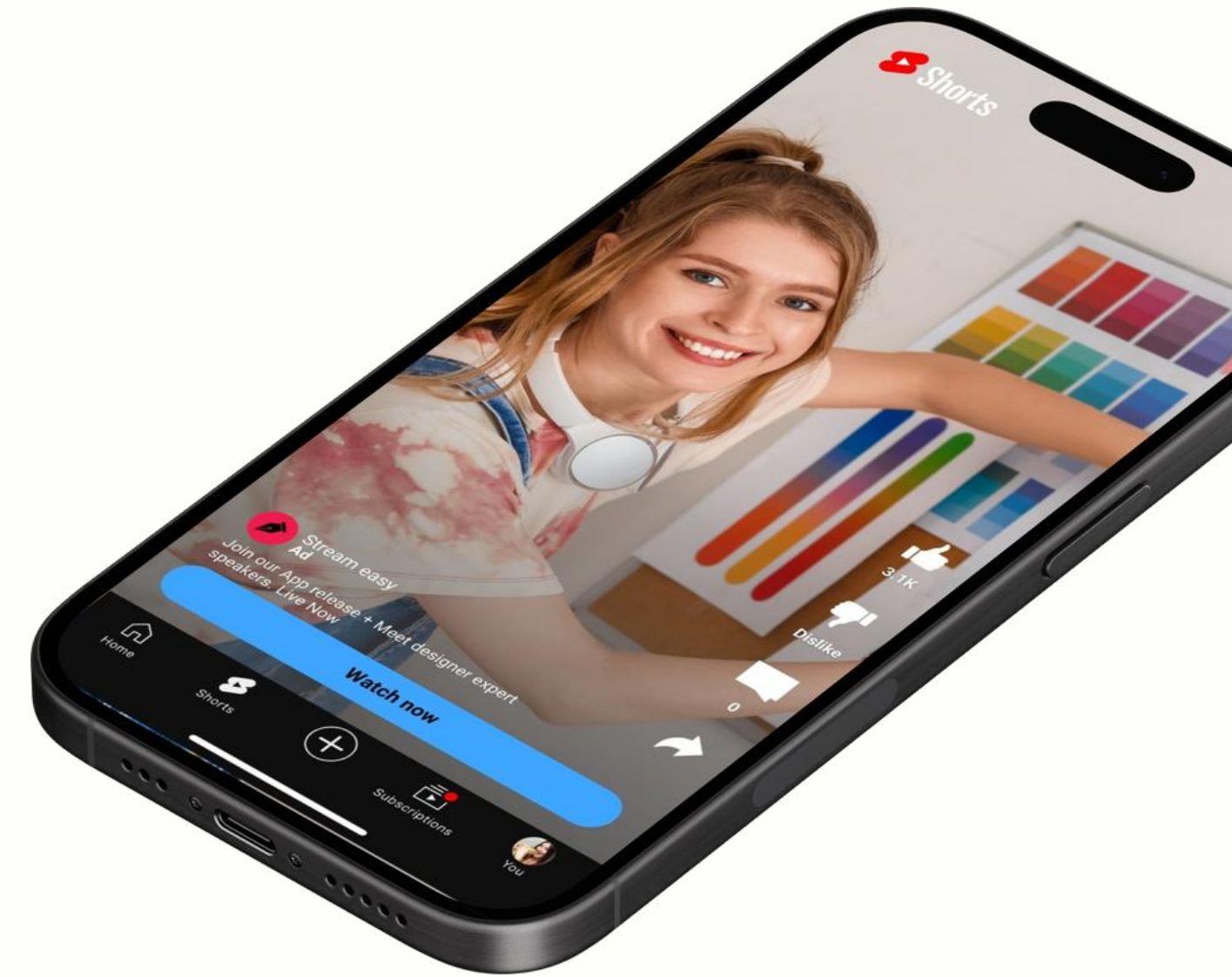
Total Live Event Views

315K+

YouTube Subscribers
Incremental

811K+

Total Campaign Clicks



Our YouTube campaign achieved remarkable success, driving more than just views but net new channel subscribers as well. By utilizing 25 creative swaps and leveraging YouTube Shorts through a Video Action Campaign, the strategy generated 811,000 clicks, amplifying viewer engagement, and long-term audience growth through real-time optimizations

Strike solutions



Dynamic Creative Strategy

An agile creative approach was utilized with 20 different creative versions from various content creators rolled out over a 13-day period leading up to the livestream event. This approach capitalized on past performance data to strategically time each creative change, resulting in increased interest as the event approached.

Shorts & Video Action Campaign Integration

Utilizing YouTube Shorts using VAC, YouTube served the ads to high-intent audiences through a data-driven selection of top-performing targeting parameters from previous campaigns.

Real-Time Optimization, Drive Live Viewership

During the 10-hour livestream, the team continuously monitored and optimized the campaign in real-time. Dynamic targeting and ad placements adjustments significantly enhanced viewer engagement, resulting in continuous incremental viewership throughout the event.



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