

SUCCESS STORY

HVAC INDUSTRY

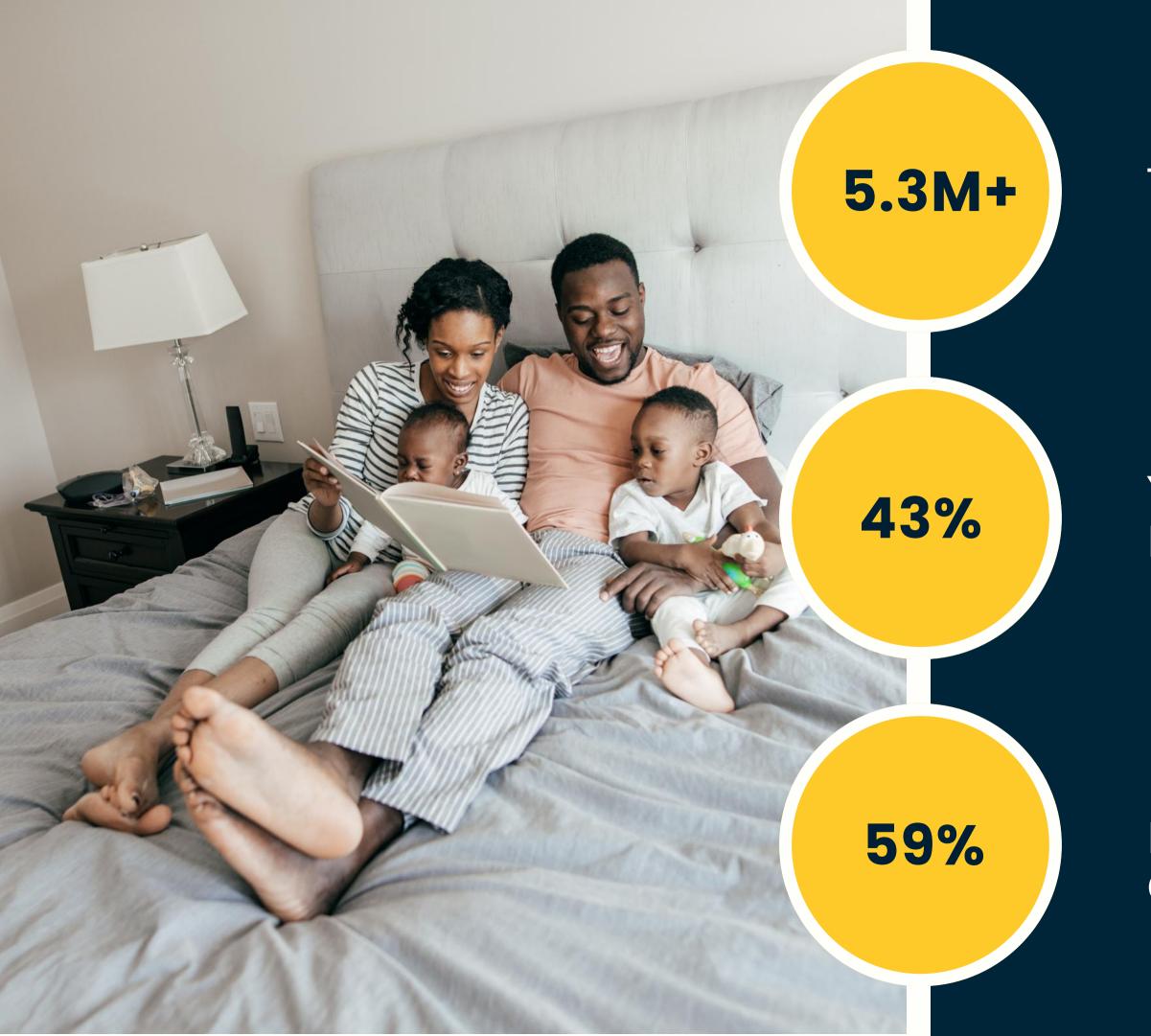
20% EFFICIENCY BOOST FOR HVAC HOLIDAY YOUTUBE VIDEO VIEW CAMPAIGN (US MARKET)



THEIR GOAL

An HVAC company leveraged YouTube's dynamic Video View Campaign to enhance brand visibility, engagement, and reach during the peak holiday season when home activity and celebratory viewership surged.





Total Video Views

YouTube Shorts Views Distribution

Better vs Strike's Guaranteed Rate

STRIKE SOLUTION YouTube

- Despite a cost increase around Thanksgiving, the campaign achieved an overall 20% efficiency boost. Strategic budget allocation allowed for substantial reach and engagement, maintaining performance stability even during the competitive holiday period.
- Leveraging Strike's proprietary audience targeting tools, the campaign focused on active male viewers a highly cost-effective in-market segment.
- By closely monitoring metrics and adapting tactics, the campaign maximized YouTube's ad formats and capabilities to effectively reach viewers across various viewing behaviors.







IMPROVE PAID MEDIA PERFORMANCE

START RIGHT NOW