



S U C C E S S   S T O R Y

# 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.







**5.3M+**

Total Video Views

**43%**

YouTube Shorts Views  
Distribution

**59%**

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