



REACHING THE RIGHT BAKER USING YOUTUBE ADS

A Multi-YouTube campaign achieved an overall 46% cost savings while exceeding the guaranteed outcome of boosting awareness

SUCCESS STORY



Client's goal

A leading baking brand aimed to enhance visibility and inspire home baking during the holiday season through highly targeted YouTube campaigns. The approach strategically segmented budgets between male and female audiences, providing tailored messaging for each group while maximizing engagement and awareness.

By running prospecting and retargeting YouTube Bumper and Skippable Ads simultaneously, the strategy focused on capturing holiday baking enthusiasm and driving higher brand recall among home cooks.



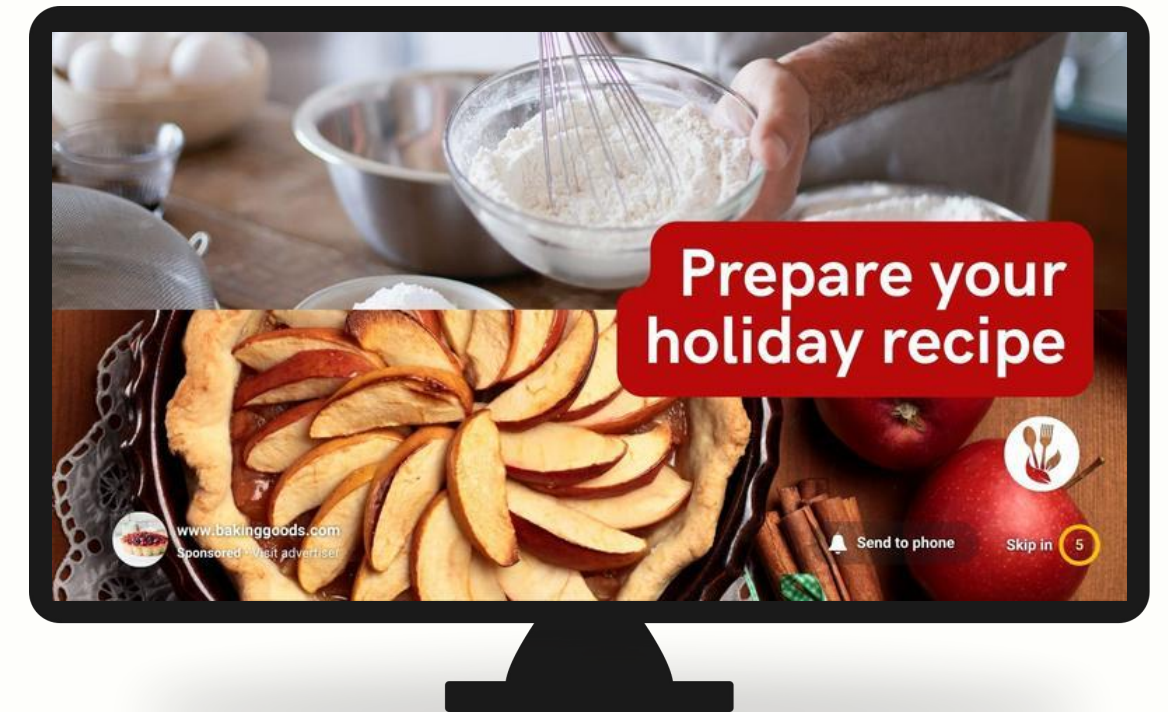
Campaign outcome

46% Overall Campaign Savings

Actual budget \$163,200 vs.
Guaranteed cost \$300,000

103% Beyond guaranteed outcome

Guaranteed Impression & Views 21,507,574 vs.
Guaranteed Impression & Views 20,834,334



46%

Achieved margin for
Bumper ads
campaign

Outperformed guaranteed
CPM, achieving campaign
efficiency while maximizing
reach and impressions.

49%

Achieved margin
for YouTube
InStream Skippable
ads campaign

Three in every four
completed ad views were
served on CTV, showcasing
CTV as an impactful
platform for ad retention.

66%

Cost Efficiency in
Female audiences,
with CTV and mobile
driving high
engagement

62% of mobile ad spend
resulted in 66% of mobile
clicks, reinforcing the
decision to prioritize
female-targeted
messaging and budget
allocation.

Strike solutions

Granular Audience Segmentation

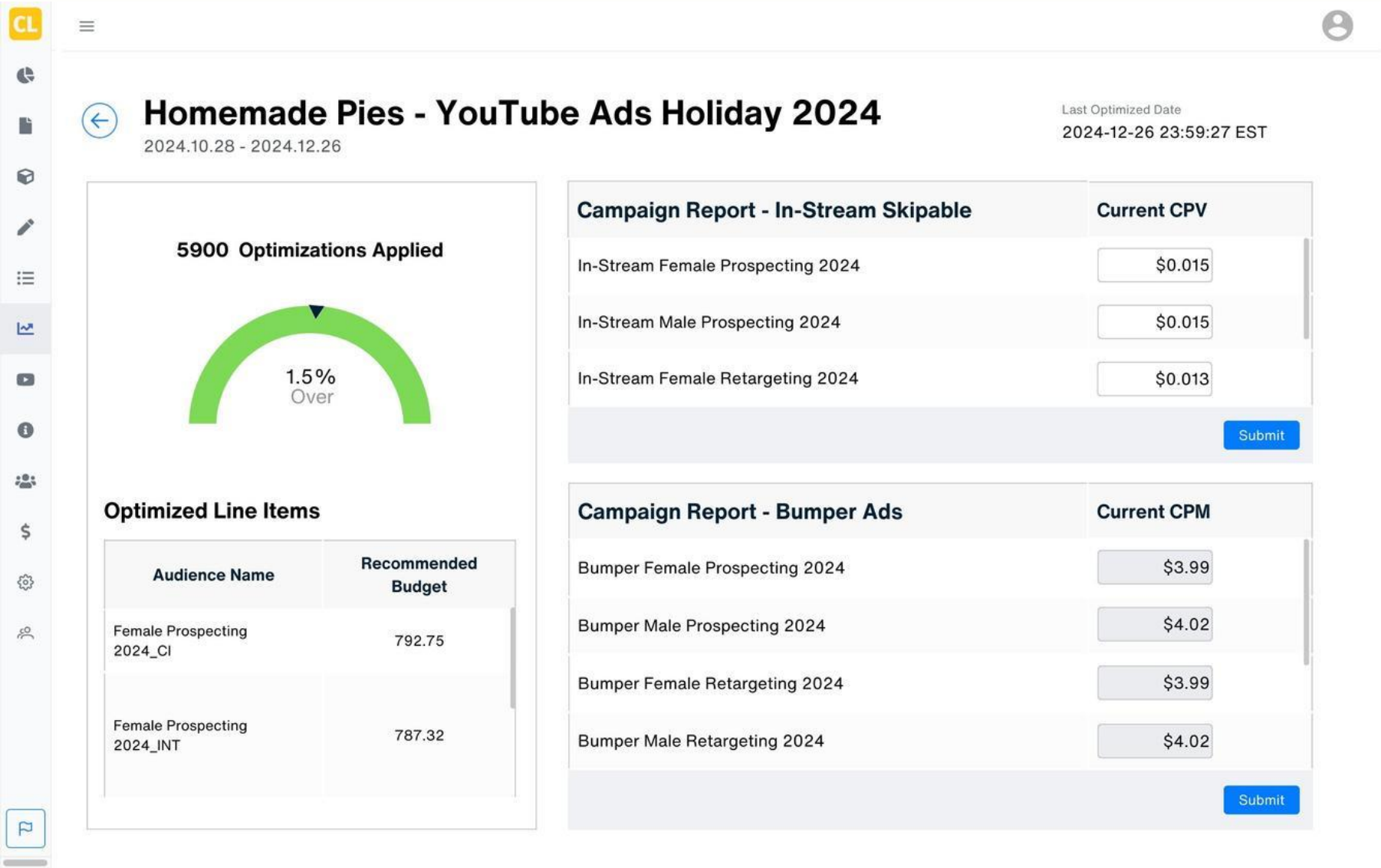
A gender-tailored approach led to optimized cost efficiency (46% savings) while maintaining high engagement across all ad placements. Female audiences led both Bumper and Skippable ads, contributing 66% of total ad engagement.

Efficient Multi-Format Ad Execution

Running Bumper and Skippable ads in a single project resulted in cross-format efficiency, ensuring low CPV and CPM while maximizing campaign impact. Bumper ads excelled in quick brand recall, while Skippable ads drove deeper engagement with an average retention rate of 74%.

Optimized Ad Pacing for Peak Seasonal Impact

Daily budget adjustments ensured full utilization during the holiday season, minimizing waste and maximizing reach. The campaign strategically maintained a balanced cadence for prospecting and retargeting efforts, capitalizing on peak engagement periods to reach and retarget highly engaged female audiences. This effort resulted in a 74% Video Completion Rate for Skippable ads.





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