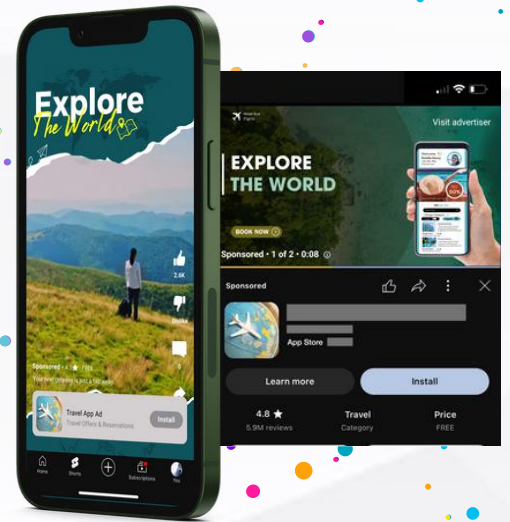


# WHY YOUTUBE VIDEO REACH CAMPAIGN DESERVE A SPOT IN YOUR MARKETING STRATEGY

By combining various ad formats – skippable in-stream ads, non-skippable in-stream ads, and bumper ads – within a single campaign, YouTube VRCs allow you to efficiently connect with a larger audience.



## ■ ■ BENEFITS OF USING VRC

### Maximize Reach and Visibility

VRCs leverage multiple ad formats across YouTube and partner sites, ensuring your video content reaches a vast audience. This expansive distribution network increases the chances of your brand being seen by potential customers, regardless of their viewing device.

VRCs go beyond simply showing your video. By incorporating engaging ad formats like bumper ads and in-stream ads, VRCs can spark curiosity and encourage viewers to click through to your channel or website, leading to deeper brand interaction.

### Target the Right Audience

VRCs offer advanced targeting options that allow you to reach viewers based on demographics, interests, and online behavior. This laser-focused approach ensures your message resonates with the most relevant audience segments, maximizing the impact of your video content.

## ■ ■ COMPARISON CHART: YOUTUBE VIDEO REACH CAMPAIGN (VRC) OPTIONS

Option	Description	When to Use
<b>Efficient Reach</b>	<ul style="list-style-type: none"> <li>Maximizes unique reach with a mix of ad formats (in-stream, in-feed, short ads) based on budget and bids.</li> <li>Targets qualified audience.</li> </ul>	<ul style="list-style-type: none"> <li>Increase brand awareness &amp; engagement.</li> <li>Launch new products.</li> <li>Promote time-sensitive offers.</li> <li>Broaden reach in a competitive market.</li> </ul>
<b>Non-Skippable Reach</b>	<ul style="list-style-type: none"> <li>Uses 15-second non-skippable ads to guarantee message delivery.</li> <li>Ideal for highlighting key information or strong CTAs.</li> </ul>	<ul style="list-style-type: none"> <li>High-impact marketing (product launches, announcements).</li> <li>Campaigns requiring complete message absorption.</li> </ul>
<b>Target Frequency</b>	<ul style="list-style-type: none"> <li>Tailors ad frequency to specific goals.</li> <li>Prevents ad fatigue while ensuring brand recall.</li> </ul>	<ul style="list-style-type: none"> <li>Rebranding campaigns (higher frequency for repetition).</li> <li>Promoting recurring services (lower frequency to avoid annoyance).</li> <li>Conversion-focused campaigns (lower frequency for fresher message).</li> </ul>

### Interested to know more about YouTube Ads?

StrikeSocial's team of experts will make sure your YouTube campaign is being seen 24/7. Our team will optimize your campaign, help you meet your advertising goals at the lowest cost possible, and make sure you get the most out of your advertising dollar.