



S U C C E S S   S T O R Y

# ENHANCED CONVERSIONS WITH YOUTUBE ADS

VIDEO ACTION CAMPAIGN DRIVE  
RESIDENT PASS AND TICKET PURCHASES



# ABOUT STRIKE SOCIAL

Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.



## THEIR GOAL

Significantly increase Resident Pass sign-ups by maximizing conversions through targeted, timely optimizations. The goal is to achieve and maintain optimal pacing across the campaign flight while ensuring a high return on ad spend (ROAS).





**900+**

Successful purchase

**18.1K**

Total campaign clicks

**3.4x**

Return on Ad Spend

# STRIKE SOLUTION YouTube

- YouTube Video Action Campaigns leverage the power of short-form videos and effectively engage mobile-centric users. By deploying Google's automatic ad placement system, VAC ensures ads are shown to audiences with the highest conversion potential within the allocated budget.
- Implement a flexible budget allocation strategy driven by the performance of top-performing ads rather than preset budgets for various ad formats. Resources are allocated to ads with the highest potential for driving conversions, thus enhancing overall campaign performance.
- Through daily monitoring, the team identified weekends as peak periods for conversions. Recognizing this, budget allocations were strategically increased during these high-converting times to maximize campaign efficiency and success.





IMPROVE PAID MEDIA PERFORMANCE

START RIGHT NOW