



SCALING BOX OFFICE SUCCESS USING YOUTUBE DEMAND GEN ADS

YOUTUBE DEMAND GEN ACHIEVED
43% CPC EFFICIENCY AND MAXIMIZED
MOBILE-FIRST PLACEMENTS

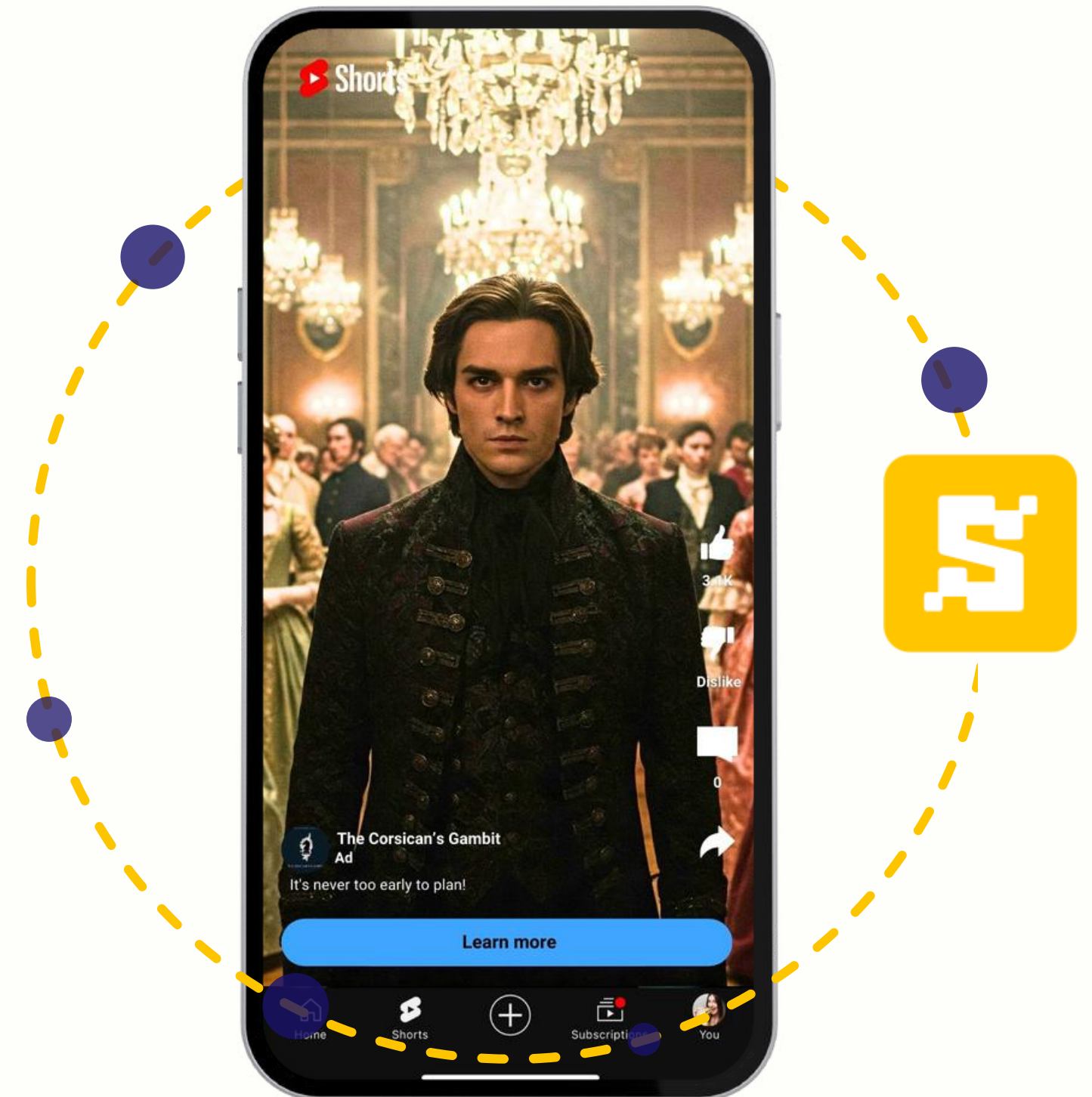
SUCCESS STORY



Client's goal

A strategic YouTube Demand Gen campaign was launched to drive ticket sales and maximize awareness for a theatrical release, utilizing advanced audience targeting and video-centric placements to engage high-intent moviegoers. The objective was to deliver video ads with precision, seamlessly guiding audiences from watching trailers to purchasing tickets.

By optimizing inclusion and exclusion audience targeting and tapping into YouTube's expansive reach, the campaign aimed to capture engaged moviegoers at the right moment. With Demand Gen's capabilities, the strategy was designed to convert digital engagement into box office success.



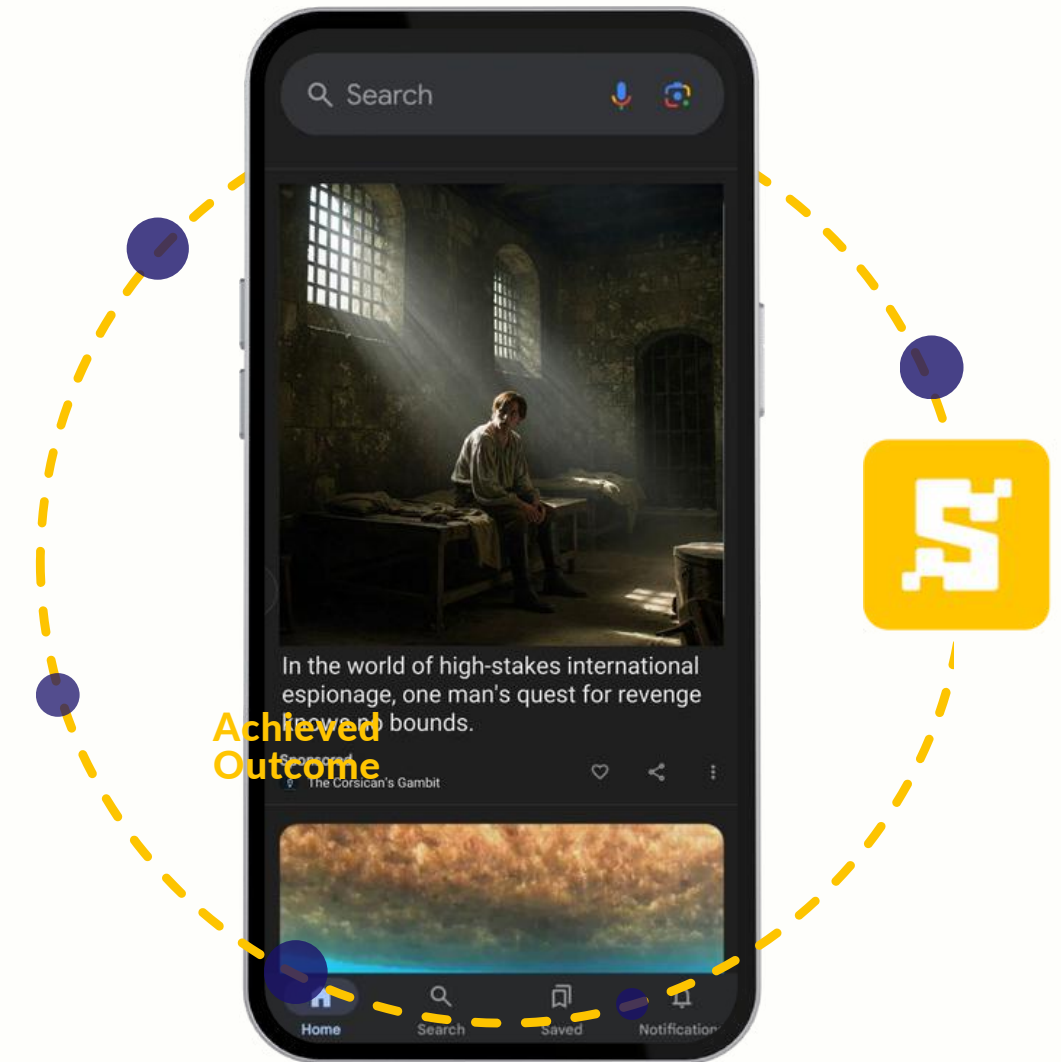
Campaign outcome

43% Achieved Savings

Actual CPC \$0.32 VS.
Guaranteed CPC \$0.57

7.6% Highest Achieved Campaign CTR

Overall Project CTR was at 4%



Achieved Outcome

95%

Mobile-First Approach Driving Results

The campaign prioritized mobile placements, aligning with audience behavior, leading to higher engagement and lower CPCs.

80%

YouTube as the Primary Driver of Clicks

The majority of ad engagement were driven by ads appearing on YouTube, reinforcing the platform's role in moving audiences from awareness to ticket purchase.

40%

Cost-Efficient YouTube Placements

Ads served on YouTube resulted in a significantly lower cost per click, pivoting to enhance overall budget efficiency and maximizing ROI.

Takeaways on Demand Gen

Demand Gen's Advanced Audience Targeting

Through Demand Gen's advanced audience targeting and curated media plan, YouTube identifies high-intent moviegoers, effectively reaching key YouTube viewers. This granular targeting approach resulted in a 7.64% CTR, nearly double the project average of 4%, highlighting Demand Gen's capability to capture engaged audiences.

Mobile-First Strategy Maximized Reach and Efficiency

With 95% of the total ad spend allocated to mobile, the team saw firsthand how Demand Gen optimizes YouTube's mobile-first ecosystem. The mobile-centric placement led to a 2.91% CTR, surpassing the 2.84% average CTR across all devices, reinforcing the idea that YouTube placements are key factors to driving engagement and cost efficiency.

YouTube Placements Offered Superior Cost Efficiency

YouTube placements significantly outperformed non-YouTube placements. Despite a similar budget split, YouTube generated 80% of total campaign clicks, guiding users from awareness to action. Additionally, YouTube placements achieved a 40.13% lower CPC, showing that Demand Gen is a cost-effective solution for maximizing engagement at scale.





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