



S U C C E S S S T O R Y

YOUTUBE AUDIENCE TARGETING

40% COST SAVINGS LEVERAGING
IN PRECISE AUDIENCE TARGETING
ACROSS CANADA



THEIR GOAL

An HVAC campaign strategically spanned across key locations in Canada. Each campaign has tailored budget allocations and audience targeting to maximize the campaign's effectiveness in these distinct markets.





11M

Total Completed
Video View

81%

Video Completion Rate

51%

Spends, Views, and Impressions
From Sports Centric audiences

4:5 ratio of Sports centric vs Non-Sports centric audience line

STRIKE SOLUTION YouTube

- Utilizing YouTube's array of targeting options, the campaign focused on specific audiences, such as Custom Intent (CI) audiences interested in active and sports content, reflecting Canada's love for sports. While, Custom Affinity (CA) audiences focused on sustainability and energy efficiency.
- The campaign was meticulously structured around geo-targeting, pinpointing key regions that show high demand for HVAC solutions but also exhibited significant YouTube usage.
- Continuous campaign analytics monitoring allowed for real-time adjustments, pivoting towards strategies and audience segments that delivered cost-efficient views and higher engagement rates.





IMPROVE PAID MEDIA PERFORMANCE

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