



BOOSTS RESIDENT PASS SALES WITH YOUTUBE ADS

YOUTUBE VIDEO ACTION CAMPAIGN DRIVES TICKET
SALES AND ACHIEVED 3.6X ROAS

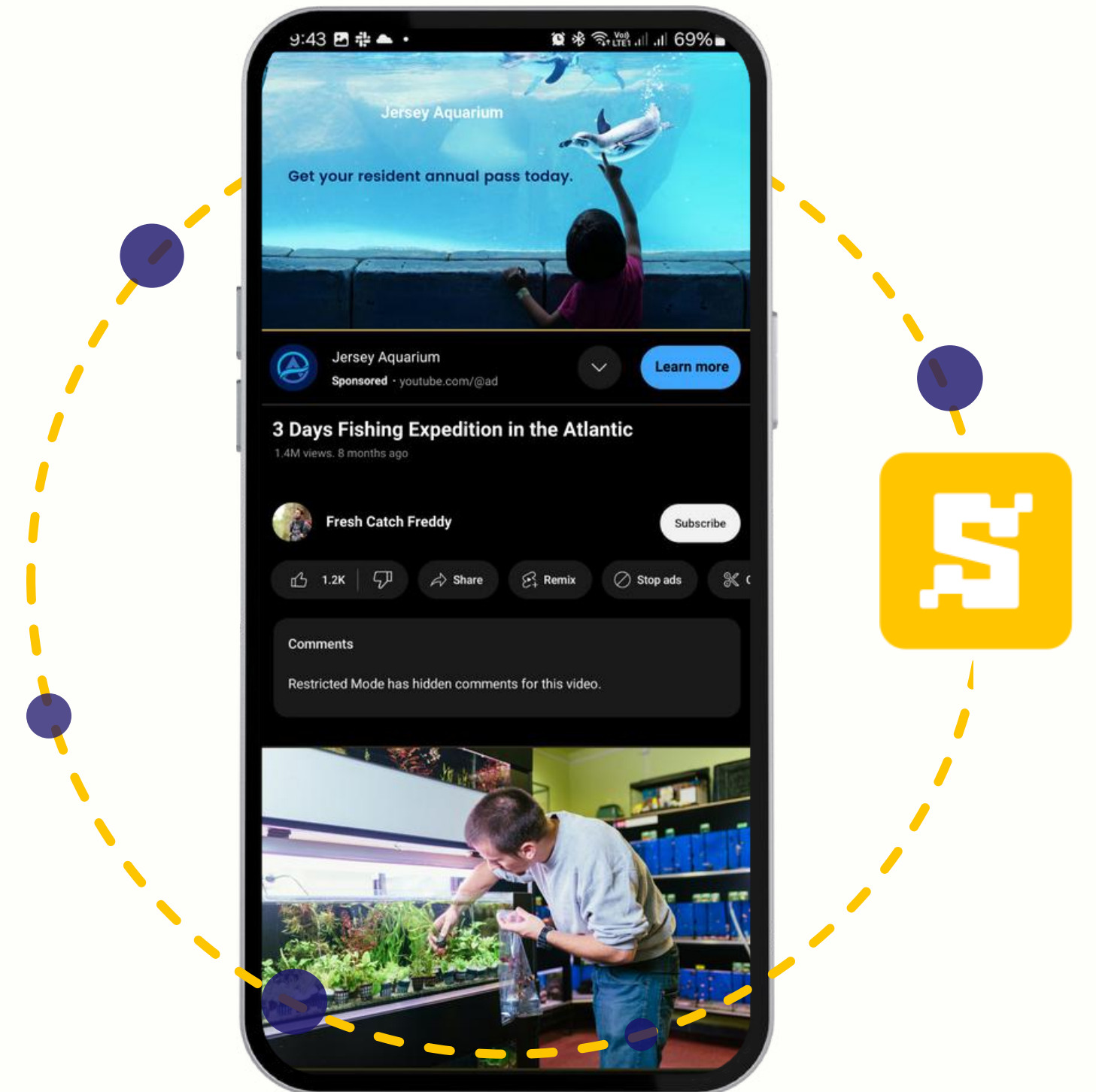
SUCCESS STORY



Client's goal

A prominent public aquarium in the U.S. strategically targeted local residents and audiences in neighboring states to boost sales of its annual Resident Pass during the first 30 days of the year. The campaign objective aimed to drive direct purchases through a mobile-first paid social media strategy.

YouTube's VAC was the ideal choice, leveraging the popularity of short-form video content to engage viewers quickly. The focus was on connecting with a highly engaged, mobile-savvy audience and delivering tangible, measurable results through precise, data-driven campaign management.



Campaign outcome

The campaign balanced cost efficiency and impactful outcomes. With a Return on Ad Spend (ROAS) of 3.61, the strategy delivered significant sales while maintaining a 35% efficiency gain, highlighting the precision of media buying and optimization efforts.

Mobile devices delivered a Conversion from View rate of 0.63% and a 7.4% Conversion from View rate, both above the overall outcome, 0.60% and 4.6%, respectively. The team's strategic focus on 15-second, mobile-optimized video ad content and timely creative swap doubled the overall conversion rate. The short-feed-based creatives achieved a 15% lower cost and contributed to 73% of total conversions.



campaignlab

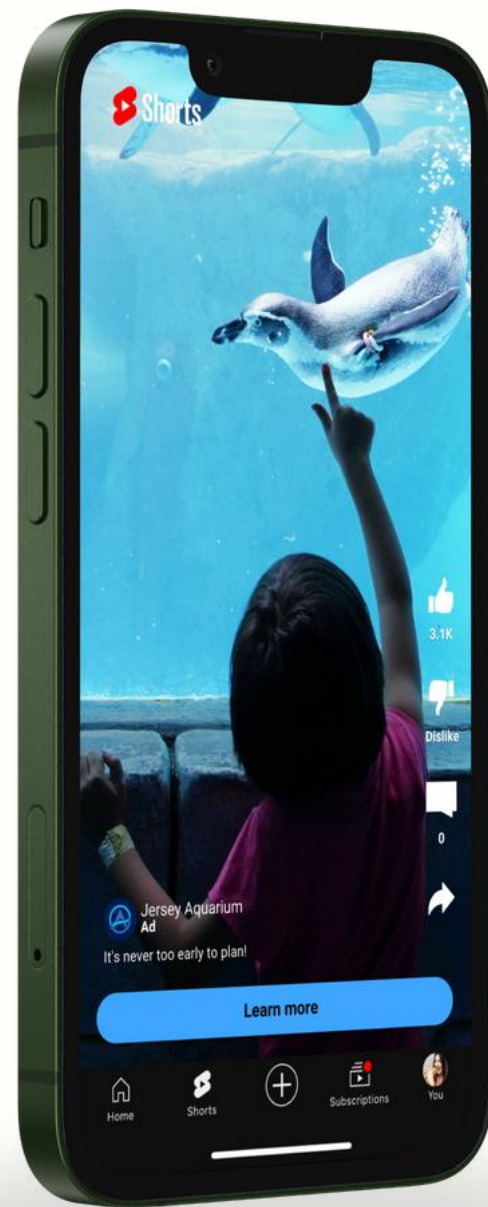
35%+ Achieved Efficiency

Actual CPC \$1.18 VS.
Guaranteed cost \$2.50

7.4% Conversion from Ad View

Generated conversions from highly-qualified ad views

Strike solutions



Daily, Hands-On Campaign Management

Continuous monitoring and optimization ensured agile decision-making, maximizing the efficiency and performance of the campaign.

Mastery in Ad Formats and Creative Strategy

Leveraged YouTube's Video Action Campaign (VAC) capabilities, utilizing both 15-second and 34-second video formats and identifying the most efficient and high-performing ads.

Data-Driven Targeting Optimization

Using Strike Social's proprietary tool, Campaign Lab, to identify high-performing audience segments using machine learning from previous campaigns.



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