

# YOUTUBE ADVERTISING



Cybba's YouTube advertising solutions are a cost-effective and low-risk way to enter the video advertising space. With minimal barriers to entry, YouTube offers granular audience targeting capabilities and provides transparency into the factors that lead to a conversion. Cybba works with the video assets you already have available to build YouTube campaigns to drive action that can be tracked, measured, and optimized.

## TAP INTO YOUTUBE'S 2 BILLION ACTIVE USERS

YouTube is both the second most visited website (to Google) and second most used social platform (to Facebook), offering unlimited advertising potential. Over 70% of YouTube viewers report buying from a brand after seeing it on YouTube.

**YOUTUBE  
ADVERTISING  
DELIVERS:**

**25-30%**

Completion Rates

**.3%**

Average CTR

**\$.04 - \$.08**

Cost Per View

## EXTENSIVE TARGETING OPTIONS

Meet your target audience in their natural element by targeting across dimensions



### Content Categories

target topics that align with your products and offerings



### Channel Targeting

prioritize delivery on relevant influencer channels



### Keyword Targeting

target users based on relevant search terms within YouTube and Google's search engines



### Custom Audiences

build audience profiles of users that have visited your YouTube or abandoned your site

## ADVERTISING FORMATS

- **Display Banner** - Shown outside of video player
- **Bumper Ads** - Non-skippable videos that are up to 6 seconds long
- **Overlay Ads** - Semi-transparent ads that appear on the lower 20% of the video player
- **Skippable Video** - Viewers can skip after 5 seconds
- **Non-Skippable Video** - Viewers must view entire ad



Whether you're new to video advertising or looking to supplement existing video efforts, Cybba will build a YouTube strategy that will meet your business needs.

**Reach out today**

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