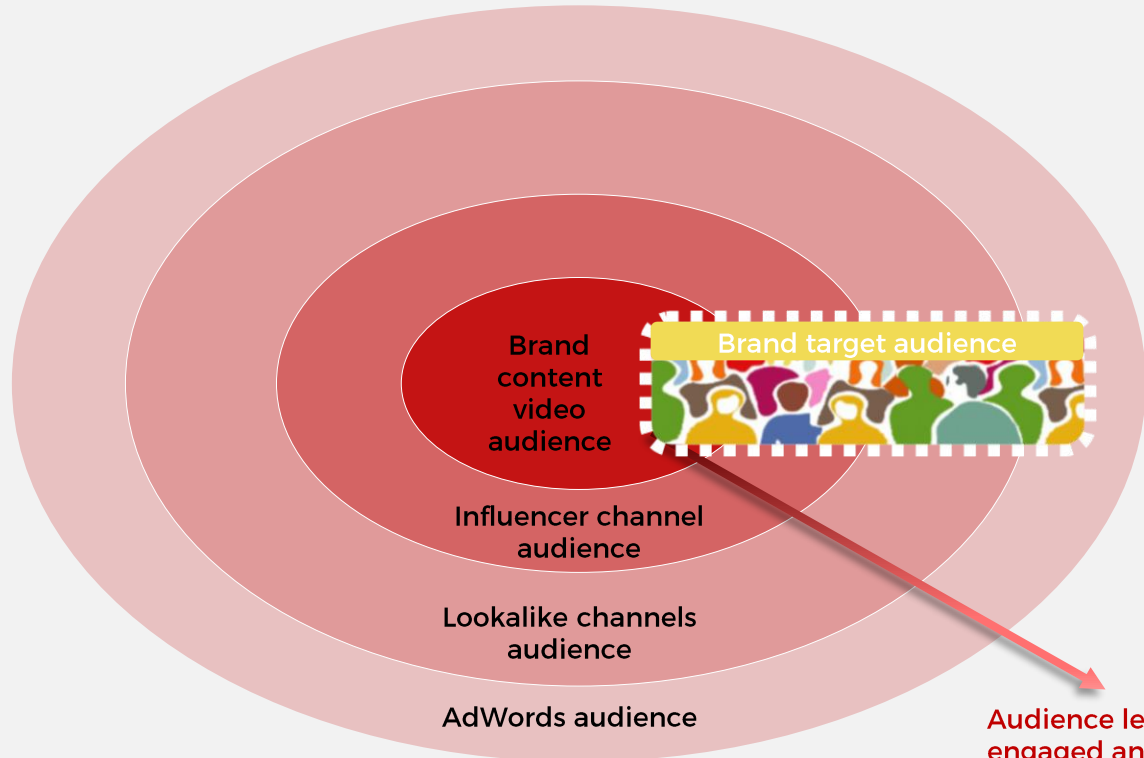


SHORT GUIDE TO OPTIMIZE **ADWORDS PAID MEDIA** ON YOUTUBE

HOW BRANDS CAN **LEVERAGE BRAND CONTENT VIDEO REACH ?**

BRAND CONTENT ORGANIC VIEWS ARE **LIMITED** & **NOT CENTERED ON BRAND CORE AUDIENCE**
 ADDITIONAL TARGETED PAID MEDIA PROVIDES **WIDER REACH** & **BETTER FOCUS**



AUDIENCE REACHED

- Influencer’s fans who have watched the video (organic views)
- Remarketing based on influencer audience list, only the ones who have not already watched the BC video
- Remarketing based on audience of influencer’s lookalike channels (WizTracker overlap feature)
- Paid views from “interests” audience

Audience less and less engaged and receptive

LEVERING A BRAND CONTENT CAMPAIGN WITH TARGETED PAID MEDIA ENABLED OUR CLIENT TO REACH TWICE TARGET AUDIENCE WITH SAME WATCH TIME AND ENGAGEMENT

	Brand Content organic views on influencer channel	Paid media targeted on influencer channel audience	Paid media targeted on lookalike influencers audience	Paid media on AdWords personalized audience
Total views	552 K	562 K	629 K	692 K
Target audience views	139 K	+ 9%	+ 48%	+ 45%
Core target views proportion	25 % (1/4 of total views)	41 % (almost 1/2 of total views)		
Watch time	65 %	49 %		
Engagement rate	55	44		

Wizdeo BC videos natural perf.
BC videos performances with Wizdeo paid media

+ 102 %

Wizdeo-targeted paid media campaign combined with Wizdeo-produced Brand Content video :

- ✓ Brand Content video produced thru WizTracker influencers selection → a highly engaging video
- ✓ Organic views with influencer community → best watch-time & engagement on wide audience
- ✓ Cumulative high reach on brand core target → wider impact on brand's customized target audiences
- ✓ Better ROI → affordable production cost, organic views guaranteed & bundled with production, optimized AdWords cost
- ✓ Overall performance guarantees → core target views, watch time and engagement rate guaranteed by Wizdeo

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