

2023 PRODUCT GALLERY



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SKIPPABLE TRUEVIEW IN-STREAM

EFFECTIVELY DRIVE VIDEO VIEWS

RECOMMENDED PRODUCT for KPI of Guaranteed View delivery to target audience

- [TrueView In-Stream Video Ad](#)

THE CHANNEL FACTORY VALUE

- Reach intended consumer with a mix of targeting tactics
- Pay for a completed video view only; all impressions are Added Value branding
- Risk-free test environment to discover your ideal audience, creative, frequency, and other factors that affect where you want to dedicate your media budget
- Real-time optimization and analytics with ViewIQ to find best performing placements

CREATIVE CONSIDERATIONS

- Video sent via YouTube URL (uploaded to brand YouTube Channel)
- CTA Extension + 300x60 Companion Banner
- Priced on CPV – You only pay for Completed Views



SKIPPABLE TRUEVIEW FOR REACH

DRIVE SCALE WITH EFFICIENT CPM BUYING

RECOMMENDED PRODUCT for KPI of Reach & Awareness in a skippable format

- [TrueView for Reach Video Ad](#)

THE CHANNEL FACTORY VALUE

- Bring YouTube's Skippable In-Stream format together with the simplicity of CPM buying, lowering costs and driving unique reach for ads :15 and over
- In a beta test of 84 TrueView for Reach campaigns, 90% of campaigns drove significant lifts in ad recall and all campaigns saw an average ad recall lift of 20%

CONSIDERATIONS

- Video sent via YouTube URL (uploaded to brand YouTube Channel)
- CTA Extension + 300x60 Companion Banner
- Priced on CPM



VIDEO ACTION CAMPAIGNS (F.K.A. TRUEVIEW FOR ACTION) DRIVE CONSIDERATION AND TAKE ACTION

RECOMMENDED PRODUCT for KPI of driving users to take an action / online conversions

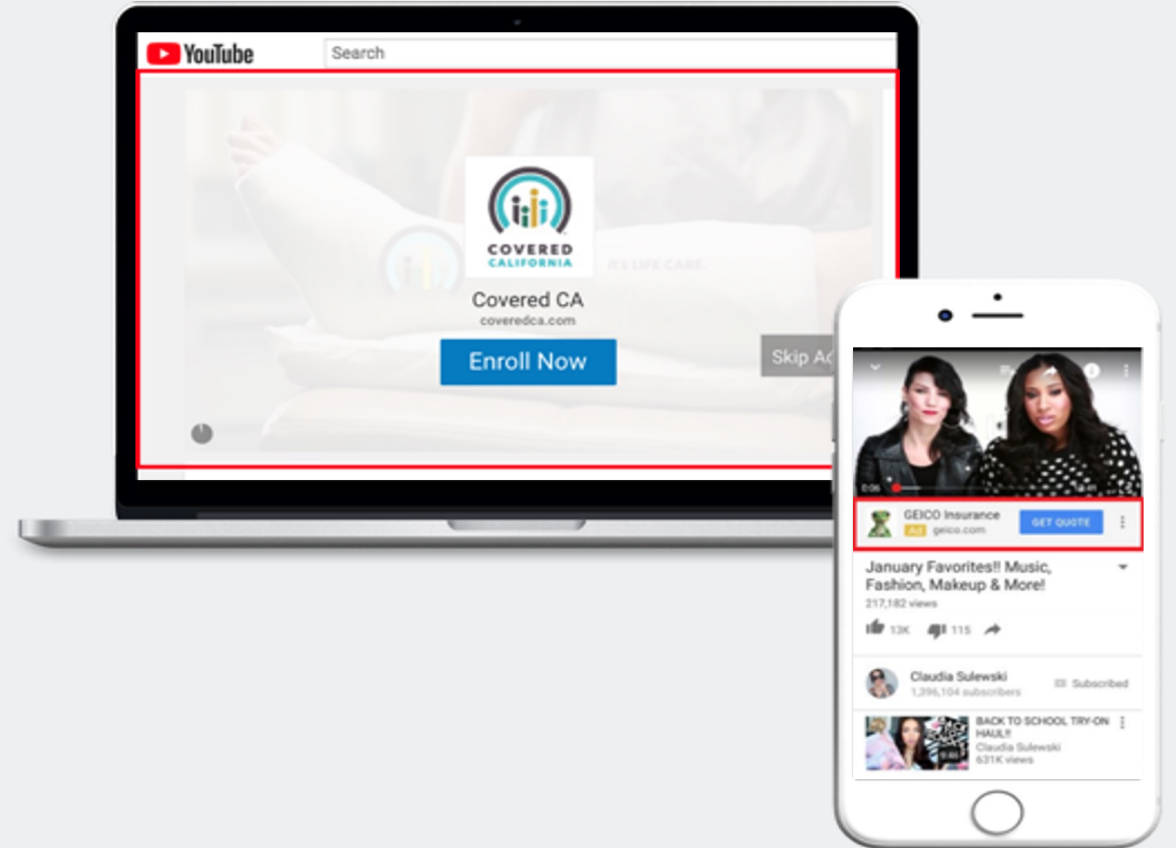
- [Video Action Campaign](#)

THE CHANNEL FACTORY VALUE

- Designed to move video advertising on YouTube beyond typical branding
- Advertisers can display a call-to-action banner at the base of the video during and at the end of the video
- The branded banner can be tailored to a specific action goal such as 'Buy Now', 'Get a Quote', or 'Learn More'
- Placing a pixel on the site is required
- Must EXCLUDE TV screens and cannot exclude YouTube search results

CONSIDERATIONS

- Headline: 15 character limit
- Call-to-Action: 10 character limit
- Display & Final URL



VIDEO ACTION CAMPAIGNS WITH PRODUCT FEED

(F.K.A. TRUEVIEW FOR ACTION WITH SHOPPING)

DRIVE CONSIDERATION AND TAKE ACTION

RECOMMENDED PRODUCT for KPI of driving users to take an action / online conversions for product-related campaigns

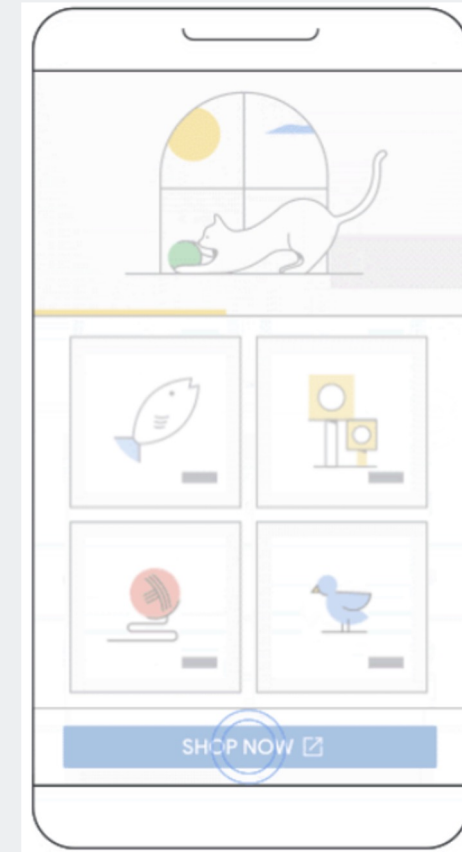
- [Video Action Campaign with Product Feed](#)

THE CHANNEL FACTORY VALUE

- Panel below the ad automatically expands to showcase your products.
- Users can select a product image to immediately go to the product's landing page for more information and to make a purchase.
- At this time, products appear when the user's mobile device is in portrait mode.

CONSIDERATIONS

- A minimum of 4 product images can be shown
- Must setup a product feed in Merchant Center



VIDEO ACTION CAMPAIGNS WITH SITELINKS

DRIVE CONSIDERATION AND TAKE ACTION

RECOMMENDED PRODUCT for a campaign with multiple links

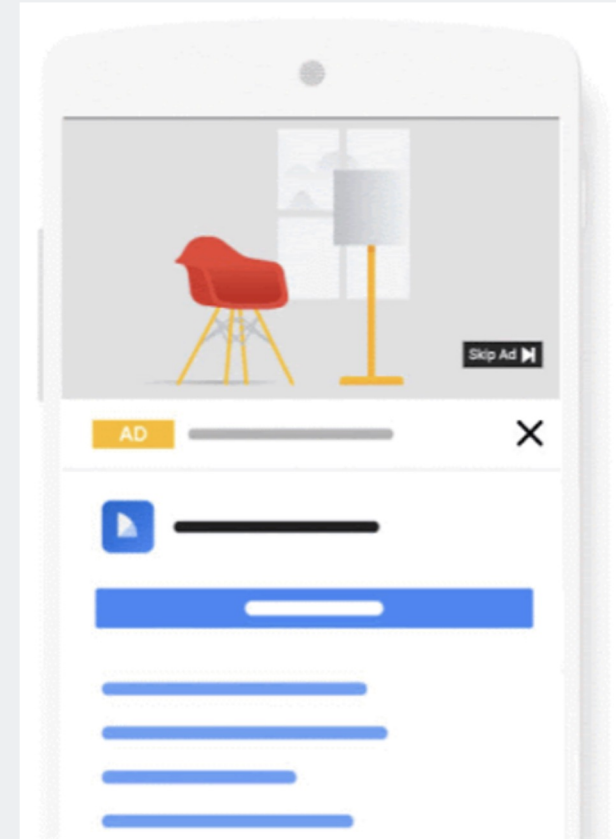
- [Video Action Campaign with sitelink extensions](#)

THE CHANNEL FACTORY VALUE

- Add more links to your ads to take people to specific pages on your site
- See detailed data about your clicks with customized reporting
- Use conversion tracking for landing pages and customized sitelinks for mobile
- Update easily to the most relevant link for your campaign, and edit your sitelink without resetting performance statistics

CONSIDERATIONS

- At least 2 sitelink extensions must be included for the sitelinks to appear in the ad
- You can show up to 4 sitelinks. People can browse and select sitelinks while watching the ad.



VIDEO DISCOVERY ADS

DRIVE INCREMENTAL AWARENESS AND ENGAGEMENT SEARCH, VIDEO WATCH PAGE, & MOBILE HOME FEED

RECOMMENDED PRODUCT for KPI of efficient CPV rate

- [Video Discovery Ads](#)

THE CHANNEL FACTORY VALUE

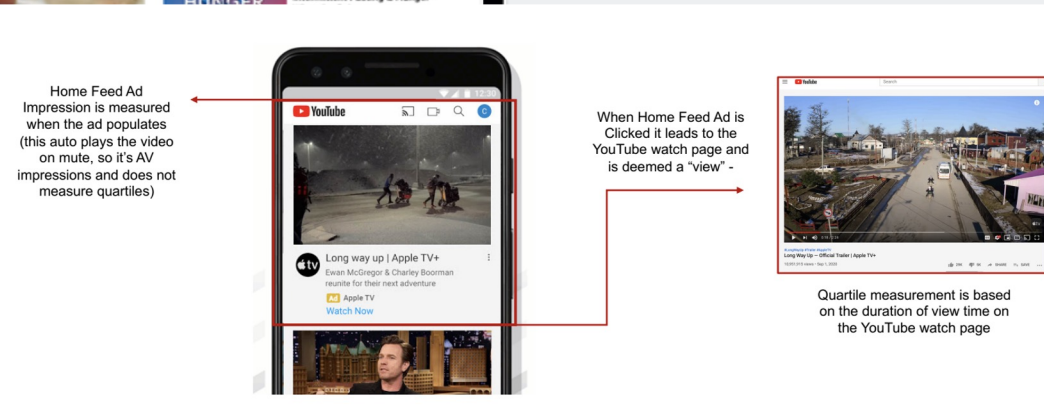
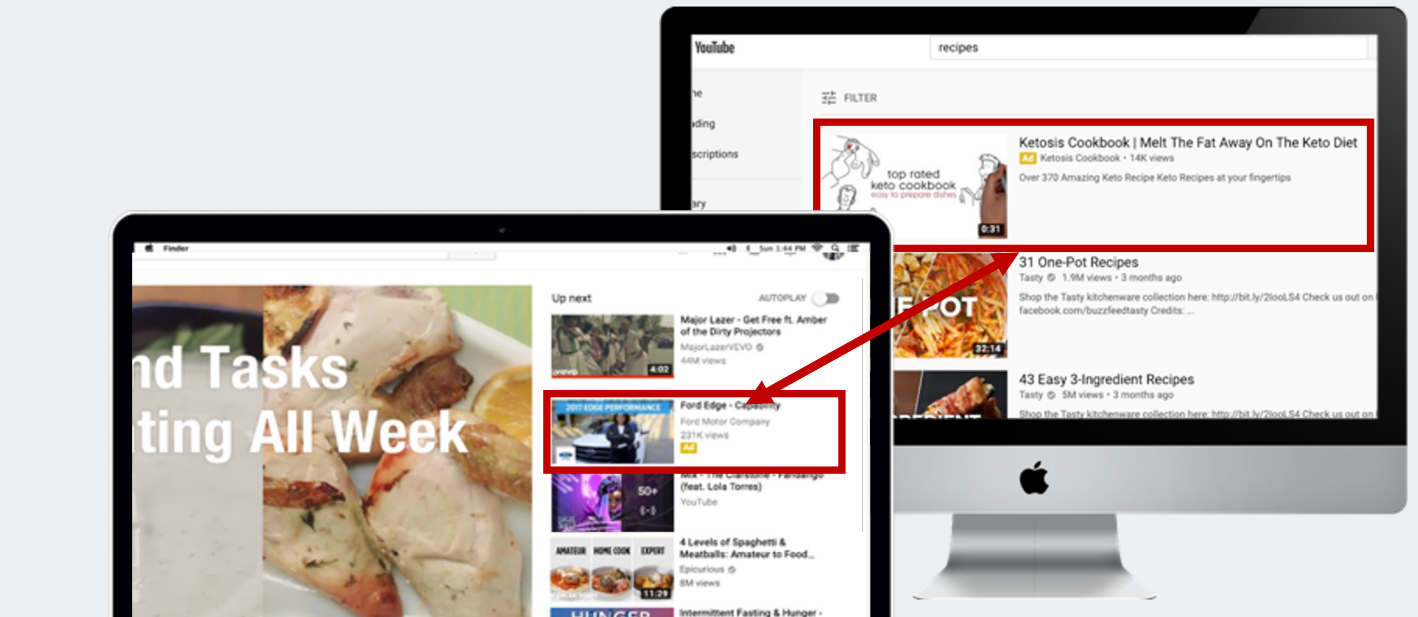
- Expansive reach across YouTube's Search and Watch pages via clickable thumbnail ads
- Homefeed ads reach your target audience as they browse the mobile YouTube home page.
- Drive traffic to your brand's YouTube Channel or Watch pages to view the video content
- Well-suited for distributing How-To / DIY / Long-Form instructional content

CONSIDERATIONS

- Video sent via YouTube URL (uploaded to brand YouTube Channel)
- Headline and Description copy
- Priced on CPV (when user clicks to View)



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NON SKIP :15 ADS

GUARANTEE EXPOSURE

RECOMMENDED PRODUCT for KPI of Video Completion Rate (forced view)

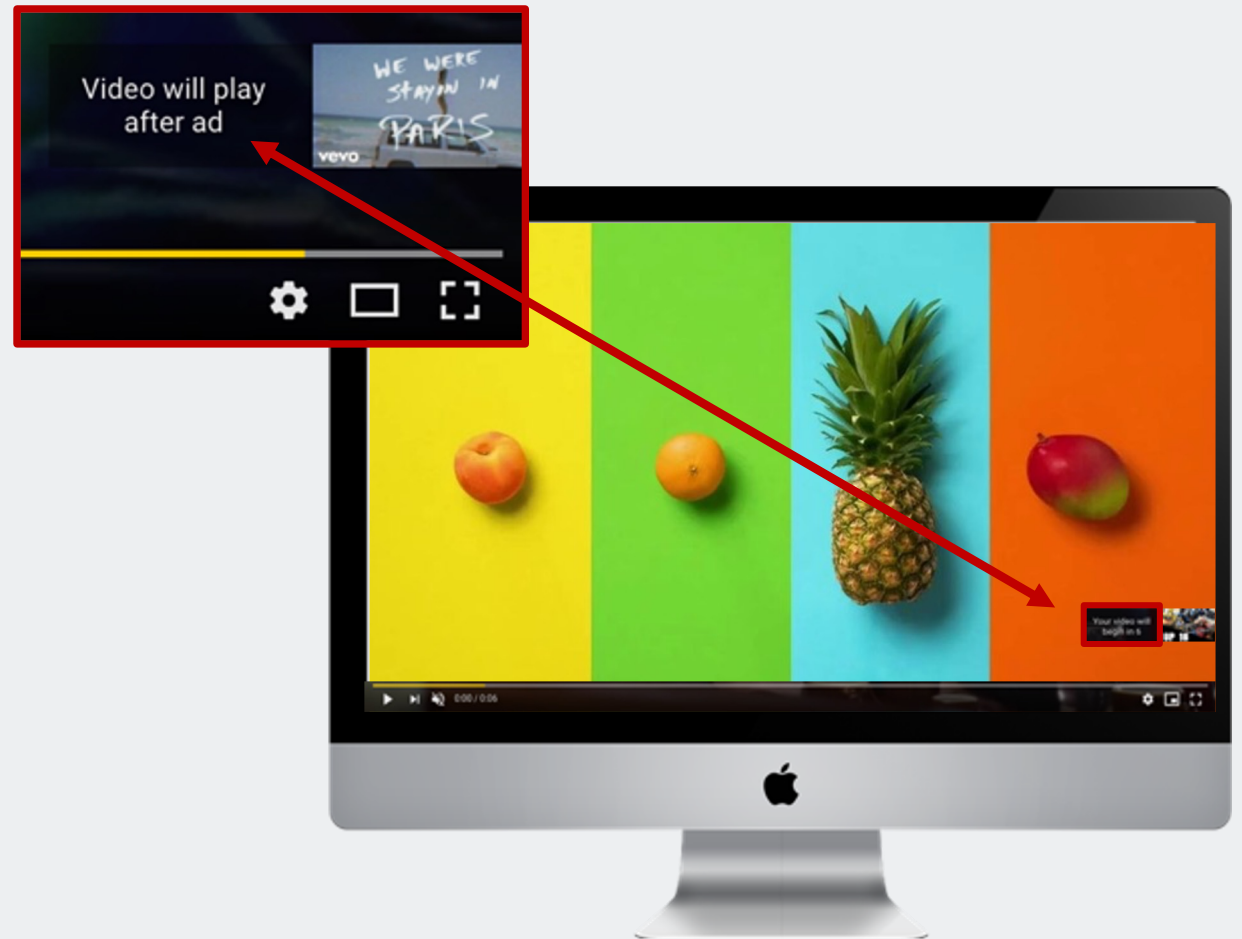
- [Non-Skip :15 Ads](#)

THE CHANNEL FACTORY VALUE

- Forced awareness, driving strong upper funnel metrics such as awareness and ad recall
- Increased visibility, ideal for launching a new brand, campaign, or product
- Lends itself well to running on OTT/TV Screens platform where consumers are used to not skipping ads

CONSIDERATIONS

- Video sent via YouTube URL (uploaded to brand YouTube Channel)
- 300x60 Companion Banner
- Priced on CPM



:06 BUMPER ADS

DRIVE CONSIDERATION AND INTENT VIA MICRO-MOMENTS

RECOMMENDED PRODUCT for KPI of Video Completion Rate (forced view)

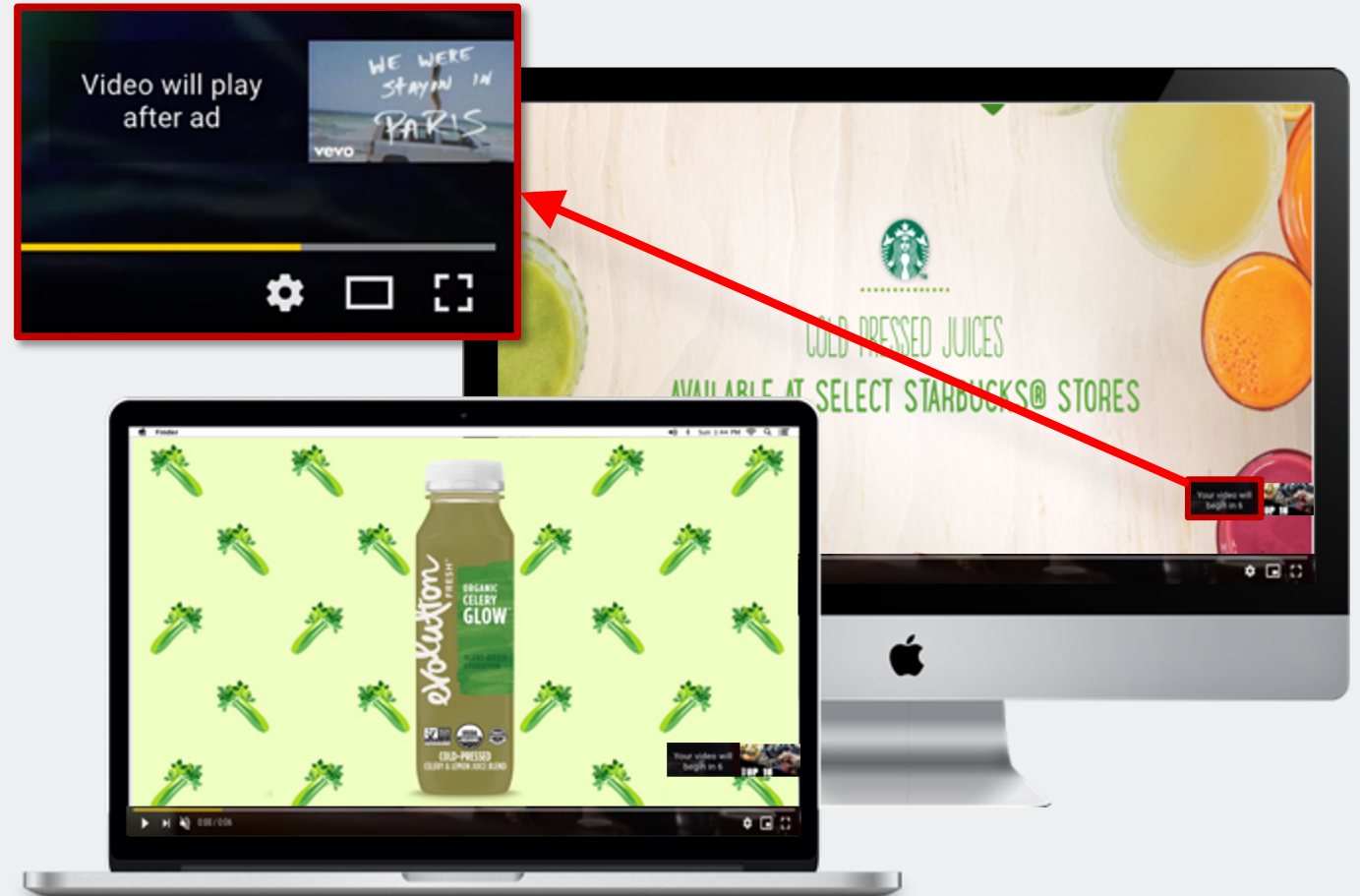
- [:06 Non-Skip Bumper Ad](#)

THE CHANNEL FACTORY VALUE

- Drive strong upper funnel metrics including lift in consideration, awareness, or recall
- Ideal complement to TrueView component for heightened awareness and cross-platform reach
- Mobile-first technique to drive incremental reach and frequency, where videos perform well and when your audience is on the go

CONSIDERATIONS

- Video sent via YouTube URL (uploaded to brand YouTube Channel)
- 300x60 Companion Banner
- Priced on CPM



VIDEO IMAGE OVERLAY

INCREASE SOCIAL REACH AND ENGAGEMENT

RECOMMENDED PRODUCT for KPI of CTR
(& when no video asset is available)

- [Video Image Overlay](#)

THE CHANNEL FACTORY VALUE

- Effective traffic driver within the traditionally upper-funnel YouTube environment
- Increase campaign social reach by engaging your audience watching their desired YouTube videos
- Apply IQ targeting technology to find the most relevant areas to drive action from your intended consumer

CREATIVE CONSIDERATIONS

- Supported sizes: 728x90 or 468x60
- Image formats: static JPG, GIF, PNG



YOUTUBE CARDS

MAKING VIDEO ADS INTERACTIVE

RECOMMENDED PRODUCT for KPI of driving users to an action on/off of YouTube

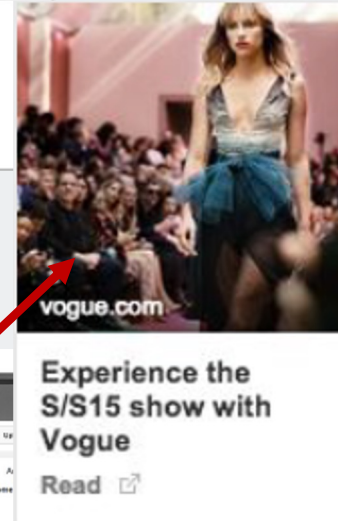
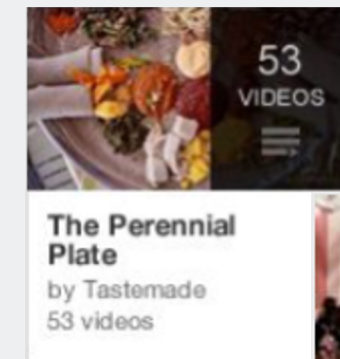
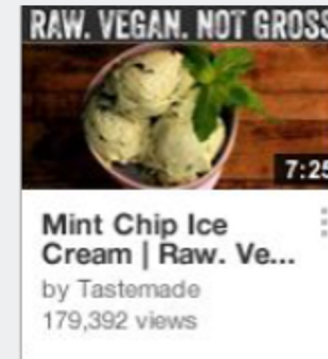
- [Video, Playlist, Channel or Link cards](#)

THE CHANNEL FACTORY VALUE

- With cross-screen video interactivity, invite users to explore your offering, shop or further engage with your brand
- Flexibility in changing cards on fly without editing/re-uploading video
- Consistent user experience across all videos and platforms drive higher engagement rates

CONSIDERATIONS

- Link title: 50 characters
- Call-to-Action text: 30 characters
- You can link to your websites directly as long as your site is associated with your YouTube channel and you are part of the Partner Program
- Image must be hosted on YouTube:
- JPG or GIF (on-animated) only | 800x800 pixels | 5 MB Max File size



VIDEO END SCREENS

DRIVE USERS TO ACT AFTER VIEWING YOUR VIDEO

RECOMMENDED PRODUCT for KPI of driving users to take action to watch more, subscribe, or visit an external link

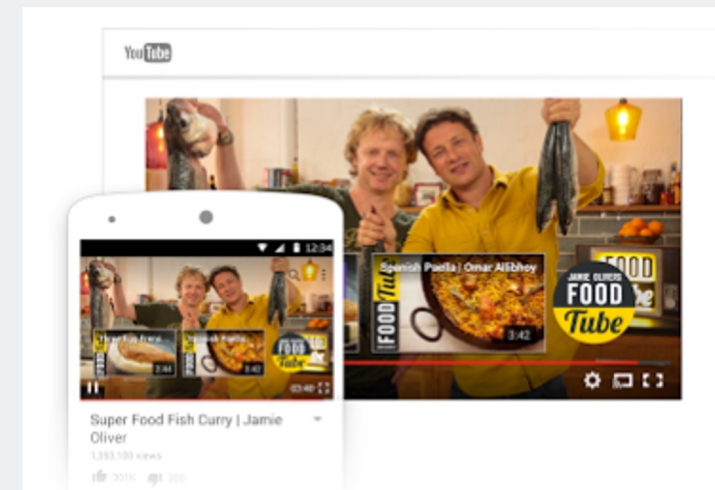
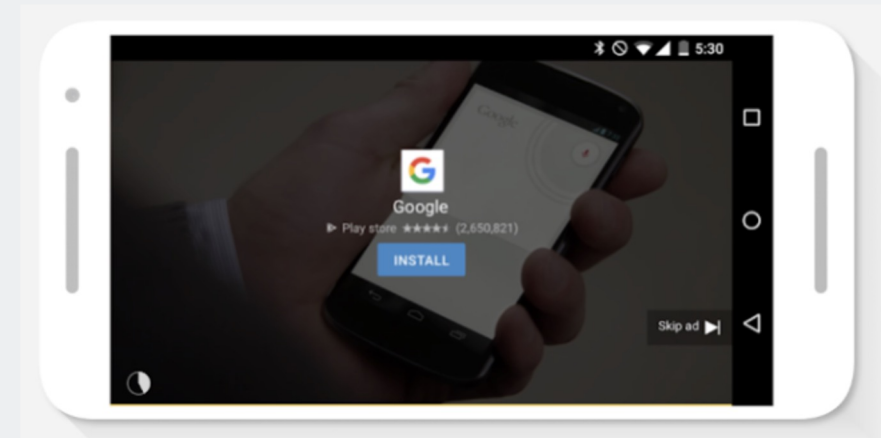
- [Video End Screens](#)

THE CHANNEL FACTORY VALUE

- Build viewership with powerful end screens on your videos, which display on mobile and desktop devices
- You can use them to promote other channels, feature a video or playlist, encourage viewers to subscribe, or link to associated websites or approved merchandise/ crowdfunding website with call-to-actions.

CONSIDERATIONS

- End screens can be added to the last 5 to 20 seconds of a video but video has to be at least 25 seconds long
- Add up to four elements in your end screen for videos with standard 16:9 aspect ratio
- Elements can feature different types of content: Video or playlist, Subscribe, Approved websites and Channels



GDN: VIDEO

DRIVE REACH AND DRIVE VIEWS

RECOMMENDED PRODUCT for KPI of expanded reach at efficient CPV / CPM rates

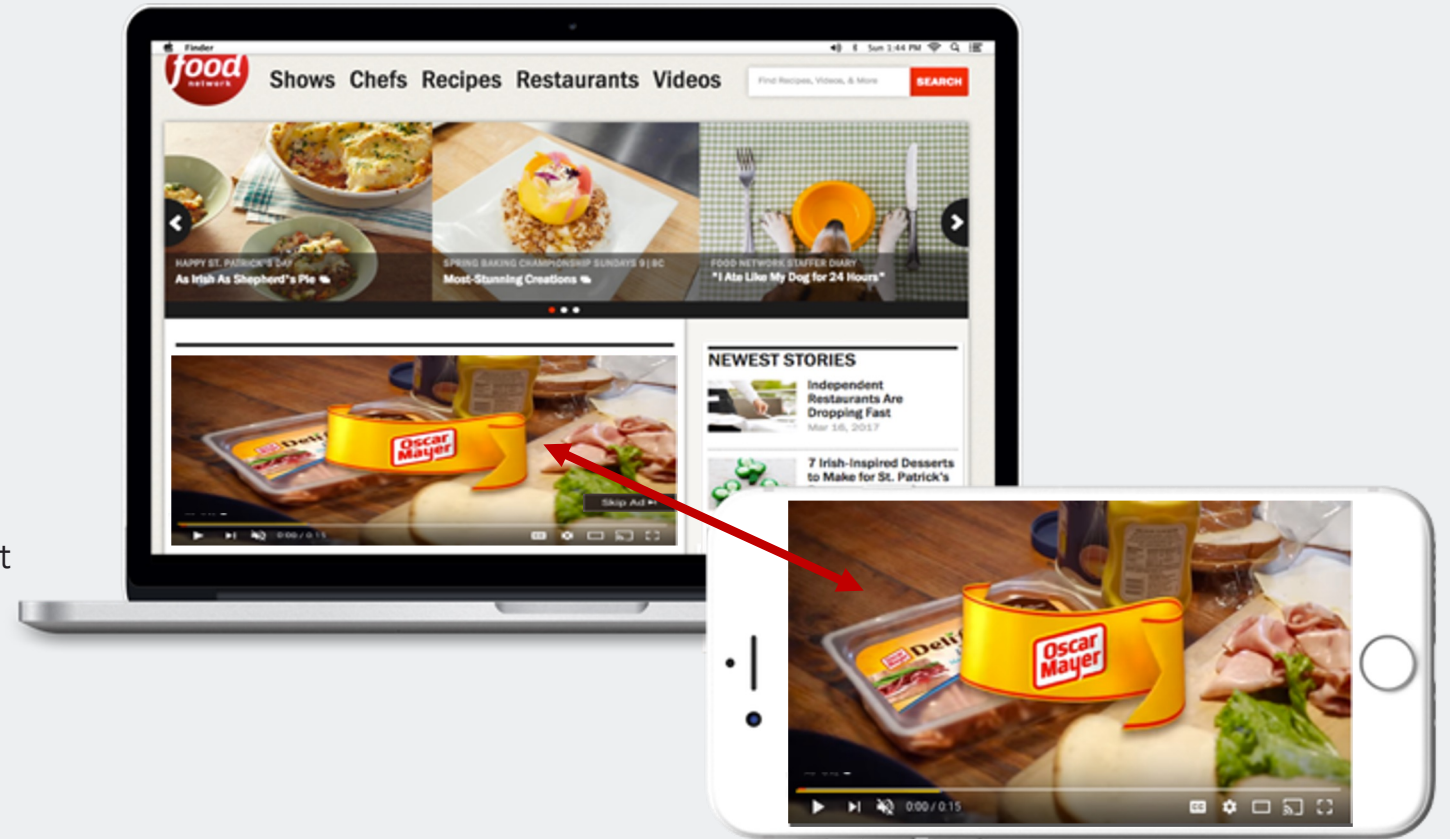
- [Google Display Network - Video](#)

THE CHANNEL FACTORY VALUE

- Maximize on GDN's +2MM websites and +650k apps
- We build a brand-safe custom-curated site and app list specifically created for you to scale beyond YouTube but remain in the YouTube player
- Reach the right audience through our extensive keyword targeting with proprietary IQ analytics and research technology for maximum content alignment

CONSIDERATIONS

- Video sent via YouTube URL (uploaded to brand YouTube Channel)



GDN: DISPLAY BANNER ADS

EFFICIENTLY EXTEND REACH

RECOMMENDED PRODUCT for KPI of expanded reach at efficient CPM rates

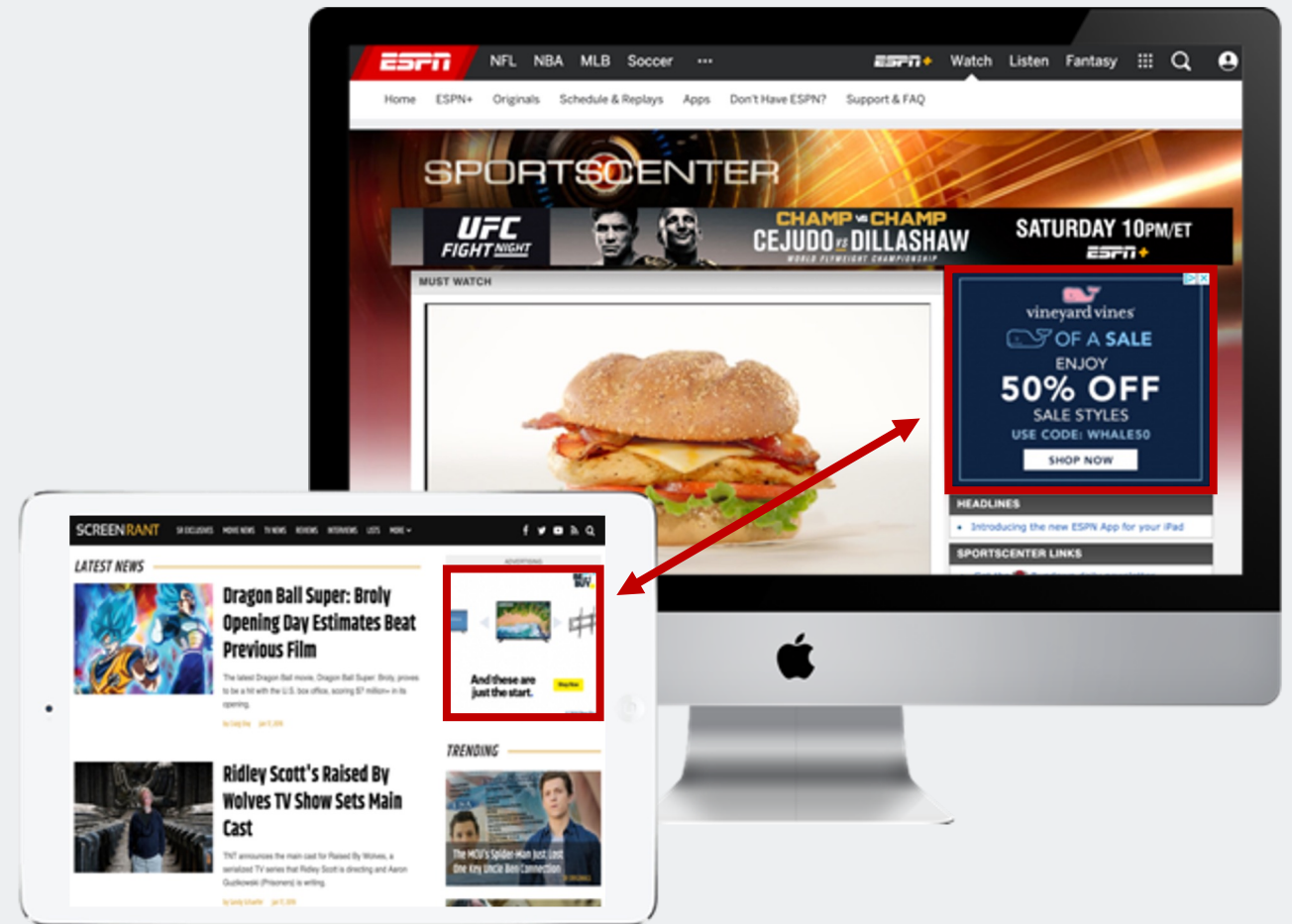
- [Google Display Network – Banner Ads](#)

THE CHANNEL FACTORY VALUE

- Maximize on GDN's +2MM websites and +650k apps
- Use banners for reach and efficiency, or as an alternative to your video
- We will build a brand-safe custom site and app list specifically created for you to scale beyond YouTube and run display ads on all GDN sites
- Reach the right audience through our extensive keyword targeting with proprietary IQ analytics and research technology for maximum content alignment

CONSIDERATIONS

- 300x250, 728x90, 468x60, and more



VIDEO AD SEQUENCING

COMMUNICATE YOUR BRAND'S UNIQUE MESSAGE

RECOMMENDED PRODUCT

- [Video Ad Sequencing](#)

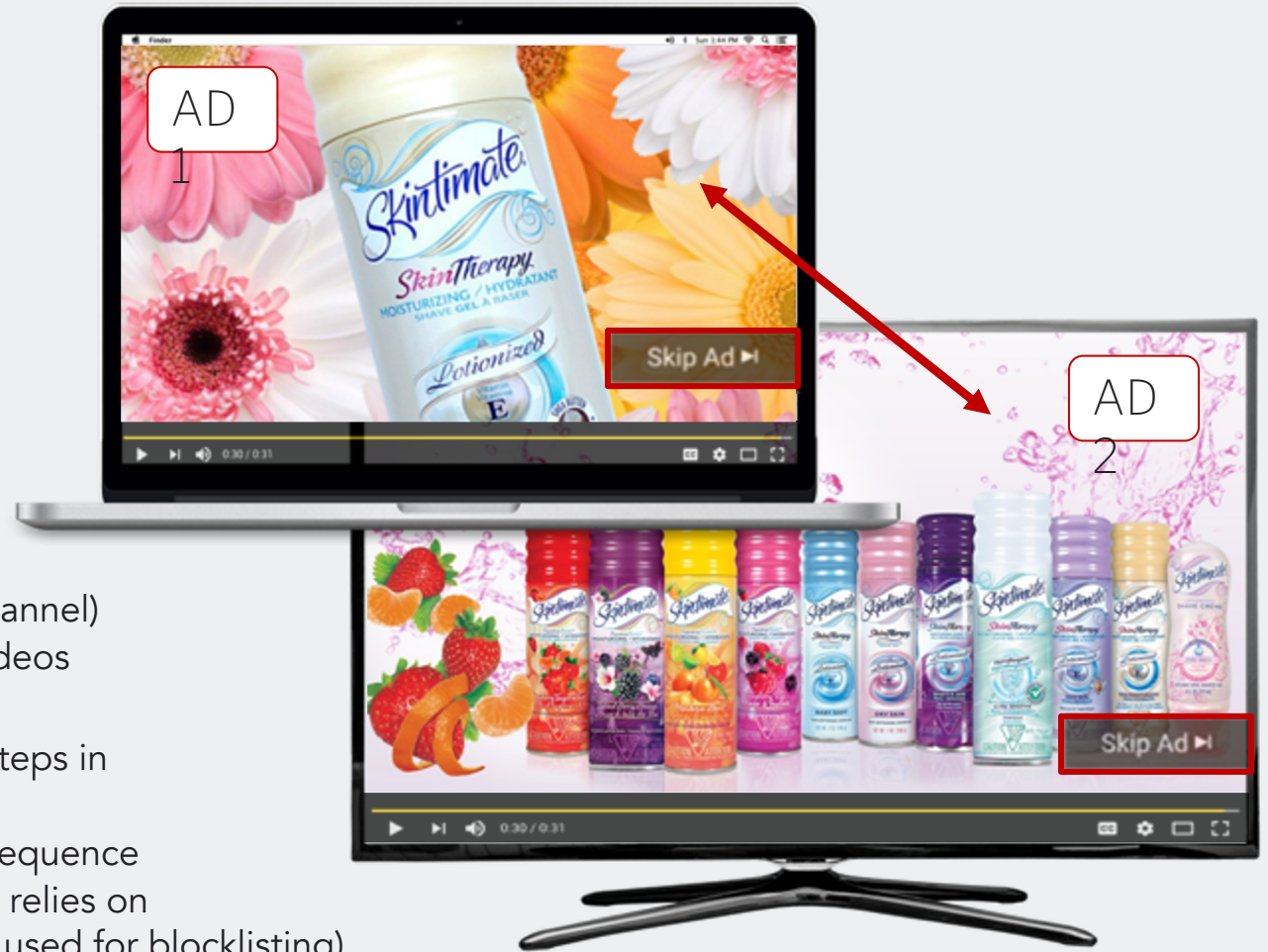
THE CHANNEL FACTORY VALUE

- Help tell your brand's story from beginning to end using a mix of video creative lengths (TrueView, :06 Bumper, Non-Skip :15) and skip conditions (Impression, View, Skip)



CONSIDERATIONS

- Videos sent via YouTube URL (uploaded to brand YouTube Channel)
- CTA Extension + 300x60 Companion Banner for applicable Videos
- Priced on CPM
- To successfully help tell your brand's story, progress through steps in sequence is impression-based
- VAS has a standard frequency cap of 1x/month for the entire sequence
- To effectively reach audience across YouTube ecosystem, VAS relies on Demographic and/or Behavioral targeting (Contextual may be used for blocklisting)



DIRECTOR MIX

CUSTOMIZE VIDEOS AT SCALE

RECOMMENDED PRODUCT for KPI of custom tailored messaging

- [Director Mix](#)

THE CHANNEL FACTORY VALUE

- Localize Message: Tailor calls to action, promotions, language, and beyond to specific markets.
- Customize Creative: Align text, imagery, audio with your audience segments to increase the relevance of the ad.
- Maximize Impact: Greater relevance of ad to viewer context increases the campaign's brand impact.

CONSIDERATIONS

- Customize audio, text, imagery, or audience
- 12 week process with 4 phases to plan and align timing
- Please consult with Strategy team for budget minimums as Google frequently updates these.





ADDED VALUE

Further boost your campaign

AWARNESS AND TRAFFIC DRIVERS

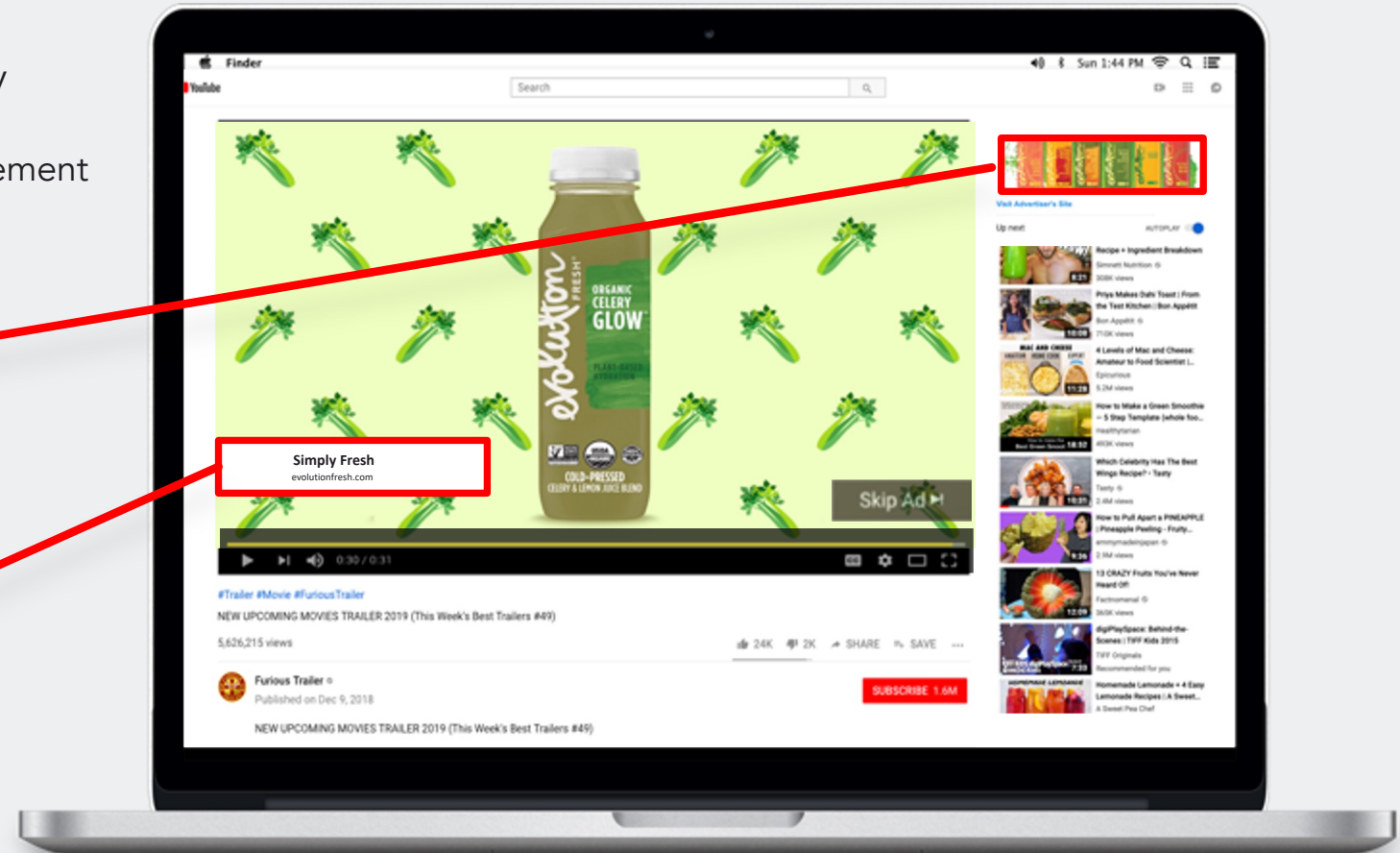
ADDED VALUE

CTA Extensions and Companion Banners can accompany applicable* ads to **push further awareness** and help **drive traffic** to your desired destination URL for deeper engagement

300x60 Companion Banner



CTA Extension



*Static logo JPG or GIF (pulled from YouTube Channel); 15 characters for description and 10 for CTA button; Display URL and Destination URL

*Companion Banner appears on Desktop only

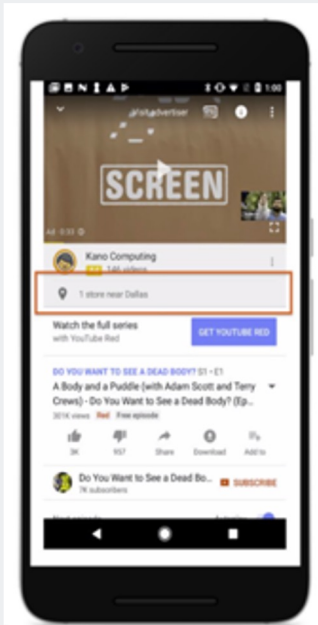


AFFILIATE LOCATION EXTENSIONS

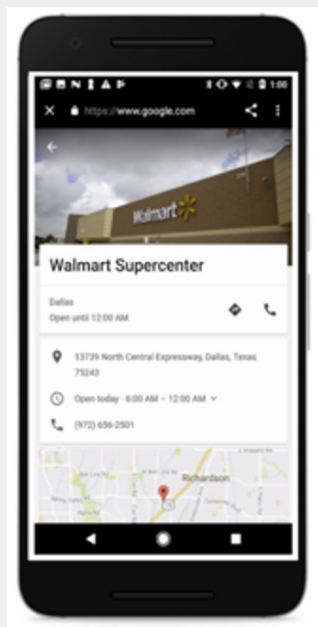
ADDED VALUE

Affiliate Location Extensions complement TrueView or Bumper campaigns to capture and **engage with shoppers near your affiliate stores**. This new extension allows product manufacturers to inform users where their products are being sold to help further influence purchase decisions

SINGLE LOCATION EXAMPLE

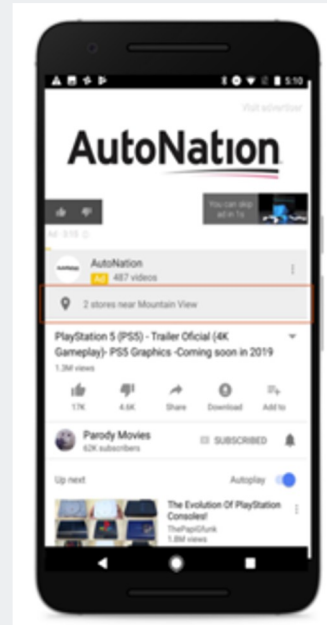


Initial State

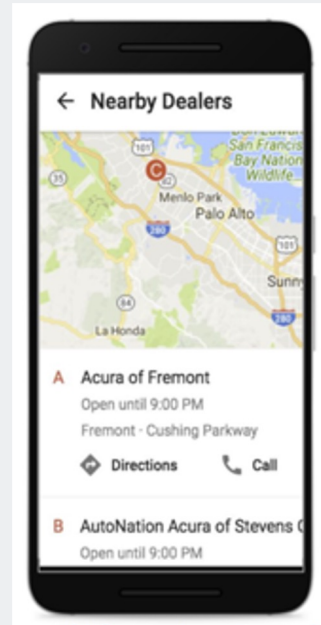


Engaged State

MULTIPLE LOCATIONS EXAMPLE



Initial State



Engaged State

Over 80+ retail chains are eligible for advertisers to use; some major chains include: 7-Eleven, Best Buy, CVS, and Kroger.

Two formats available:

- **Single Location**
- **Multiple Location**



STORE VISITS ATTRIBUTION

ADDED VALUE

Add Location Extensions with your brand's business data to your YouTube Ads to capture nearby shoppers, driving them to visit your brick-and-mortar stores

ATTRIBUTE

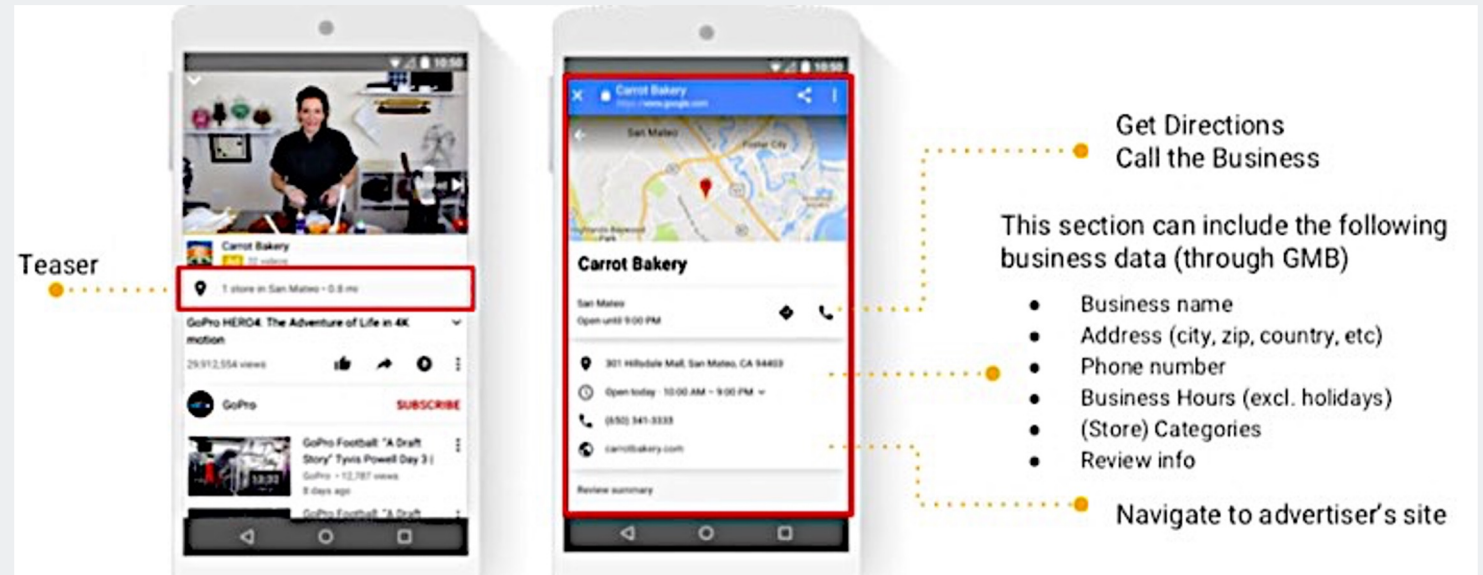
- Show local business information (directions, address, phone number, etc.) alongside cross-platform TrueView or Bumper video ads, directing users to your locations

INFORM

- Measure KPIs to calculate the offline impact of your ads directly in Google Ads (formerly known as AdWords)

OPTIMIZE

- Determine ROI and update campaign parameters based on what targeting tactics best drive users to stores



GOOGLE BRAND LIFT STUDY

ADDED VALUE

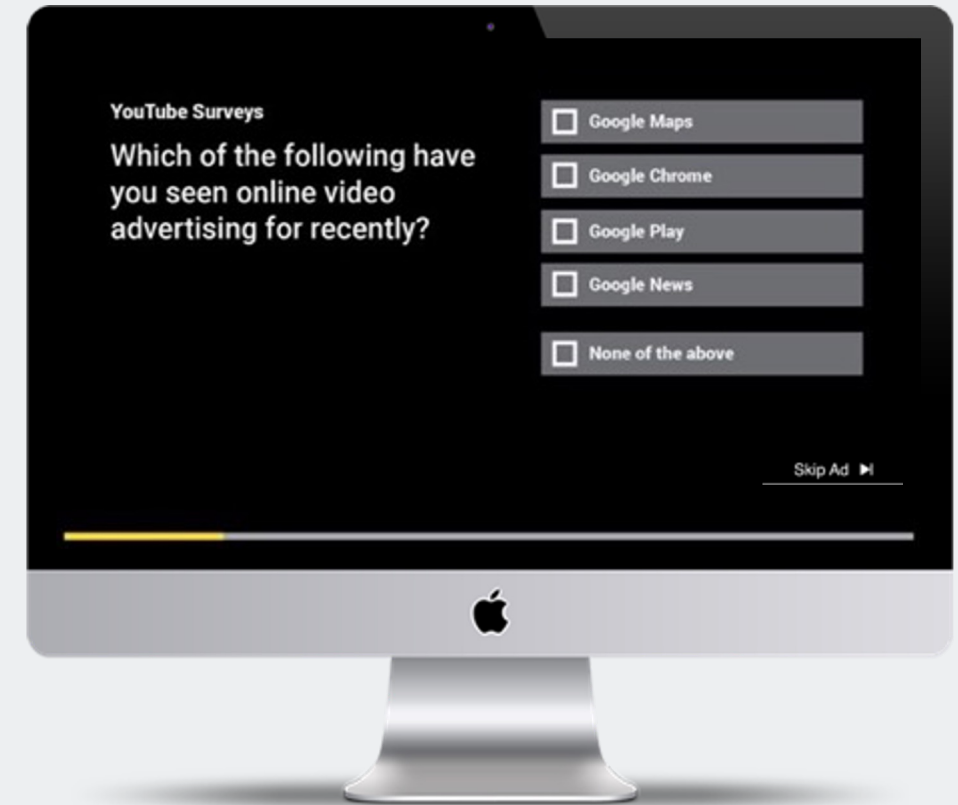
Measure the effectiveness of Indeed's ads in real time. Google's Brand Lift Study allows you to use live data to adjust and improve your video campaigns. Access to multiple metrics will measure your ads' ability to drive Awareness, Ad recall, Consideration, Favorability and/or Purchase intent among your Future Leaders audience.*

Externally Accessible

- Brand Lift now allows for access to reporting at any point in time. Studies now populate your results in real time vs. waiting for the end of the campaign

Brand and Product Level Measurement

- Users can now group associated campaigns that are measuring the same entity (i.e. product or brand) and gain aggregated reporting at the brand or product level for key Brand Lift metrics (Relative Lift, Lifted Users, Cost Per Lifted Users)



**Starting March 24, all new and existing Brand Lift studies in Google Ads will default to using Accelerated Flights + Re-measurement. Studies will run until stability has been reached. At this stage, final confirmation must come from your Google rep. Plan currently fulfills these requirements; we will alert client if this changes.*

