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Growing businesses in uncertain times

- What has changed -- and what hasn't
- How brands are meeting the moment
- Finding the right mix



What's changed — and what hasn't



The pandemic has **accelerated** existing consumer trends



**60% growth in global
video content watched**

People are seeking content that is **helpful**

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Stay informed

Access trustworthy and authoritative content

+75% watchtime on Authoritative News¹



Maintain well-being

Staying healthy and grounded

+180% global increase in TV screen watchtime related to well being¹



Learn new skills

Learn@Home

+120% increase in views of 'Home Schooling' videos²

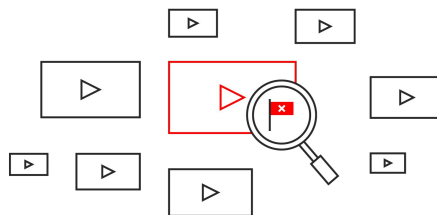


Be entertained

Making #stayhome fun

+77% have used YouTube for music in the past month³

Source: 1. Google Internal Data, Global, January 1–March 31 2020. 2. Google Internal Data, Global, Average daily views of videos with homeschool or home school in the title, views for March 13–March 24 compared to views for January 1–March 12. 3. Global, Source IFFI's Music Consumer Insight Report 2019.



**Our core responsibility is to preserve the
power of openness while protecting the
YouTube community from harmful content**



Remove

content that violates our community guidelines and identify problematic content



Reduce

spread of borderline content



Raise

authoritative voices and resources on our platform



Reward

content that meets our even higher standards, as monetization is a privilege

How brands are meeting the moment



Marketers are being asked to **do more with less**

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How can I grow my business in this new reality?

How should I adjust my marketing objectives?

How can I identify pockets of growth and solve customer needs?

Source: Google and DoubleClick advertising platforms data, May 2017 and Google Internal Data, Global, August 2016 (when volume is at least 10% for YouTube ads).



Google 

Vitamix increased revenue and ROAS by shifting to YouTube when third-party sales reduced



+500%

increase in revenue



+149%

increase in ROAS



“We were able to identify a window of opportunity and strategize a tactical approach to positively impacting our bottom line.”

—Scott Tennant,
Vitamix Director of Communications



We wanted to *engage consumers who were leaning in with intent*, optimizing towards the site action Landing Page Visits. Given their objectives, we used TrueView for Action as a strategic move to *drive consumers lower down the funnel*. The campaign's cost-per-landing-page-visit *outperformed our expectations* and delivered a campaign average that was four times more efficient than some of our other tactics."

Oliver Hobbs,
Director of Media and Data Activation,
L'Oréal

Building the right mix for today – and tomorrow



Plan and measure what matters to you most

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TV data in Reach Planner

to plan across TV and YouTube
using Nielsen TV data in the US.
Now in 13+ countries



Ads Data Hub and YouTube Reach Curves

to help you make these planning and
measurement decisions in your very
own tools



Cross Media Reporting

is available in 11 countries

Commitment to third-party, privacy centric solutions globally



Invest in partnerships with currency providers



Explore credible, **advertiser-driven alternatives**



Connecting to customers and growing businesses.

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1

Helping you understand the shifts in consumer behavior

2

Pivoting to meet the (ever-evolving) moment

3

Finding the right mix for better ROI today