



Watch time for shopping-related videos on YouTube grew in U.S. by more than 5X over the past two years.<sup>1</sup>



## VIDEO PRODUCTION SERVICES

Our video production services can help you bring your brand to life! We can provide professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

**The TrueView ad format allows you to connect with the audience most receptive to your brand – and it works!**

TrueView gives you the freedom to be creative. You can demo a product, tell your brand story, or feature a longer-form customer testimonial, without the traditional 3-minute time limit of YouTube ads.



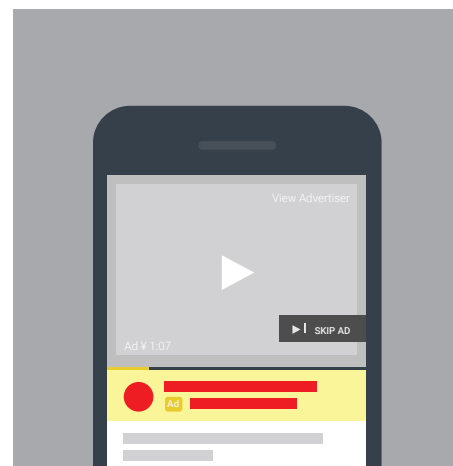
## TWO TYPES OF TRUEVIEW ADS

### In-stream

Your video ad will play before or during videos on YouTube watch pages and on videos on partner sites and apps in the Google Display Network that match the target audience.

You pay when a viewer watches for at least 30 seconds or to the end of the video (whichever is shorter), or clicks on a card or other elements of your in-stream creative.

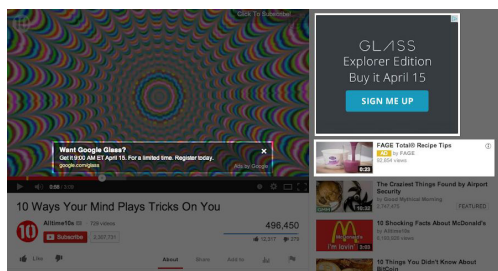
Apply Call-To-Action (CTA) overlays to your in-stream ads to encourage viewers to click-through to learn more about your products and services.



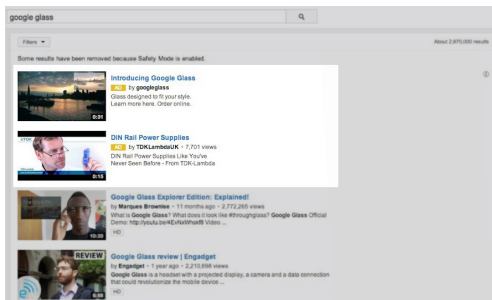
### Video Discovery

An ad for your YouTube channel will appear alongside other YouTube videos, in YouTube search pages, or on websites in the Google Display Network that reach your target audiences.

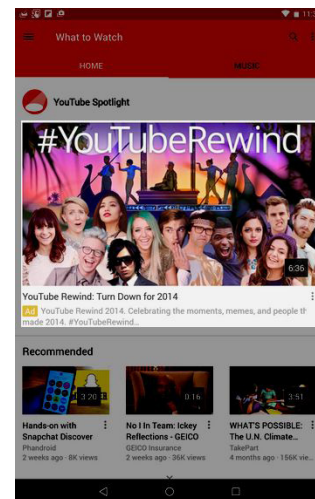
Your Video Discovery ad will appear where your target audience is browsing — it could be YouTube search results, a YouTube video watch page, the YouTube mobile app's homepage, or even on YouTube Mobile web search and watch pages.



Watch Page



Search Results Page



Homepage

Source: "YouTube Shopping Video Statistics", Google, 2018