

# Video streaming platform YouTube

YouTube is one of the most prominent video streaming platforms and one of the largest social media platforms that enables companies to communicate their marketing messages to a wide audience. As a highly frequented virtual place where users can upload, share, comment and subscribe to video content, YouTube has an immense reach and significantly influences consumer behaviour and purchasing decisions. The advertising media that can be used on YouTube are diverse. In addition to traditional video ads (in various lengths and formats), companies can also use display ads, overlay ads or bumper ads (short, non-skippable video ads). Influencer marketing is also widespread on YouTube, where brands work with well-known YouTubers to promote their products or services.

## Booking options

- |                      |  |   |
|----------------------|--|---|
| ✗ Demo booking tool* | ✓ Programmatic advertising                 | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider   | ✓ Self service tool, media buying platform |   |

## Partner systems in the market overview

eyebase V6 (CMB Informationssysteme GmbH)

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✗ Out of home, digital out of home | ✗ Household, office  |
| ✓ E-commerce   | ✓ TV, cinema, moving image         | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio                     |                      |
| ✗ Mobile       | ✗ One-to-One                       |                      |

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

## Target group

- |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|
| ✓ Business-to-Business (B2B) | ✓ Business-to-Consumer (B2C) | ✓ Business-to-Employee (B2E) |
|------------------------------|------------------------------|------------------------------|

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✓ Purchase  | ✓ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | × Google Business Profile              | × Roof objekt                       |
| × Advertorial                            | × Influencer                           | × Sales talks                       |
| × Annual report                          | × Landing-page, microsite              | × Self service terminal             |
| × Appointment calender                   | × Location Based Service               | × Shopping cart                     |
| ✓ Audio, radio spot, audio file          | × Mobile payment systems               | × Sign, labelling                   |
| × Augmented Reality                      | × Newsletter                           | ✓ Social media advert               |
| × Beach flag, flag, roll-up              | × Newspaper, magazine, periodical      | ✓ Social media company page         |
| × Book, E-book                           | × NFC                                  | ✓ Social media posting              |
| × Brochure, flyer, inserts               | × Offer, quotation                     | ✓ Social media profile page         |
| × Catalogues, price lists                | × Office equipment                     | ✓ Sponsoring                        |
| × Chat, chatbot                          | × Office files                         | × Spontaneous event                 |
| × Company entries                        | ✓ Operating instruction, user manual   | × Structured company data records   |
| × Configurator                           | × Passers-by addressing                | × Survey                            |
| × Contact form                           | × Petrol pump nozzle                   | ✓ Telephone and video call service  |
| ✓ Content SEO-optimised                  | × Postcard                             | ✓ Unboxing                          |
| × Credit card                            | × Poster, billboard, pillar            | × V-card                            |
| × Customer card                          | × Product live demo                    | ✓ Video spot, moving image          |
| × Display, monitor, citylight, megalight | × Product packaging, product labeling  | × Virtual Reality                   |
| × Display stand, light box               | × Product sample                       | × Virtual, voice assistant          |
| × E-mail, signature banner               | × Programmatic print                   | × Vouchers, coupons, discount cards |
| × E-paper                                | × Promotional items                    | × Web layer                         |
| × Event                                  | × Push, text messages                  | × White paper                       |
| × Exhibition stand, event modules        | × Quality seal                         | × WLAN for visitors                 |
| × FAQ                                    | × QR code, link                        |                                     |
| ✓ Games, competitions                    | × Rental addresses, target group areas |                                     |

## Connected media channels

App (Advertising medium)  
App (Brand, topic)  
Audio streaming platforms  
Community  
Digital signage, POS TV  
Gaming platform  
Online shop (Brand)  
Out of Home (OOH)  
Point of sale (POS), Showroom  
Product, service experience  
Shop windows, display areas  
Social media platforms

TV streaming platform, Connected-TV  
Video streaming platform  
Video streaming platform Amazon Prime  
Video streaming platform Netflix  
Voice assistant, voice marketing  
Website (Advertising medium)  
Website (Brand, topic)