B2B Client

Advanced YouTube Targeting for Improved Non-Brand Volume and CVR

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CLIENT

An online small business lender offering term loans and lines of credit.

CHALLENGE

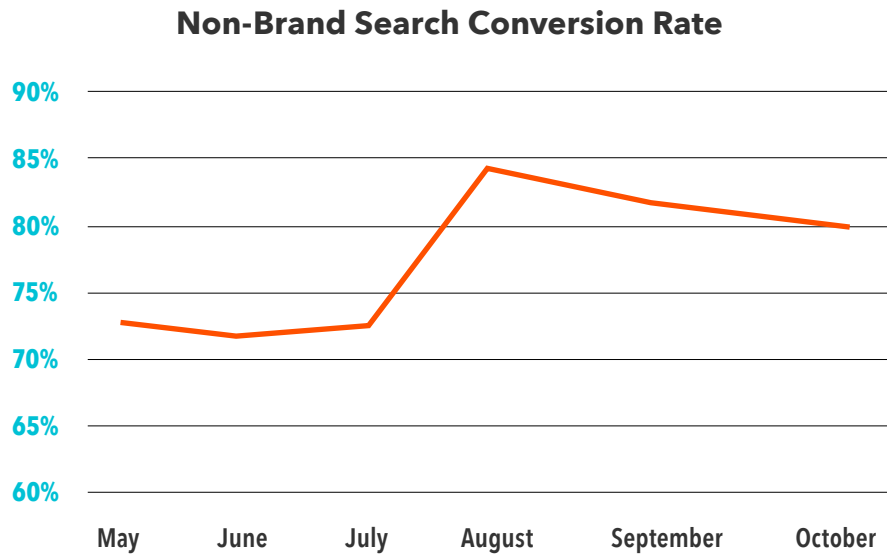
An increasingly competitive landscape made Non-Brand Search too expensive to solely rely on. We needed to improve our chances of driving people through the funnel and needed to look to cheaper channels to find qualified/ interested audiences.

METHODOLOGY

We used Non-Brand Keywords and Competitor URLs/ Keywords to build custom intent audiences in combination with YouTube TrueView for Action. The goal was to improve brand consideration among users further down the funnel, while leveraging TrueView to generate leads.

RESULTS

- Non-Brand Search Conversion Rate (leads converted to opportunities) increased 12% during the 3-month run (August - October)
- The Competitor Custom Intent audience increased non-brand down-funnel conversion volume by 15% in the first month, with a cost per down-funnel conversion 46% below goal
- The Non-Brand Keyword Custom Intent audience drove a 4% increase in highly qualified leads during the first two months



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