



An Insights Study from Pixability

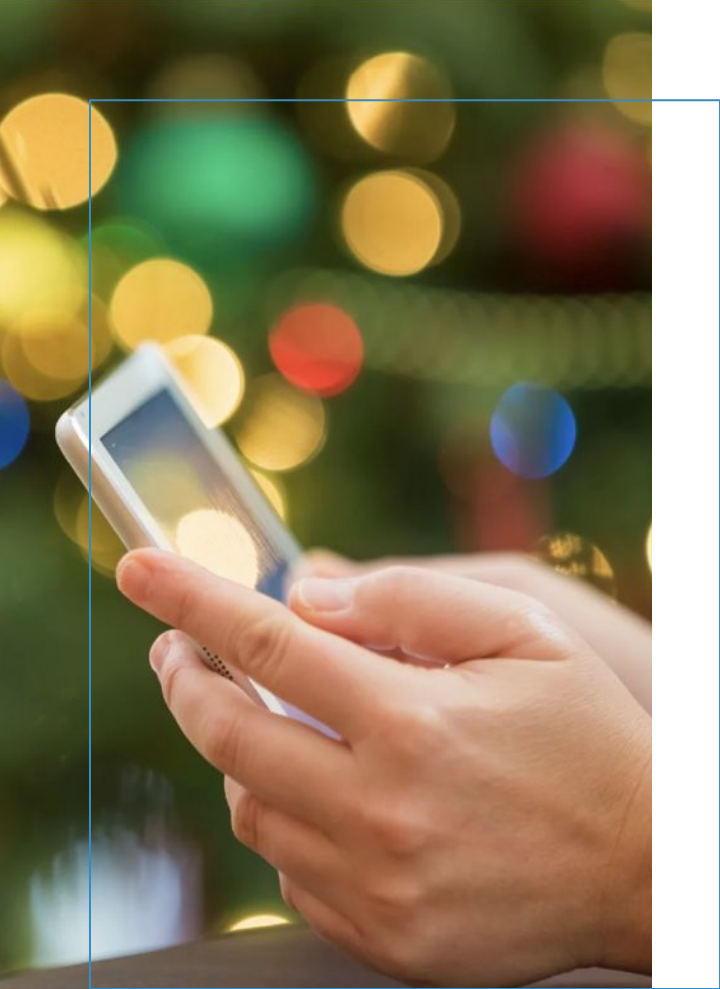
4 Content Tips to Maximize Your YouTube Budget this Holiday Season



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Introduction

While it may feel early to start thinking about the Q4 holidays, many brands are busy planning their end-of-year content strategies to reach holiday shoppers and maximize sales. And as nearly 80% of consumers say they use YouTube for shopping and browsing, YouTube is one platform brands can't afford to skip this holiday season.

However, with so much content and so many brands vying for attention, it's important to create videos that stand out and resonate with viewers. We analyzed the performance of Pixability-run YouTube ad campaigns, Google's holiday trend data, and public YouTube data to uncover tips and tricks for driving interest and action for your brand on YouTube.



The holiday space on YouTube

**68 BILLION
VIEWS**

IN 2022-2023 YTD

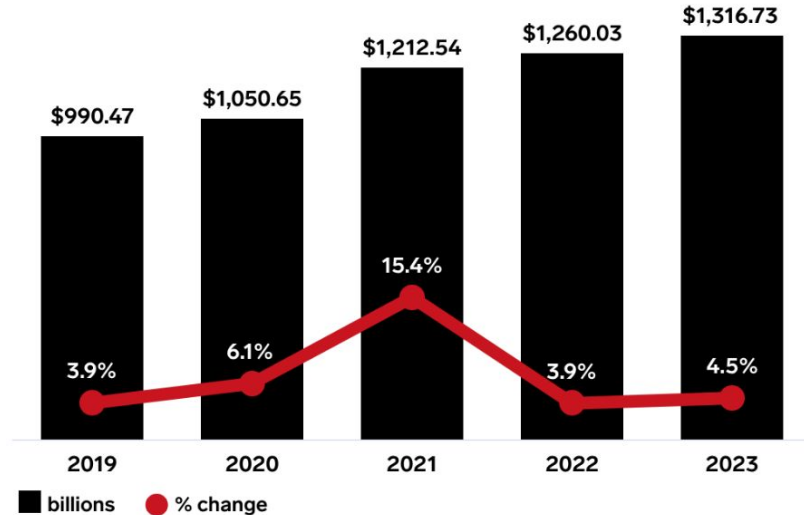
**8.8M Total Videos
6.2K Total Channels
1.8% Average Engagement Rate**

50% of Consumers Plan to Start Their Holiday Shopping Before November

The way holiday shoppers will behave this year has shifted as today's consumers have become more intentional. 50% of consumers plan to start their holiday shopping before November, and according to Google, on average, consumers need 10 touchpoints to evaluate purchases.

Holiday Retail Sales

US, 2019-2023

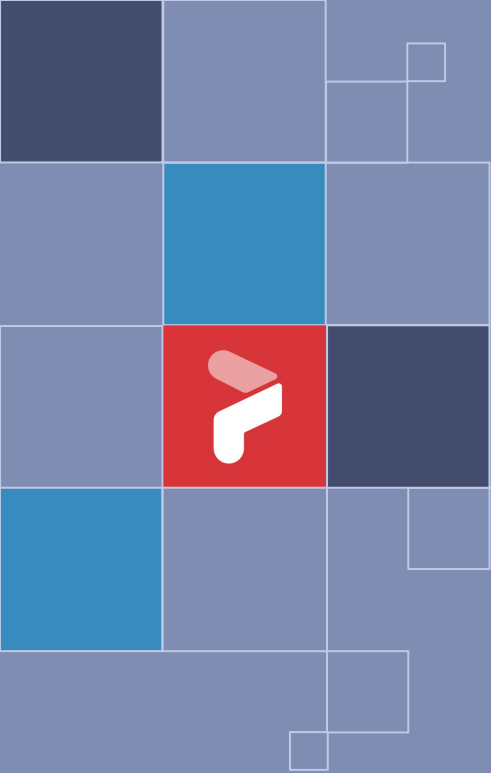


Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: Insider Intelligence | eMarketer, June 2023

Insider Intelligence | eMarketer





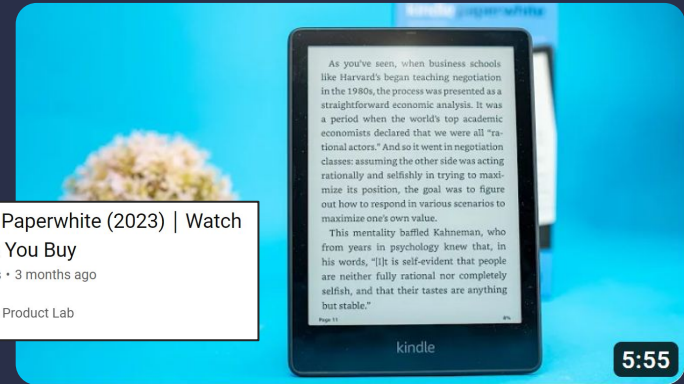
Tip #1

- Start Your Holiday Content Strategy Early

While Consumers are in Research Mode, Sell Them on Your Brand Value and Differentiators

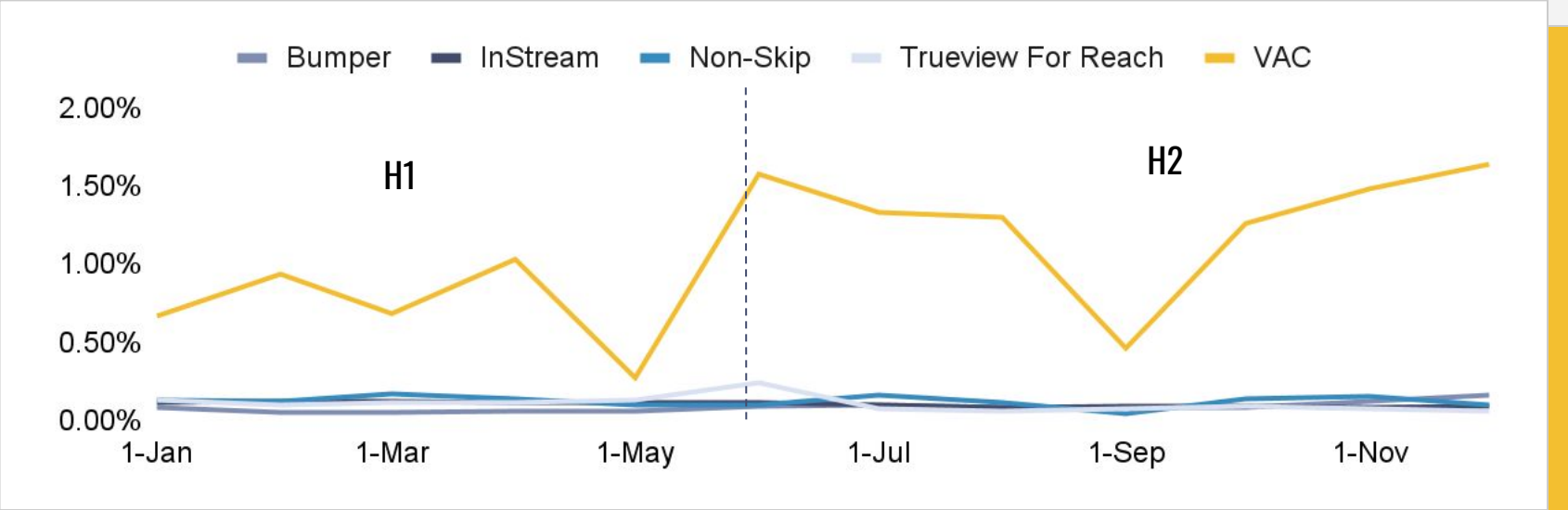
While highlighting peak shopping deals and promotions in your creative can be a great way to drive immediate action closer to the holidays, successful brands should kick off their content strategy early and sell shoppers on the value of their products.

Google recommends testing online ratings and reviews in your holiday creative to help build consumer confidence in large purchases. Additionally, “Shop with me” videos have grown on YouTube by 35% year-over-year, further solidifying the need to partner with creators to drive the authenticity of your brand and products.



Once Consumers Have Switched to Purchase Mode, Leverage Video Action Campaigns to Drive Click Through Rates and Conversions

VAC Click Through Rates are 18% Higher On Average In H2 Compared To H1



CLICK THROUGH RATES BY AD FORMAT

Connect your Product Feed to VAC to Prompt Immediate Action in November and December

75%

of viewers say YouTube enhances the traditional shopping journey by delivering unexpected inspiration.

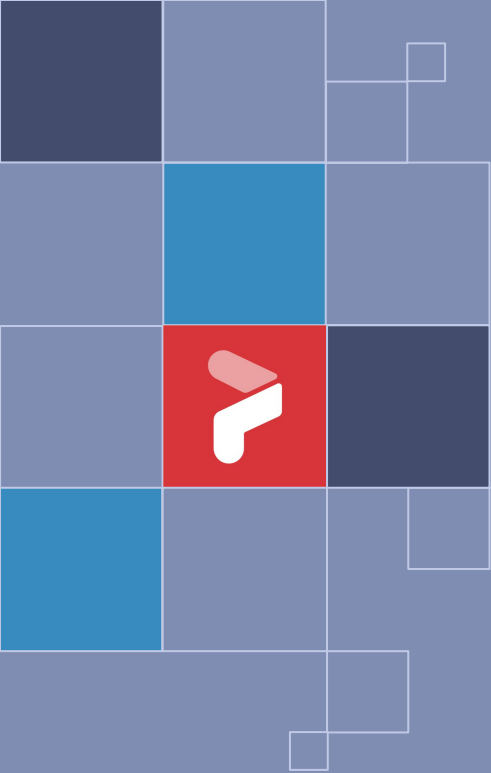
+60%

Advertisers who add product feeds to their Video Action Campaigns achieve 60% more conversions at a lower cost.

70%

of shoppers say YouTube helps ensure they “feel good about the purchase they made.”





Tip #2

- Drive Interest and Trust with Creators

81%

Did you know that 81% of consumers say that content from influencers drives interest in an item or service? Not to mention 89% of viewers agree that YouTube creators give recommendations they can trust.

11



Viewers are More Likely to Turn to Creators Over Brands for Top Holiday Content on YouTube

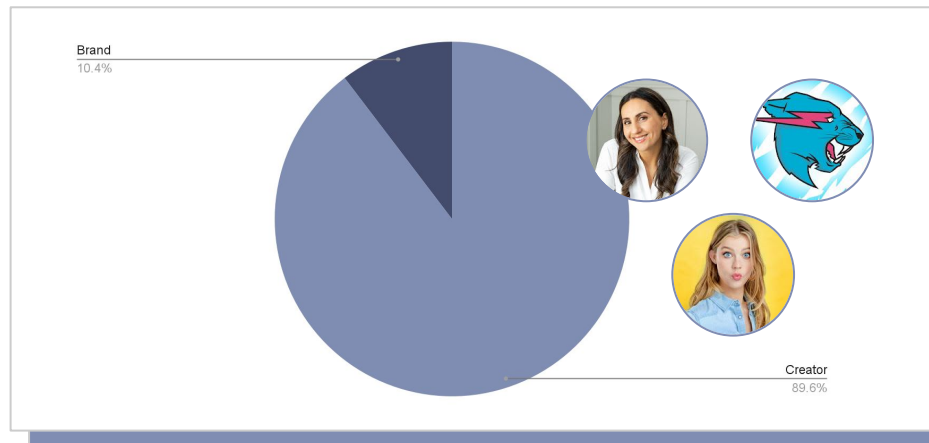
Within top holiday content, **90%** of views come from creators with an engagement rate of **3%**, more than **35X** the engagement rate of top holiday videos from brands.

For your holiday content strategy, try partnering with an influencer to create authentic and engaging content for your brand. By allowing influencers to create content that aligns with your brand, you'll create a more organic and genuine connection with your target audience.

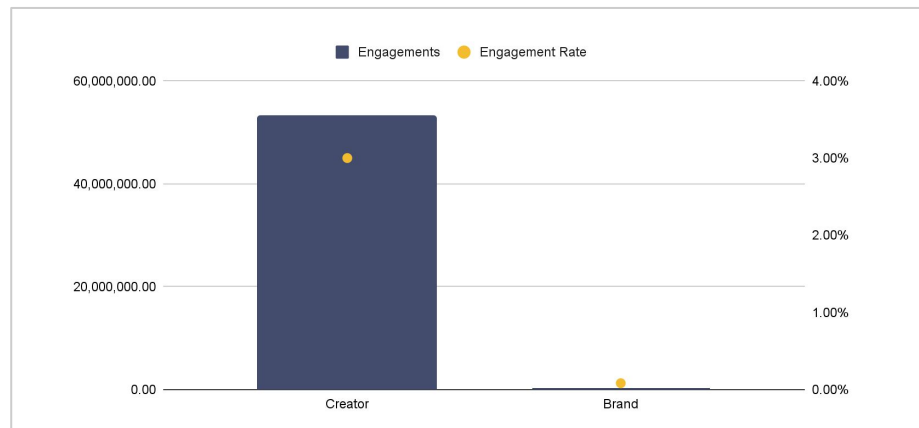
Creators cover all categories within holiday content - including [Feelgoodfoodie](#) (Food & Drink, 8M holiday views), [MrBeast](#) (Hobbies & Interests, 21M holiday views), and [Sydney Morgan](#) (Beauty, 11M holiday views).

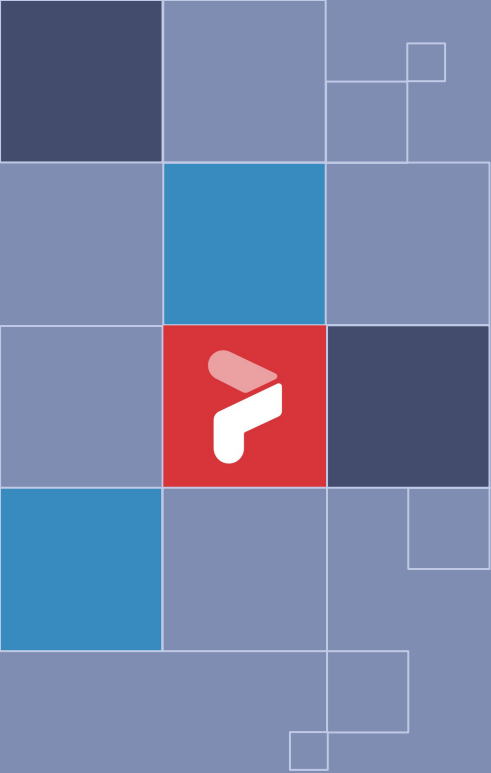


VIDEWS BY CHANNEL TYPE



ENGAGEMENT BY CHANNEL TYPE





Tip #3

- Increase Engagement with Short-Form Video

Why Focus on Engagements?

1 VIEWER PREFERENCES

Being able to see viewer interactions (likes, dislikes, comments, shows which videos are resonating most. With this available data, brands can see which content to produce more of (and which content to produce less of)

2 YOUTUBE ALGORITHM

The YouTube algorithm uses engagements to recommend videos to viewers. If a video has high engagements, it is more likely to be recommended as a video to watch if a viewer has been watching similar content

3 SUBSCRIBER GROWTH

Evidence suggests that videos with high engagements and sufficient views (dependent on channel) tend to increase subscriber growth more than videos with high views and low engagements

Short-Form Holiday Content Sees Engagement Rates Nearly Double the Holiday Average

We found that YouTube viewers prefer short-form holiday content (less than 60 seconds) over long-form content:

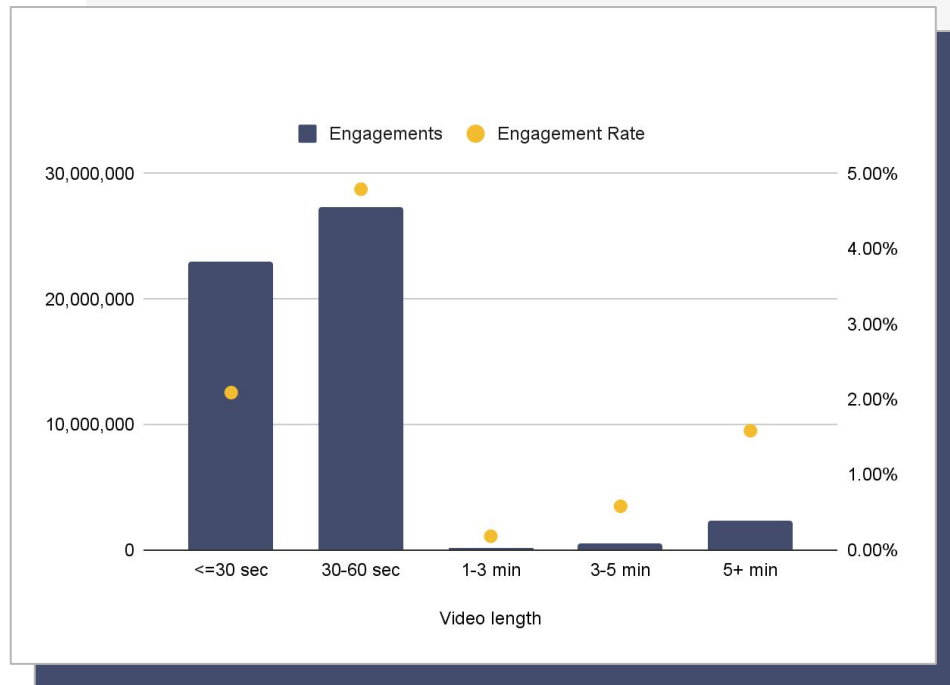
Videos **30-60 seconds** showed both the **highest engagement rate** and the **highest total engagements**

Videos **30-60 seconds** saw a **1.8X higher**

engagement rate than top longer-form holiday videos

Top holiday content **under 30 seconds**

saw the next highest engagement rate and total engagements



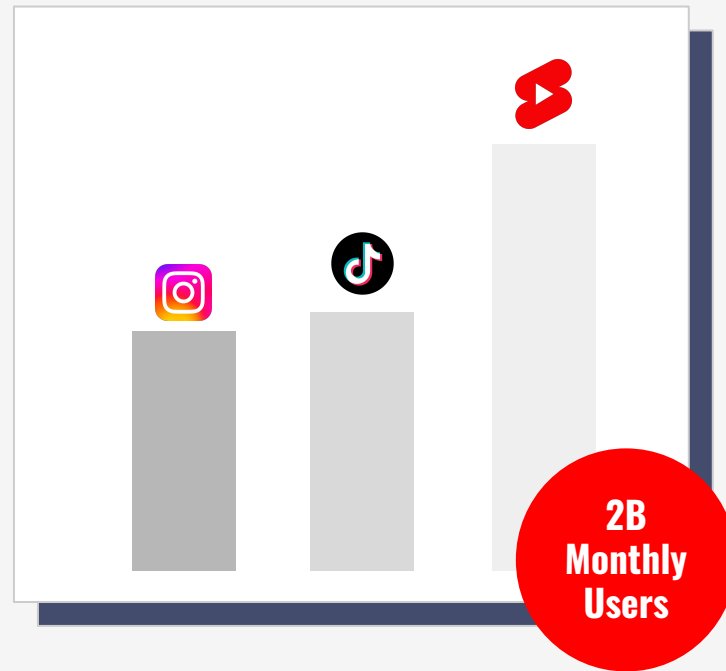
VIDEO LENGTH BY ENGAGEMENT (TOP 250 HOLIDAY VIDEOS)



YouTube Shorts Has 2B Monthly Users With 50B Daily Views, Giving it an Edge Over TikTok and Instagram Reels

Making Shorts a valuable tool for advertisers looking to build brand awareness, promote a new product or service, or connect with your audience on a deeper level.

That's great news for holiday advertisers, as consumers in the mood for product discovery gravitate towards Shorts because they're easily discoverable and provide an immersive experience.



Tap into Short-Form Content with the Emerging Trend: #shortsmas, Which Reached 2.3B Views During the 2022 Holiday Season

Shortsmas is a spin on the traditional Vlogmas holiday trend in which creators upload YouTube shorts every day during the month of December instead of traditional long-form vlogs.

Videos containing #shortsmas reached 2.3B views and a 3.9% engagement rate, about twice as high as the overall holiday engagement rate.

Shortsmas content spanned across a variety of content types and categories, proving it to be successful in many variations.

CRAFTS/DIY



Cleaning Up a Christmas Tree Rug
#shortsmaschallenge

37M Views | 2.7% Engagement Rate

ENTERTAINMENT



I gave even more logos #holiday
redesigns! #ShortsmasChallenge
#shorts #redesign #logos

16M Views | 2.6% Engagement Rate

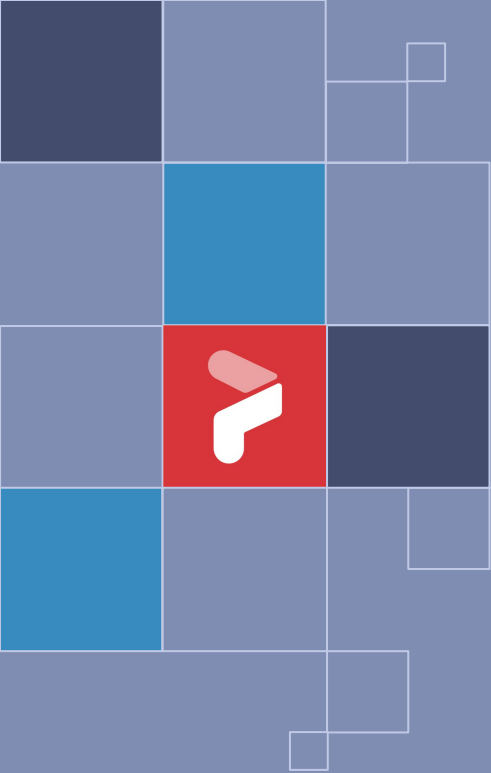
FOOD & DRINK



Christmas Cake Pops using Little
Debbie's?! #shorts #shortsmas

3.2M Views | 3.5% Engagement Rate





Tip #4

- Focus Your Video Strategy on Trending Content

Produce Content in the Hobbies & Interest Category to Drive Holiday Views in 2022

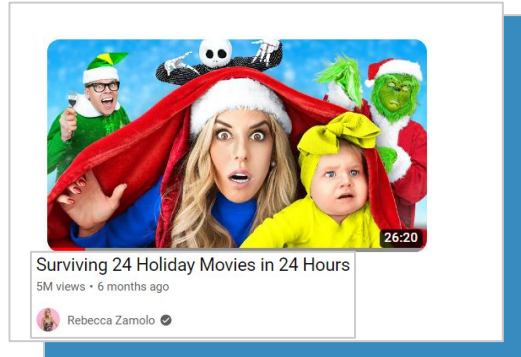
Holiday videos within the Hobbies & Interests IAB Category on YouTube reached 4B views in 2022, leading all other IAB categories in holiday viewership.

The Hobbies & Interests IAB category encompasses a variety of content types, which holds during the holiday season and the rest of the year.

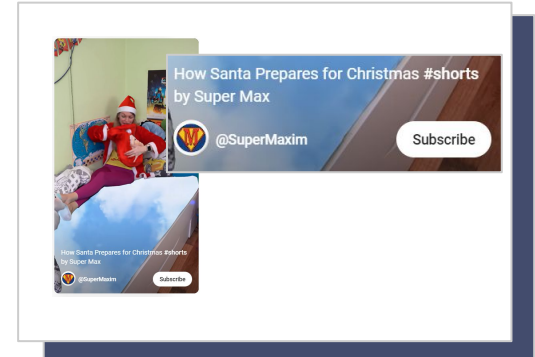
Hobbies & Interests continually performs well on YouTube during and outside the holiday season. These types of videos often appear as both long-form horizontal videos and short-form vertical videos to appeal to different viewer preferences.

Try using content trends such as...

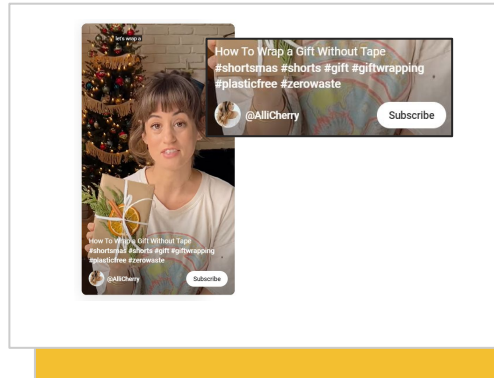
CHALLENGES



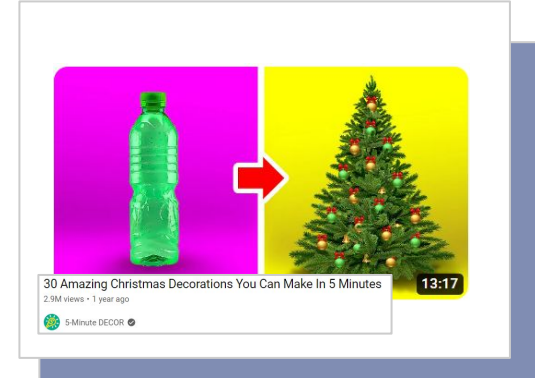
COMEDY



GIFT WRAPPING



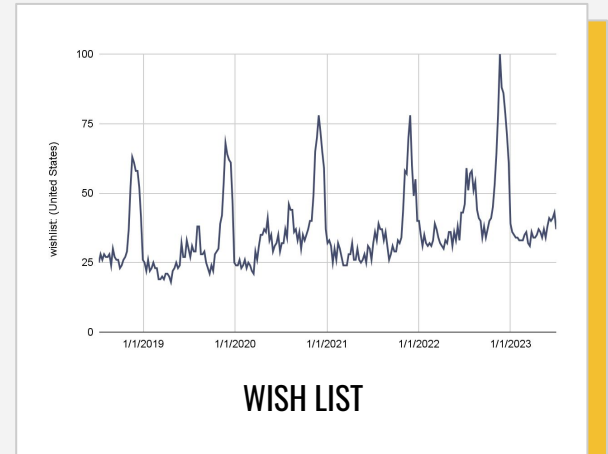
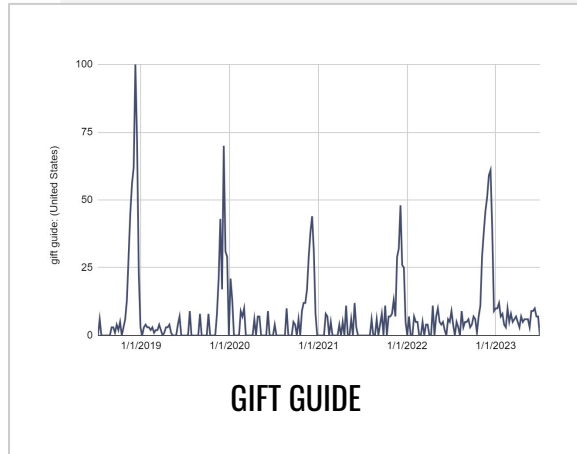
CRAFTS & DIY



Seasonal Trending Searches Have the Opportunity to Span Across Different Categories

It's no secret that holiday shoppers turn to YouTube for inspiration on 1) what to purchase for other people and 2) what to ask for from other people in regards to holiday gifting.

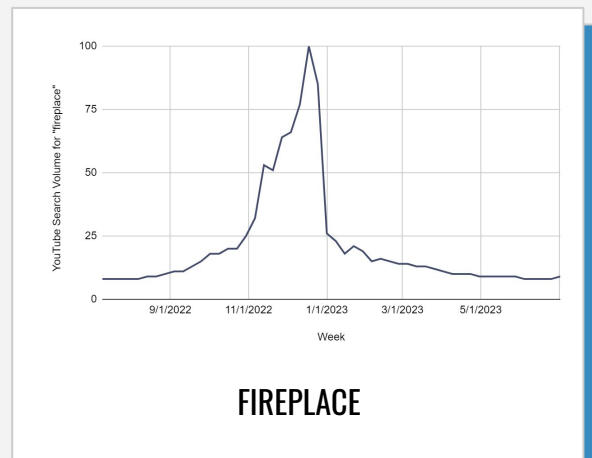
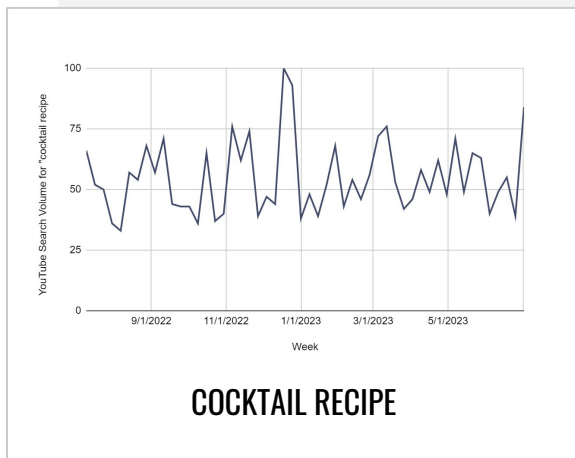
Brands in the holiday shopping market should consider uploading gifting-related content (ex: "Top 10 Items to Purchase for Gen Z"), collaborations with other YouTube creators to gain visibility on these high-trending videos, or run advertisements on these kinds of videos.



Category-Specific See Non-Holiday Keyword Spikes During Holiday Season

While holiday gifting ideas is highly-searched during the holiday, there are other categories that see similar spikes in search volume growth that are more category specific.

“Cocktail recipe” and “fireplace” are two examples of trending content that is not necessarily holiday-related but sees its highest peaks during the holiday season.



4

Advertiser Takeaways

01

START EARLY

As consumers begin to research and purchase holiday gifts earlier and earlier, now is a great time to kick-off your holiday strategy planning. While consumers are in research mode, test creative elements such as reviews and ratings. Once consumers switch to purchase mode, VAC is the prime ad format to drive immediate sales.

02

CREATORS ARE KEY

When it comes to your holiday content strategy, try partnering with an influencer to create authentic and engaging content for your brand. By allowing influencers to create content that aligns with your brand, you'll create a more organic and genuine connection with your target audience.

03

TEST SHORT-FORM VIDEO

Brands should test short-form video, as holiday consumers in the mood for product discovery gravitate towards Shorts because they're easily discoverable, snackable, and provide an immersive experience.

04

LOOK INTO TRENDS FOR CONTENT INSPIRATION

Brands should look to trending searches, keywords, and IAB categories to drive content production to reach consumers with the right message at the right time.





Only Brand Suitability Leader Google-Certified for Insights

Insights-driven-suitability that is more cost-efficient, has deeper performance data and the best made for kids model.

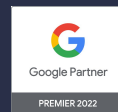
Only YouTube Platform with Performance/Bid Optimization

Pixability's platform has handled more YouTube campaigns than any other company outside of Google and is the only 3rd party with tech-driven activation and optimization to maximize performance.

Only 3rd Party Focused On Intersection Of CTV & YouTube

Other YouTube 3rd parties are very focused on social platforms, while Pixability is the only 3rd party focused on driving suitability and performance on YouTube & CTV.

Industry Recognition



Partnerships



Learn more about Pixability's data-driven approach to brand-suitable, high-performing video campaigns here: info@pixability.com | pixability.com/get-in-touch

Data Methodology



About Pixability

- MIT-founded company that has run more YouTube campaigns than any other 3rd party, and drives 30%-70% better YouTube performance through 10X the optimizations of other providers.
- Two technology patents around brand suitable, high performing inventory delivery on YouTube.
- Pixability is a certified to provide YouTube advertisers with Content Insights as part of the YouTube Measurement Partner program.

HARVEST

The PixabilityONE platform harvests data about billions of YouTube videos from the YouTube data API, search API, and other relevant sources.

ANALYZE

Global channels and most-viewed videos from the key time range are analyzed based on a number of features including metadata processing (title, description, tags), viewership and engagement data, and tracking of time series using historical data.

DEFINE

The overall holiday space on YouTube was defined using holiday-specific metadata (titles, keywords, descriptions) keywords (holiday + major holidays: Christmas, Hanukkah, Kwanzaa). Holiday performance by [IAB categories](#) or any other drill-down analyses utilized holiday keywords in in the video titles only for only holiday-relevant content callouts

REFINE

Data sets are further analyzed by YouTube-certified analysts.

DELIVER

The same type of data has been used for analytics deliverables provided by Pixability to Google, over 100 industry studies for YouTube and Google sales pods.

