


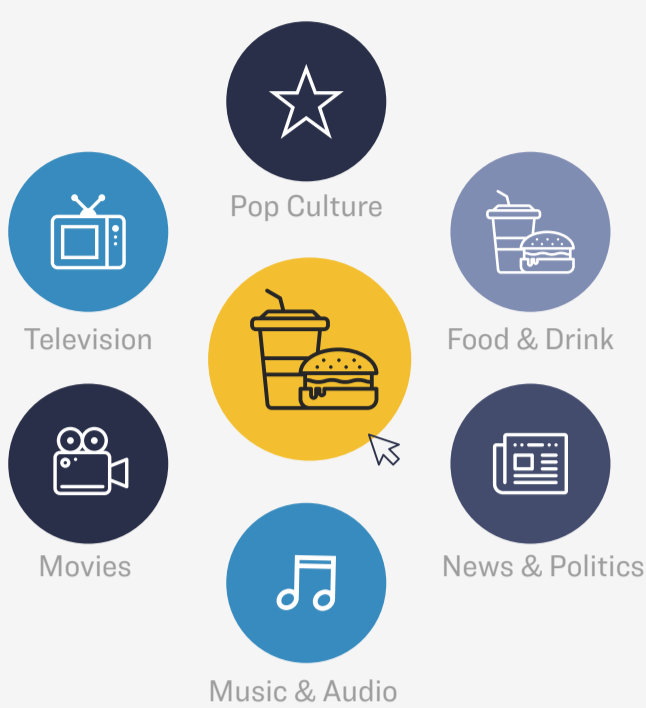
How to Sweeten Your YouTube Strategy

BEST PRACTICES FOR FOOD & BEVERAGE ADVERTISERS

Did You Know?

Consumers watching these categories are more likely to click through on a Food & Bev ad

 To drive more clicks on YouTube, consider these contextual targeting categories.



Vertical Ad Formats Perform Well

Based on campaign performance of our Food & Bev customers, we saw Vertical earn CTR 2X greater than VCR and 12% higher than regular instream ad format performance

Leverage Search Behavioral Insights to Inform Your Targeting Tactics


Some of the most searched terms are snack-related

- HEALTHY SNACKS
- MUST HAVE SNACKS
- EXOTIC SNACKS
- PARTY SNACKS



Consider Recipes!

There is high demand for recipe content on YouTube - but there is a relative content gap.

 Creating a snack recipe video that features your product can increase engagement with your brand

Food & Beverage Brands Earned

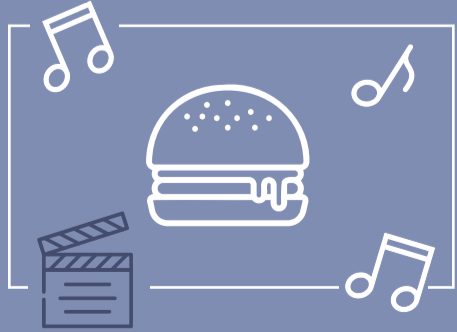
15%  & 30%  HIGHER

Bumper View Rates On TV Screens And Desktop Compared To The All Categories Average

Source: Pixability food & bev cpg client data | January 2021-June 2022

Name that Tune!

Music is the #1 consumed content type on YouTube. Food & Bev videos that featured an original and catchy song had significantly higher engagement rates.



Source: PixabilityOne and YouTube API public data | January 2021-June 2022 | Based on videos with at least 70K views

Let's chat about how we can help you reach your goals
Reach out to info@pixability.com

