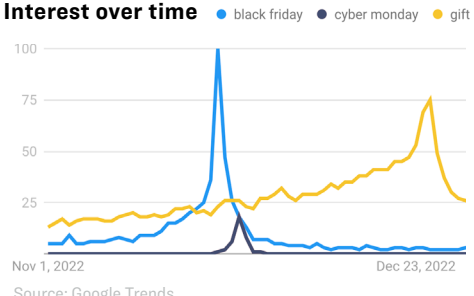


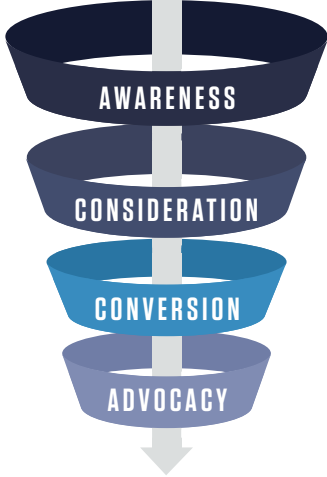
Drive Retail Sales with Pixability's Cyber Weekend Package

Search interest for Black Friday, Cyber Monday and Gifts picks up mid-November with consumers searching for deals on specific gifts and brands. Leverage Pixability's Cyber Weekend Package to drive sales this holiday season. Brands see on average **33% lower CPAs** when tapping into our insights, tech and vertical best practices for running Video Action Campaigns (VAC) on YouTube.



YOUTUBE IS THE #1 VIDEO PLATFORM USERS TURN TO WHEN DOING THEIR HOLIDAY SHOPPING

Source: Jungle Scout Q2 2023



- 90%** of people say they discover new products on YouTube
Source: Think with Google
- 66%** of buyers have said that they watch YouTube videos to get ideas and inspiration before making purchasing decisions
Source: Hubspot
- 58%** of shoppers search for deals/discounts on items people have asked for
Source: Jungle Scout Q4 2022 Trends
- 70%** of viewers have made a purchase after seeing a brand on YouTube
Source: Think with Google

Cyber 5, the days from Thanksgiving to Cyber Monday, saw a **record-breaking** number of consumers in 2022.

Popular gift shopping strategies

- 58%** Search for deals/discounts on items people have asked for
- 28%** Shop for specific brands
- 17%** Search for gifts for keywords like "gifts for mom" on search engines
- 8%** Read gift guides
- 10%** Shop from local or small businesses as much as possible
Source: Jungle Scout Q4 2022 trends

CASE STUDY

DRIVING HOLIDAY ROAS FOR A LUXURY WATCH RETAILER

- 4X** Higher CTRs
- 3X** Higher sales volume
- 2X** Higher ROAS

Pixability worked with a luxury watch brand to build awareness of their staple collections on YouTube throughout the year while maintaining a **\$1:1** ROAS. Going into the holiday season, Pixability used insights and top audiences from the awareness campaigns implementing a robust custom targeted Video Action Campaign to drive record sales. **The impact of this approach drove 4X higher CTRs, 3X the sales volume and 2X higher ROAS than years past.**

Want to learn more about how Pixability can deliver exclusive insights to help you execute an attention grabbing, impactful campaign? [Let's chat!](#)

Keep reading >



PIXABILITY'S CYBER WEEKEND ROAS PACKAGE

Take advantage of additional holiday viewers on YouTube when they are researching gifts by using Pixability's YouTube ROAS Package

Inventory: YouTube Mobile Ads Only

Ad Formats: Video Action Campaigns with Product Feed

Goal: Incremental conversions; ROAS

Target: Customized "Cyber Deal Shoppers" Persona

KPI: CPA Goal (pixel required)

Measurement: Conversion Lift Study,

Timeframe: 6 weeks (start before BF)

Budget: \$100K

Estimated Impressions: 4MM

Sample Targeting Approach:

Overlay your Cyber Deal Shoppers persona with targeting related to your vertical, industry, brand and competitors to maximize relevance and conversions.



Fashion:

- Apparel
- Footwear
- Outerwear
- Hollister



Technology:

- Smart Watches
- Laptops
- Tablets
- Garmin



Luxury:

- Accessories
- Travel
- Autos
- Gucci



Toys:

- Trucks
- Learning toys
- Online games
- Hot Wheels



CYBER DEAL SHOPPERS

Best Black Friday deals

Cyber Monday 2023

Top gifts 2023

Black Friday store hours



[Shea Whitney](#)

1.55M SUBSCRIBERS



[SarahGrace](#)

2.28M SUBSCRIBERS



[How To Shop The Best Black Friday Deals Early Online And In Stores](#)

PIXABILITY RECOMMENDS VIDEO ACTION CAMPAIGNS TO DRIVE CONVERSIONS

WHY USE VAC FOR CONVERSIONS?

2-4X

improved CPA

3X+

the conversion volume

Source: Think with Google

WHAT ABOUT GVP?

An analysis of Pixability's recent VAC campaigns reveals:

~11%

of Pixability's VAC delivery is on GVP

~28%

Lower cost per conversion on GVP

WHY USE PIXABILITY FOR VAC CAMPAIGNS?

Brands see on average **33% lower CPA** when outsourcing VAC campaigns to Pixability

454K+ BLOCKED CHANNELS

Pixability prevents your campaign from running on unsafe, unsuitable and underperforming content

10X MORE TESTING & LEARNING

Pixability's proprietary platform, PixabilityONE, allows our campaign managers to build more granularly targeted campaigns

2500+ VAC CAMPAIGNS EXPERIENCE

Since the product launched in 2021, Pixability's team of experts have run more VAC campaigns than any other company