

Connect with Consumers this Thanksgiving

This Thanksgiving, brands are taking advantage of Pixability's insights-driven approach to YouTube advertising.

THANKSGIVING CONTENT ON YOUTUBE REPRESENTS:

8.6B 
IEWS

1.3M 
VIDEOS

400K+ 
CHANNELS

Source: YouTube public views, Jan 2022 - Aug 2023

TOP TRENDS

In November 2022, Pixability saw Thanksgiving search and content trends such as:

The top Thanksgiving search trends were related to recipes:

Turkey

- How to smoke a turkey
- How to make Thanksgiving turkey
- Gordon Ramsay turkey recipe
- How to make gravy from turkey drippings
- Ina Garten Turkey
- Adam Ragusea turkey

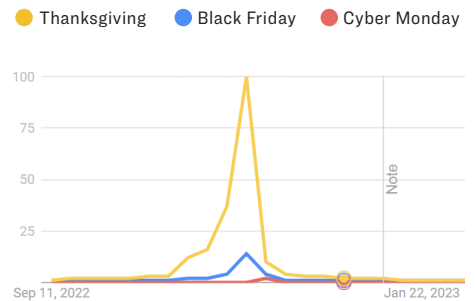
Thanksgiving side dish recipes

- Mac and cheese recipe
- Green bean casserole recipe
- How to make mashed potatoes for Thanksgiving

Dessert

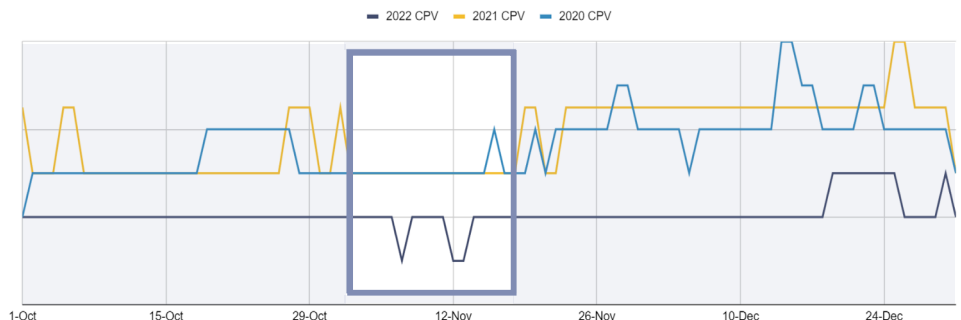
- Sweet potato pie cheesecake
- Lemon meringue pie recipe

Surprisingly, "Thanksgiving" typically has a higher YouTube search volume than "Black Friday" or "Cyber Monday".



Source: Search volume from Google search trends

Historically rates drop the first two weeks in November. Take advantage of the savings with our Thanksgiving package.



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 

IN 2022, THE TOP THANKSGIVING VIDEOS WERE:



[Molly and Carla Try to Make the Perfect Mashed Potatoes & Gravy](#)

4.4M VIEWS



[My Ideal Thanksgiving Dinner](#)

1.5M VIEWS

The top viewed Thanksgiving-related video on YouTube to date: "Thanksgiving Stereotypes" from Dude Perfect



15M VIEWS

SAMPLE TARGETING

Pixability leverages our proprietary insights to build brands custom personas such as:



HOME CHEFS

How to Smoke a Turkey

Thanksgiving side dish recipes

Crockpot mashed potatoes

Thanksgiving table setting



[Thanksgiving Turkey 5 Ways | Basics with Babish](#)

1.5M VIEWS



CYBER DEAL SHOPPERS

Best Black Friday deals

Cyber Monday 2023

Top gifts 2023

Black Friday store hours



[50 *BEST* Amazon CYBER MONDAY Deals!](#)

135K VIEWS



FOOTBALL FANS

NFL Thanksgiving day games 2023

When is kickoff?

Dallas vs Washington

College football schedule



[NFL Football on Thanksgiving | Week 12 Hype Video](#)

4.3K VIEWS