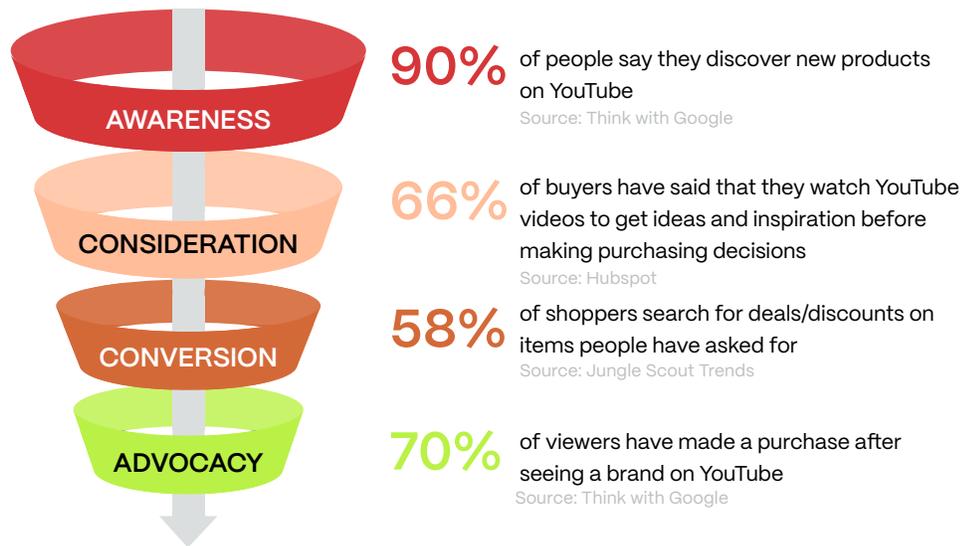




# Drive Retail Sales with Pixability's Cyber Weekend Package

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.



## Case Study

Driving Holiday ROAS for a Luxury Watch Retailer

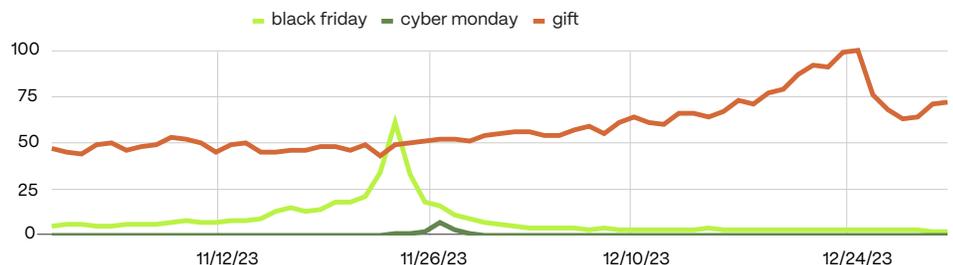
Pixability worked with a luxury watch brand to build awareness of their staple collections on YouTube throughout the year while maintaining a **\$1:1** ROAS. Pixability used insights and top audiences from the awareness campaigns implementing a robust custom targeted Video Action Campaign to drive record sales.

**4X** Higher CTRs

**3X** Higher sales volume

**2X** Higher ROAS

### Interest over time



Cyber 5, the five day period between Thanksgiving and Cyber Monday, accounted for 16.2% of all U.S. holiday retail ecommerce sales in 2023.

Want to learn more about how Pixability can deliver exclusive insights to help you execute an attention grabbing, impactful campaign?

Let's chat!

## YouTube Shoppable Ads

As shopping in general spikes around the holidays, shopping on YouTube will too. According to an [eMarketer study](#):



of U.S. 18–34 year olds made a purchase through shoppable ads on YouTube during the previous month.



of UK Gen Z have made a purchase through shoppable ads on YouTube during the previous 6 months.

## Leverage Pixability's Holiday Shopping Packages to drive maximum impact on YouTube



**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](#)

**Additional Sample Targeting**

We help brands and agencies like yours harness the power of YouTube to reach your ideal audience on holiday shopping related content. Our proprietary technology and expert guidance deliver:

- **Targeted Reach:** Connect with fans by running within the holiday shopping content they love and across the wider range of brand-safe videos they view and engage with across YouTube.
- **Custom Packages:** Choose from pre-built YouTube channel lineup packages or work with us to create a tailored package and strategy that aligns with your specific goals.
- **Brand Safety & Suitability Guaranteed:** Ensure your ads appear only in contextually relevant and brand-appropriate YouTube content.

### Sample Targeting Approach

Overlay your Shoppers persona with targeting related to your vertical, industry, and campaign objectives to maximize outcomes on YouTube.



#### Fashion:

- Apparel
- Footwear
- Outerwear
- Hollister



#### Technology:

- Smart Watches
- Laptops
- Tablets
- Garmin



#### Luxury:

- Accessories
- Travel
- Autos
- Gucci



#### Toys:

- Trucks
- Learning toys
- Online games
- Hot Wheels