



# Win Your 2023 March Madness Bracket with Pix's Picks for YouTube

In 2022, CBS & Turner sold out March Madness TV ad inventory. Reach your March Madness audience on YouTube more efficiently with Pixability's help.

## PIXABILITY'S INSIGHTS

Pixability's data engine ingests 1B YouTube videos daily via our YTMP partnership for brand suitability screening and to identify content trends such as:

- YouTube search interest for **"March Madness"** skyrockets during the tournament.
- Top YouTube searches are about **predictions** (probably for sports betting), **highlights**, and to **watch live**.
- **Highlight videos make up the majority** of sports content on YouTube. Game highlights account for 30% of top videos, and player highlights rank second at 18% of top sports videos.
- **Standout players** in the tournament lead people to search YouTube for their highlights.

## TARGETING IDEAS

Leverage Pixability insights about video content and campaign performance trends to inform your YouTube strategy. Target personas such as:



SPORTS BETTERS



AVID BASKETBALL FANS



LIVE SPORTS ENTHUSIASTS

Reach users on relevant content:



BASKETBALL VIDEOS



CUSTOM BLENDED MARCH MADNESS CONTEXTUAL SEGMENT

## AD FORMATS TO TEST



YouTube viewing on TV screens drives more watchtime than Netflix and drives more efficient reach than TV.



Test YouTube Shorts on mobile devices to capitalize on the tournament's halo effect with this trending ad format.

## CASE STUDY



Pixability helped the Mavs drive basketball ticket sales by identifying that people with ticket apps were more likely to purchase tickets online.

2X

HIGHER CLICK-THROUGH RATE THAN BENCHMARKS ON YOUTUBE

2X

HIGHER VCR THAN BENCHMARKS

Americans will eat a lot of pizza and drink a lot of beer in March.

American beer companies produce an average of 14 million barrels a month, that number will bloat to somewhere between

17-18 MILLION 

barrels in March.

Pizza orders also increase by

19%



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