

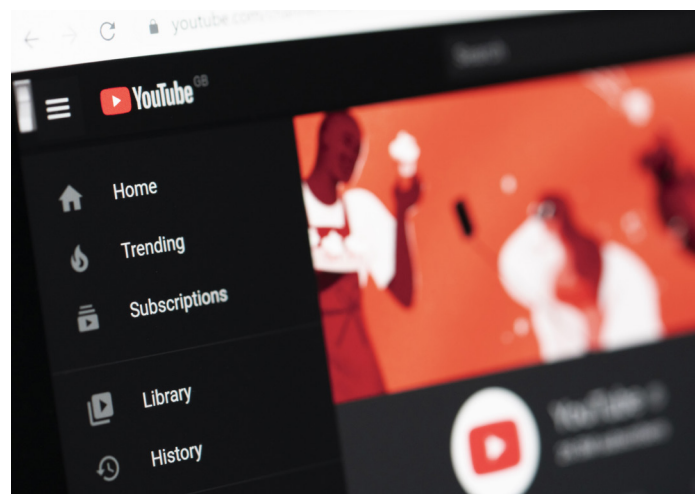
YouTube Advertising

YouTube is one of the most powerful platforms for businesses trying to capture their customers' attention. With over five billion daily video views, YouTube has become one of the largest video inventory sources in the entire digital space.

YouTube Advertising with Choozle

Choozle offers YouTube ad campaigns for clients in a fully-managed capacity as a part of their Supported Solutions offering. Choozle's supported YouTube video ad types include TrueView In-Stream, TrueView Discovery, and unskippable Pre-Roll.

To get started, reach out to your Choozle Account Manager.



Benefits of YouTube Advertising

- ✔ **Unparalleled reach**
 - YouTube is the second most-visited website in the world
 - 2 billion Monthly Active Users and 30 million Daily Active Users account for over 5 billion video views per day
 - Reaches more 18-49 year-olds than any broadcast or cable network on mobile

- ✔ **Advanced targeting to find and convert customers**
 - Demographic, Interest, Purchase Intent, Location, Language, Keyword, Device, and Remarketing

- ✔ **Cost-effective for businesses of all sizes**
 - A typical ad view generally runs between \$0.10 and \$0.30, which is low compared to the cost of some keywords on the Search Network (which can run for \$50 per-click or more)
 - TrueView ad formats are only charged for completed views
 - A variety of bidding strategies are available to help meet your campaign goals most effectively