



# The Power Of YouTube Advertising Explained!

## A Quick Case Study

### BACKGROUND

Fusion Unlimited were one of the first agencies to take part in the latest Google beta test for YouTube to evaluate the potential of a new cost per engagement model for skippable pre-roll advertising.

We could immediately see the potential of this for our clients as a cost effective way of increasing the reach of TV assets online.

Consumers had the choice to skip the ad at any point. Our client only paid for an engagement if the consumer chose to watch our ad in full.

A true test of creative engagement, no more 'impressions' without knowing if the ad was actually seen.

### RESULTS

We worked with Google to target pre-roll activity to accurately reflect customer lifestyle profiling and as a result we generated the following results:

Achieved over **500,000+** viewings

Increased traffic from YouTube by **400%**

Generated **80%** of new visitors to the client

Achieved an average clickthrough rate of **10%**

Cost per engagement at **70% less** than PPC

### TESTIMONIAL

'It was great as we could accurately target who would see pre-roll ads, only paying for those who watched in full and still drive traffic at a lower cost than PPC!

What really wowed me was the delivery to the brief, the turnaround and the results that Fusion obtained- I still cannot believe that we managed to disrupt hundreds of thousands of viewers from their YouTube video and got them to click through to our site instead!

**“ IT WAS GREAT AS WE COULD ACCURATELY TARGET WHO WOULD SEE PRE-ROLL ADS, ONLY PAYING FOR THOSE WHO WATCHED! ”**

- Online Marketing Manager

### LIKE TO KNOW MORE?

To learn how you could increase your online effectiveness contact **James Pearson** today!

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### OUR CREDENTIALS

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CERTIFIED  
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ANALYTICS  
AUTHORIZED  
CONSULTANT  
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MEMBER

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RECOMMENDED

FRESH AWARDS  
Winners 'Best Use Of Search  
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M  
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DRUM Marketing Awards 2010